

BRD Insights and Recommendations

First Quarter FY25

Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

Click Map

On the click heatmap, you can for example find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Figure 1: BRD Click Map



Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 2: BRD Scroll Map

The image shows a webpage for the Army Outdoor Recreation program. A scroll heatmap is overlaid on the page, with a color gradient from red at the top to yellow at the bottom, indicating the percentage of users who have scrolled to that point. The heatmap shows that most users scroll past the top navigation and into the main content area.

T-Mobile MILITARY & VETERANS SAVE \$720 PER YEAR WITH 4 LINES [Find out more](#)

Savings versus Go55 or Go55 Plus. Verify military status w/in 45 days or pay up to \$20/line more per month. Qualifying credit req'd. PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

The Army Outdoor Recreation program offers diverse, healthful, vigorous, and comprehensive outdoor recreation activities and instruction for active duty, family members, DoD civilians and other authorized patrons. The Army ODR programs build a sense of community, promote skill development, and provide for stress relief and enjoyment while conserving and protecting wildlife, forests, wetlands, and other natural resources.


The program contributes to military mission readiness through adventure and challenge-type activities that test functional fitness and motor skills, and enhance unit cohesion. Soldiers and family members enjoy an enhanced quality of life through participation in new and/or ongoing lifetime leisure outdoor pursuits, introduced and/or facilitated by their local ODR program.

Program Elements:

- Skill Instruction
- Activities & Trips
- Equipment Checkout centers
- ODR Facilities
- Natural resource sites
- Activity operation centers
- Travel and leisure destinations

Find My Installation

Location



OUTDOOR RECREATION

- Camping & RV Parks
- Warrior Adventure Quest
- Equestrian Services
- Adaptive/Inclusive Recreation
- Services
- Cycling Challenge

Advertise here!

How many new pages of content did installations create last quarter?

Web managers have created a total of 258 new pages on EPW in the last quarter. It's important to note that the total excludes data from the EPW Page Report, calendar events, and directory pages.

- 158 pages were added to BRD.

Table 1: Total new pages added to BRD last quarter.

Name
🍷 Waffles with Santa 🎅
🏋️ Olympic Weightlifting Workshop 🏋️ The Snatch
🎄 Holiday Village Vendors Wanted 🏠
🎅 Holiday Tree Lighting 🎄
bowling with santa
Zama To Go - Online Food Ordering
Youth Winter Sports Registration
Youth Spring Sports
Winter Season Sneak Peek!
Winter Season Basketball League
Winter Reading Challenge
Winter Rates for the Campground
Winter Book Bingo
West Point Community Wednesday Evening Women's Double Tennis League
West Point Community 4 on 4 Volleyball League
West Point Community 3 on 3 Noontime Basketball League
We have Chiefs Playoff Tickets!
We are hiring a Lead Recreation Assistant
Water & Walk Challenge
Wake Up with Pat
Volunteer Youth Sports Coaches
Underwood Golf Lunch Special
USTA 40 & over League
UFC Fight Night at Marne Lanes

Turkey Trot Golf 2024
Turkey Trot 5k
Turkey Bowl Right Arm Night
Turkey Bowl & Right Arm Night
Trees for Troops 2024
The Great Pumpkin & Zombie Shoot 2024 Photos
The Boss Program
Thanksgiving ECC 2024 Photos
Thanksgiving Dinner To Go
Take our Survey for a chance to win a five-night stay at an Armed Forces Recreation Center!
Sweetheart Skate
Super Saturday Bingo
Stories for Preschoolers Begin in January
Storage Rentals 2025
Social Media Privacy and Use Policy
Snowflake Festival Plywood Holiday Card Contest
Snowflake Festival Parade Floats
Snowflake Festival
Smoothies at Alternate Escape Cafe
Sawdust Briquettes for Sale!
Santa visits the Wishing Tree
Rubber Duckie Day
Radio City Christmas Spectacular
RRAD ATV Recreation Area
Quest For 10,000!
Quadfecta Race Series Passes
Purchase a round of Golf
Private Weapons Day
Operation StartUp
Night Golf 2024
New Year Deals at the MWR Fitness Center
New Hours at Arts
Mystery Valentine
Morgan Farm Army Navy Weekend Kenneling Special
Monday Night Bowling

Martial Arts CLASSES are BACK 🥋
MWZ ESports Gaming Tournament
MWR Youth Basketball Travel Team Tryouts
MWR Thanksgiving Hours
MWR October Calendar
MWR November Calendar
MWR Hours
MWR December Calendar
MWR Airport Van Transportation, Sagami-Ono Transfer & Bus Rental Service
MLK Family Fun Run/Walk 5K 🏃
Long Drive Score Competition
Lighting Up The Holiday Tree
Lifeguard Training
Library Online Resources
Know Before You Go
Kids golf!
Kids Day
K16 Outdoor Recreation
K16 Community Activity Center
K16 Arts & Crafts
Junior Enlisted Soldiers Specials
January 2025 Happenings
It's Holiday Party Season!
Introduction to Women's Trap Shooting
Introduction to Archery
Intramural Sports
Instructional Program Registration - 2024 Winter Dance and Gymnastics
Indoor Rowing Competition
Hyper Bowling
Holiday On The Bend
Holiday Hours 2024
Holiday Happenings 2024 on Fort Knox
Holiday Duck Hunt
Holiday Drinks
Holiday Dinners To-Go

Historic Quarters One Tour
Help Us Make Army Life Easier to Navigate
Golf Lessons
Golf Course Restaurant - Bella Swing
Gary Sinise Foundation Hurricane Helene Photos
Fun with MWR
Fort Johnson Vehicle Storage Yard Needs Assessment
Fort Jackson BIG 3v3 Intramural Basketball Tournament
Foodie Fridays: Salmon Bowl
Food Truck Friday
Fitness Challenges
Family and Morale, Welfare & Recreation Map
Family Flicks at Beaty Theater
Family & MWR Newcomer's Scavenger Challenge
Fall Savings at West Point Auto
Fall II Youth Tennis Session
FMWR PBO Silent Auction
Eyster Pool Party Reservations
Eat Like A Greek
EUDORA WILDLIFE SAFARI 🐾
DFMWR NAF SALE
Commander's Cup
City Center Community Activity Center
Charleston Brews Cruise 🍷
Certified Dog Obedience Trainer Wanted
Century Lanes Holiday Hours 🕒
Carolina Panthers Meet and Greet
CYS 2025 Spring Sports Registration
CYS 2024 Winter Sports Registration
CSM Challenge
Breast Cancer 5K/ Kids 1 miler color run
Bowling Breakthroughs
Birthday Party Venue Rental
Birthday Golfing Special

Bingo Night
Best of the Pacific - Vote for Us!
Bedrock Bowling New Year's Eve
Become a member of the Tactical Advantage Sportsman's Complex!
BOSS Toy Drive Pickup
BOSS Quarterly Meals
Army vs Navy Watch Party
Army VS Navy Football Watch Party
Army MWR Outdoor Recreation Presents: Bounce House Bonanza
Armstrong's Club Catering Request Form
Aquatic Center Closed Jan. 9 - Feb. 11
Annual Army vs Air Force Turkey Bowl
Anderson Aquatic Center - Winter Hours
Align, Balance and Rotate your ride with Surrey Car Care!
Abandoned Vehicle Notice
Abandon Auto Auction
24/7 Fitness Center Access Available at the Miesau Physical Fitness Center
24/7 Fitness
2025 Universal Orlando FREEDOM Passes
2025 US Army IMCOM Europe Entertainment Tournament of Plays (TOPPERs)
2025 Sports / Fitness / Aquatics Calendar
2024-2025 Community Skate Program
2024 Christkindlesmarkt & Breakfast with Santa
12 Days of Holiday Specials at MVGC
12 Days of Giveaways
10 Days of Grinchmas
Christmas Day: MWR Hours of Operation
"Family and MWR Customer Needs Survey" in USAG Stuttgart
"Can't Dodge This" Dodgeball Tournament ●

Website Searches

There are a total of 24,230 searches conducted by 15,625 users, giving an average of 1.55 searches per user. This shows that some users are conducting multiple searches, likely to explore additional information after the initial query.

Performance Overview

Search activity on the BRD platform highlights strong user engagement. The top search terms reflect user interest in services such as "disney" (275 searches) and "tickets" (233 searches). Overall, search counts per user are above 1, indicating multiple searches by individual users, which demonstrates active exploration and interest in BRD offerings.

Traffic and Key Terms

The search terms "rental" and "rentals" collectively captured 380 searches, with "rental" alone achieving a high search-per-user rate of 1.53. Other key terms like "auction" also show significant engagement. This suggests a strong demand for resources related to entertainment, accommodation, and events.

Recommendations:

1. Focus on enriching pages related to "disney" and "tickets" with additional content or promotions to sustain high user interest.
2. Develop resources for emerging terms like "auction," as these may represent growing user needs.

Outdoor Recreation

The Outdoor Recreation and Recreational Lodging program experienced a slight decline compared to the previous year, but engagement metrics suggest strong user interest in the content. Total users reached 122,957, reflecting a 3.6% decrease year-over-year, while new users totaled 83,870 (-5.1%). Sessions dropped to 166,419, a 6.6% decline, and views reached 209,914, marking a 4.2% decrease.

Traffic sources reveal that Organic Search continues to dominate, driving the majority of users. Direct traffic also contributed significantly, with additional support from Referral and Organic Social channels. These results emphasize the importance of optimizing content for Organic Search while leveraging direct and referral channels effectively.

Despite traffic drops, the program maintained a 73% engagement rate, representing a 2.8% improvement year-over-year. The average session time was 2 minutes and 43 seconds, down only 5.0%, signaling relatively steady user engagement. Popular resources such as the Victory Travel Price Guide and Pine View Campground Map remain in high demand. High-performing links like Online Reservations and WebTrac underscore the audience’s demand for accessible tools and planning resources.

Table 2: Most Popular Link Clicks

Click Text	Total
Online Reservations	989
WebTrac	696
Shooting Sports	448
HoofBeatsForHeroes.org	425
Holbrook Pond	404
(not set)	397
www.fortsilltravel.com	392
Lotts Island Campground - HAAF	391
HERE	342

Table 3: Most Popular Downloads

Downloads	Total
Victory Travel Price Guide	3,487
Pine View Campground Map.pdf	1,912
Map of Uchee Creek Campground	1,684
Travel Camp Sitemap	1,681
Army Travel Campground Rules and Fees	1,563
Army Travel Campground Map	1,410
Weston Lake Brochure	1,024
RV Park Standard Operating Procedures	919

WebTrac Engagement Overview

The WebTrac program experienced a decline in total link clicks, with 26,183 clicks during the reporting period, marking a 9.8% decrease compared to the previous year. Despite this drop, certain installations demonstrated notable performance improvements, such as Carson (+755.1%) and Grafenwoehr (+271.8%). These standout increases suggest localized success that may serve as models for other locations.

Table 4: The top installations generating the highest number of WebTrac link clicks

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	3,900	-5.5% ↓
campbell.armymwr.com	2,535	-20.6% ↓
belvoir.armymwr.com	2,233	-1.5% ↓
stuttgart.armymwr.com	1,997	32.7% ↑
carson.armymwr.com	1,753	755.1% ↑
picatinny.armymwr.com	1,411	-16.4% ↓
grafenwoehr.armymwr.com	1,238	271.8% ↑
jblm.armymwr.com	1,157	5.2% ↑
mccoy.armymwr.com	1,042	3.7% ↑
jackson.armymwr.com	949	-4.0% ↓
kaiserslautern.armymwr.com	934	-15.3% ↓
liberty.armymwr.com	841	-23.5% ↓
cavazos.armymwr.com	820	38.7% ↑
knox.armymwr.com	758	-12.0% ↓

Golf

The Golf program experienced a decline in performance across most key metrics during the reporting period. Total users reached 70,797, marking an 8.0% decrease year-over-year, while new users dropped by 8.8%, totaling 56,348. Views saw a slight decline of 0.3%, with a total of 134,259, and sessions were down by 3.0%, ending at 102,952.

Traffic was driven primarily by Organic Search, which accounted for 52,416 users, followed by Direct traffic with 15,739 users. Referral and Organic Social channels contributed smaller shares. This distribution underscores the ongoing importance of Organic Search as the key driver of traffic and highlights the need to sustain robust SEO efforts.

Engagement metrics remained steady despite overall declines. The engagement rate held at 65% (-1.0%), and the average session time was 2 minutes and 25 seconds, reflecting only an 8.6% decrease. These indicators suggest that users continue to interact meaningfully with Golf program content, even as overall traffic numbers have dipped.

- 18,549 users clicked on a link to book a tee time

Table 5: Lists the top installations generating clicks.

Full page URL	Clicks on WebTrac Links. ▼
hawaii.armymwr.com/programs/leilehua-golf-course	6,495
hawaii.armymwr.com/programs/nagorski-golf-course	739
stewarhunter.armymwr.com/programs/hunter-golf-course	462
jblm.armymwr.com/programs/eagles-pride-golf-course	367
stewarhunter.armymwr.com/programs/taylors-creek-golf-course	258
jblm.armymwr.com/programs/whispering-firs-golf-course	248
leavenworth.armymwr.com/programs/trails-west-golf-course	189
moore.armymwr.com/programs/fort-moore-golf-course	147

Recommendations

1. Develop engaging email campaigns or newsletters to improve Direct traffic. Highlight program features, upcoming events, and exclusive offers, ensuring content is relevant and encourages users to visit Golf program pages directly.

American Forces Travel

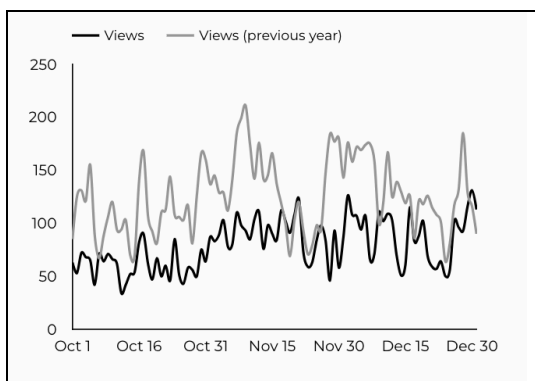
The American Forces Travel program experienced declines across most key metrics during the reporting period. Total users reached 5,605, marking a 32.5% decrease year-over-year, while new users dropped significantly by 56.2%, totaling 1,425. Views declined by 37.0% to 7,294, and sessions were down by 34.1%, reaching 6,562.

Traffic was driven primarily by Organic Search, accounting for 4,050 users, followed by Direct traffic with 961 users and Referral channels contributing 418 users. Organic Social brought in a smaller share of 175 users. The Army MWR main website dominated as the leading source of traffic, generating 5,555 users, while other installations such as JBMHH (16 users) and West Point (12 users) contributed minimally. This highlights the centralized role of the main platform in user acquisition.

Despite declines in overall traffic, engagement metrics showed positive trends. The engagement rate improved to 81%, a 5.5% increase, and the average session time grew to 2 minutes and 6 seconds (+7.9%). These indicators suggest that while attracting new users remains a challenge, the content resonates strongly with existing visitors, offering a foundation to build upon through targeted outreach efforts.

This significant decline in user numbers could be attributed to a lack of visibility on the home pages, causing fewer users to navigate to the American Forces Travel section.

Figure 3: Comparison of Views for American Forces Travel Pages



Recommendation:

1. Leverage Email Campaigns: Develop targeted email campaigns aimed at re-engaging previous users and attracting new ones. Highlight exclusive travel deals, destination highlights, and user testimonials to drive interest and Direct traffic.

Arts & Crafts

The Arts & Crafts program demonstrated moderate growth during the reporting period. Total users reached 16,515, reflecting a 12.0% year-over-year increase, while new users totaled 9,920, marking a growth of 10.7%. Views rose by 14.1%, reaching 27,115, and sessions increased by 8.6% to 21,290, indicating a positive trend in user activity.

Traffic was predominantly driven by Organic Search, contributing 11,375 users, followed by Direct traffic with 3,428 users. Organic Social and Referral channels provided smaller but significant contributions, highlighting the strength of search engine optimization efforts as the primary driver of user acquisition.

Engagement metrics showed mixed results. The engagement rate decreased slightly to 63% (-5.2%), and the average session time dropped to 2 minutes and 19 seconds (-3.5%). These trends suggest users are still actively engaging with content but potentially navigating faster or with more specific intent.

Notable installations like Cavazos (2,155 users) and Stuttgart (1,391 users) saw the highest traffic, offering potential insights into effective strategies.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
discovery	9	9
arts and crafts	8	6
wood	7	5
woodworking	7	4
pottery	6	6
wood working	6	4
woodshop	5	3
arts	4	3
art	3	2
ceramics	3	2

Auto Skills

The Auto Skills program experienced a slight decline in overall performance during the reporting period. Total users reached 63,341, showing a marginal decrease of 0.4% year-over-year. New users fell 3.7% to 46,245. Views totaled 108,375 (-2.2%), and sessions declined to 86,638 (-7.2%). These declines suggest a need to bolster efforts to attract and retain users.

Traffic was primarily driven by Organic Search, which brought in 33,826 users, followed by Organic Social with 15,155 users and Direct traffic contributing 11,871 users. Paid Social and Referral channels accounted for smaller shares of traffic, reflecting diverse but concentrated channel performance. The strength of Organic Search and Social highlights the value of ongoing SEO and social media engagement.

Engagement metrics remained relatively stable despite fluctuations in traffic. The engagement rate increased to 59% (+5.7%), while the average session time was 2 minutes and 25 seconds, a slight decline of 4.8%. Top-performing installations, such as Drum (9,622 users) and Stewart-Hunter (7,933 users), experienced significant traffic increases, highlighting opportunities to replicate successful strategies in other locations.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
auction	65	53
auto	34	23
vehicle auction	23	15
auto auction	22	11
auto skills	19	14
auto skills center	16	10
vehicle	15	10
cars	12	11
vehicle registration	12	9
resale lot	11	9

Better Opportunities for Single Soldiers (BOSS)

The BOSS (Better Opportunities for Single Soldiers) program demonstrated moderate growth in the reporting period. Total users increased to 18,933, reflecting a 15.8% year-over-year growth. New users rose by an impressive 31.4%, reaching 10,440. Views also saw a significant increase of 34.9%, totaling 33,390, while sessions grew by 16.8% to 23,526. These metrics suggest a growing interest in the BOSS program and its offerings.

Traffic was driven primarily by Organic Search, accounting for 9,823 users, followed by Direct traffic with 5,205 users. Referral and Organic Social channels contributed 2,472 and 1,763 users, respectively. The consistent performance of Organic Search emphasizes the importance of maintaining strong SEO efforts, while Direct and Referral traffic underscore the need for targeted outreach to sustain growth.

Engagement metrics showed mixed results. The engagement rate held relatively steady at 68% (-2.3%), but the average session time decreased to 1 minute and 50 seconds, a drop of 14.3%. Top-performing installations, such as Humphreys (1,863 users) and Cavazos (1,736 users), highlight potential best practices for boosting engagement and traffic across other locations.

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
boss	44	29	1.52
concealed carry	8	6	1.33
boss inclusion cup	7	1	7
boss calendar	6	6	1
mwr	6	5	1.2
movie	5	4	1.25
volunteer	5	5	1
chaplain camp casey	4	1	4
house of fear	4	3	1.33
scuba	3	2	1.5

Food and Beverage

The Food and Beverage program experienced steady performance over the reporting period, with total users reaching 363,054, reflecting a slight 0.9% year-over-year decrease. New users accounted for 257,060 (-0.7%), while total views increased by 1.9% to 651,238. Sessions also showed modest growth, up 0.6% to 491,907, indicating sustained interest in the program's offerings.

Traffic was primarily driven by Organic Search, which contributed 236,265 users, followed by Direct traffic with 79,676 users. Organic Social and Referral channels accounted for smaller shares at 22,893 and 20,499 users, respectively. Organic Search continues to be the dominant source, underscoring the value of maintaining strong search engine optimization efforts.

Engagement metrics were consistent, with an engagement rate of 67% (-0.6%) and an average session time of 2 minutes and 28 seconds (-7.7%).

Chow Now links saw an **impressive 12.6% growth in clicks**, totaling 7,742. The majority of clicks occurred on mobile devices (6,488 clicks), followed by desktop (1,214 clicks). High-performing installations, such as Knox (2,424 clicks) and Gregg-Adams (993 clicks), highlight opportunities to replicate successful practices and drive further engagement across other locations.

Table 9: Number Food Menu and Amenity Downloads

Downloads	
Delivery Menu	7970
here	7942
Image Clicks	5382
Equipment Rental Pricelist	3195
HERE	2205
Menu	1947
Click Here for the Tickets & Attractions Price List!	1770
Travel Camp Sitemap	1681
Army Travel Campground Rules and Fees	1563
Golf Price List	1511

Leisure Travel (LTS)

The Leisure Travel program experienced a slight decline across key performance metrics during the reporting period. Total users reached 137,572, marking a 3.9% year-over-year decrease. New users totaled 85,024 (-4.2%), while total views dropped by 3.2% to 255,324. Sessions were similarly affected, falling 2.1% to 192,215. These results indicate a modest reduction in overall reach from last year.

Traffic was primarily driven by Organic Search, contributing 104,771 users, followed by Direct traffic with 22,561 users. Referral and Organic Social channels accounted for 5,829 and 5,810 users, respectively. Organic Search continues to be the largest traffic source, underscoring the importance of maintaining effective SEO strategies to sustain user acquisition.

Engagement metrics remain strong despite the declines in overall traffic. The engagement rate held steady at 74% (-0.9%). The average session time was 2 minutes and 44 seconds (-1.6%), indicating consistent user interaction with Leisure Travel content.

Recommendations:

1. Encourage users to subscribe to newsletters during their site visits. Use engaging CTAs (call-to-actions) and exclusive content, such as travel tips or early access to discounts, to build a loyal email audience.
2. Develop targeted marketing automation email campaigns to reach existing users and re-engage new ones. Personalize content based on user interests, such as popular destinations or discounts, to improve click-through rates and drive Direct traffic.

Table 10: Comprehensive Downloads of Pricing Lists

Downloads	Total
Price List	8,011
2024 Leisure Travel Services (LTS) Pricelist	7,428
here	5,101
Click here for downloadable ticket brochure.	4,822
Click here for ticket prices.	4,485
Victory Travel Price Guide	3,487

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
disney	177	166	1.07
tickets	121	101	1.2
disneyland	108	91	1.19
disney tickets	66	54	1.22
universal studios	50	46	1.09

Figure 4: HQ Travel Page Click Map

T Mobile MILITARY & VETERANS SAVE \$720
PER YEAR WITH 4 LINES
Find out more

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

Where to Start
Your Leisure Travel Office or ITT Office is the best place to start planning your dream vacation or getaway. Our knowledgeable staff are the best source for information about theme park tickets, museum passes, tours, national park admission and historic site tickets. Our offices are also where you can find out about the best hotel rates, airfares and cruise packages – many with discounts you won't find anywhere else. Start with a visit to your local office to plan your next vacation.

Looking for Disney or Universal Tickets?
Find an office here.

Ordering Tickets – once you choose an office you can contact them to

1. Verify eligibility
2. Purchase tickets
3. Have them sent to you!

It's as easy as 1 - 2 - 3 !!

When it's time to take a vacation, Army Family and MWR is ready to help make it the best getaway ever. Whether you're heading for the beach, ready to take a cruise or are destined for a week at a great theme park, we are here to help.

We can assist you in a number of ways, including with attraction tickets, cruise booking, resort vacation rentals and much more. If you are an **eligible patron**, these services and offers are available to you.

Find My Installation

Location

TRAVEL

Travel Offices

Army Lodging (On Post)

American Forces Travel

Armed Forces Recreation Center (AFRC) Resorts

T Mobile MILITARY & VETERANS SAVE \$720
PER YEAR WITH 4 LINES
Find out more

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

Libraries

The Libraries program saw a mixed performance during the reporting period, with total users reaching 35,812—a 7.8% decrease year-over-year. New users also fell 11.5% to 23,457. Despite these declines, total views remained robust at 72,500 (-5.8%), and sessions declined to 51,202 (-14.9%).

Organic Search continued to dominate traffic channels, accounting for 24,454 users, followed by Direct traffic with 8,303 users. Smaller contributions came from Referral and Organic Social channels. These figures reaffirm the pivotal role of Organic Search in driving traffic to library-related content.

Engagement metrics were relatively strong. The engagement rate improved by 5.0%, holding steady at 65%. Average session time increased slightly to 2 minutes and 29 seconds (+0.8%). A significant volume of link clicks (20,871) included searches within the catalog, account access, and resource exploration, indicating active user interaction with library resources.

Table 12: Top Link Clicks

Click Text	Total
My Account	2699
Search the Catalog	1558
Online Catalog	945
Image Clicks	878
Online Resources	556
U.S. Army Europe Libraries Web site:	495
Search the catalog	470
ONLINE CATALOG	461
Army MWR Library	458
Search our Online Catalog and Databases	444

Sports and Fitness

Aquatics

The Aquatics program experienced a decline in key metrics during the reporting period. Total users reached 32,656, representing a 7.1% decrease year-over-year. Similarly, new users dropped by 9.0%, totaling 16,974. Views saw a modest decline of 3.1% (56,865), while sessions decreased by 6.5% to 45,562.

Traffic was driven primarily by Organic Search, contributing 22,817 users, followed by Direct traffic with 6,191 users. Organic Social and Referral channels also played smaller but notable roles in driving traffic. These trends highlight the importance of search optimization and maintaining visibility across social and referral channels.

Engagement remained relatively stable despite these declines, with a 66% engagement rate (-2.3%) and an average session time of 2 minutes and 3 seconds (-7.4%).

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
pool	35	29	1.21
swim lessons	18	15	1.2
aquatics	10	5	2
swim	9	6	1.5
gym	8	6	1.33
swimming lessons	8	5	1.6
bowling	8	4	2
bayside pool	7	1	7
swimming pool	7	4	1.75
fort shafter pool	6	2	3

All Army Sports

The All Army Sports program saw a decline across several key metrics during the reporting period. Total users reached 7,354, representing a 6.7% decrease year-over-year, while new users declined by 13.2% to 4,733. Views also dropped slightly by 2.3% to 18,924, and sessions fell by 8.0% to 8,925.

Traffic was driven primarily by Organic Search, accounting for 4,066 users, followed by Direct traffic with 1,790 users. Referral and Organic Social channels contributed smaller shares to the total. Notably, Organic Social experienced a sharp increase in traffic from Instagram (222 users, up 146.7%), indicating a potential area for further growth.

Engagement metrics showed some resilience despite the overall decline. The engagement rate rose to 69% (+4.4%), while the average session time decreased by 9.1%, ending at 2 minutes and 13 seconds.

- 706 Athletes clicked on a link to start an application

Bowling

The Bowling program saw performance declines across key metrics during the reporting period. Total users reached 49,079, representing a 6.2% year-over-year decrease, while new users declined by 9.5% to 34,543. Views dropped by 3.0% to 82,234, and sessions were down by 6.0%, totaling 67,106.

Traffic continued to be driven primarily by Organic Search, which accounted for 34,081 users, followed by Direct traffic with 11,901 users. Organic Social and Referral channels contributed smaller shares. The sustained dominance of Organic Search underscores the importance of maintaining robust SEO efforts to support continued visibility.

Engagement metrics remained relatively stable despite the overall decline. The engagement rate held at 62% (-0.4%), and the average session time increased slightly by 2.4% to 2 minutes and 23 seconds. These metrics suggest that users are still actively engaging with content. High-performing installations such as Hawaii and Campbell continue to draw significant traffic, though some locations like Gregg-Adams saw noteworthy growth, increasing by 17.4%.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
bowling	57	42	1.36
menu	23	22	1.05
food	13	12	1.08
discovery	12	5	2.4
bowling center	10	4	2.5
prices	6	6	1
bingo	6	4	1.5
birthday	6	5	1.2
careers	6	5	1.2
snack bar	5	5	1

Fitness Centers

Traffic to the Fitness Centers section experienced a slight decline compared to the previous year, with total users decreasing by 5.5% (85,354 users) and new users down by 7.5% (58,746). Views dropped by 3.3% to 155,843, and sessions decreased by 7.5% to 121,263. Despite these declines, the engagement rate showed an improvement of 3.9%, reaching 62%, indicating stronger user interaction among those who visited. Average session time was 2 minutes and 24 seconds, a slight decrease of 4.8% year-over-year.

Organic Search remained the dominant traffic source, driving 61,468 users, followed by Direct traffic with 20,067 users. Referral and Organic Social channels contributed smaller numbers, with 2,568 and 2,087 users, respectively. Organic Search demonstrates the section's reliance on search engine visibility, while Direct traffic highlights returning or direct-visit users as a significant contributor to site activity.

User engagement remained strong, with a 62% engagement rate reflecting improved interactions, despite lower overall traffic. The average session time of 2:24 suggests users spent sufficient time exploring content. High-performing installations included liberty.armymwr.com (5,963 users) and cavazos.armymwr.com (5,048 users), demonstrating consistent interest in fitness-related services across locations.

- 25,410 People downloaded a location map, or schedule for fitness classes

Table 15: Top Downloads for Fitness Center Resources

Downloads	Total ▼
Fitness Centers Hours Chart	1,930
Fitness Centers Location Map	1,316
downloaded here	884
October	800
Ivy Fitness Center Equipment Use Guidelines	682
Group Fitness Calendar	651

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
sauna	59	52	1.13
pool	51	46	1.11
gym	45	38	1.18
boxing	22	17	1.29
yoga	17	14	1.21
fitness	15	13	1.15
massage	13	13	1
hours	13	11	1.18
basketball	11	11	1
dress code	8	7	1.14

Recommendations:

- **Add Dress Code Policy Information:** Include clear, accessible details about the fitness centers' dress code policies on installation web pages. This will address user queries, improve user satisfaction, and potentially reduce bounce rates from Organic Search traffic.

Intramural Sports

The Intramural Sports program experienced slight declines across most key performance indicators during the reporting period. Total users reached 3,580, reflecting a 6.0% decrease compared to the previous year, while new users totaled 1,214 (-5.1%). Views were recorded at 5,122 (-9.6%), and sessions fell by 7.1%, totaling 4,360.

Traffic was primarily driven by Organic Search, contributing 2,619 users, while Direct traffic accounted for 576 users, and smaller shares came from Referral and Organic Social channels. These trends emphasize the importance of maintaining a strong presence in Organic Search to sustain user engagement and attract new participants.

Engagement metrics remained relatively strong despite the declines. The engagement rate held at 79% (-1.6%), and the average session time was 2 minutes and 1 second, showing a slight increase of 1.9%. High-performing installations like JBLM (564 users) and Liberty (496 users) led in traffic, indicating opportunities to replicate successful strategies across other installations.

Table 17: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
basketball	2	2
flag football	2	1
smith gym	2	1
auto	2	1
swimming	2	1
cornhole	2	1
pickleball	1	1
youth sports	1	1
ct's	1	1
cys	1	1
cabin	1	1
football	1	1
intermural sports	1	1
natcher	1	1
pickle ball	1	1

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. program saw notable increases in key performance metrics during the reporting period, reflecting successful outreach and growing user interest. Total users reached 2,004, representing a 35.7% increase year-over-year, while new users surged by an impressive 181%, totaling 725. Views also experienced significant growth, climbing 101.6% to 4,119, while sessions increased by 44.1%, reaching 2,283.

Traffic was predominantly driven by Organic Search, which contributed 1,058 users, followed by Direct traffic with 724 users. Referral and Organic Social channels accounted for smaller portions of traffic. These results demonstrate the effectiveness of Organic Search in capturing user interest, underscoring the importance of maintaining strong visibility through search engine optimization.

Engagement metrics presented mixed results. While the engagement rate was strong at 75%, it was down 15.8% year over year. Similarly, the average session time dropped by 36.9% to 58 seconds, suggesting that while more users are visiting, they may be spending less time interacting with program content. High-performing installations, such as ArmyMWR.com (316 users) and Wiesbaden (78 users), highlight opportunities to analyze and replicate localized success strategies.

Army Ten Miler (ATM)

The Army Ten-Miler (ATM) program experienced positive trends in most performance metrics during the reporting period. Total users reached 103,919, marking a 2.8% increase year-over-year, with new users growing by 5.4% to 97,117. Views were up slightly by 1.1%, totaling 435,376, while sessions grew significantly by 9.0%, reaching 216,291. These results reflect the ongoing appeal of the ATM event and its related content.

Traffic was largely driven by Organic Search, which accounted for 68,283 users, followed by Direct traffic at 34,706 users. Referral and Organic Social channels contributed smaller yet meaningful portions of the traffic. This distribution highlights the strength of search-driven traffic and the value of maintaining high rankings for ATM-related keywords.

Engagement metrics showed some challenges. The engagement rate was 53%, representing a 7.8% decrease from the previous year. The average session time fell to 1

minute 42 seconds, reflecting a decrease in user interaction time. Despite this, top pages like "Army Ten-Miler" (56,111 users) and "Race Day Schedule" (20,072 users) indicate strong interest in race logistics and registration details.

World Class Athlete Program (WCAP)

The World Class Athlete Program (WCAP) demonstrated growth in several key metrics during the reporting period. Total users increased by 7.4% year-over-year to 15,778, with new users growing by 8.2%, reaching 15,707. Views saw a significant boost of 27.1%, totaling 50,342, and sessions increased modestly by 4.0% to 18,915. These results highlight the program's ongoing appeal and expanding audience reach.

Traffic was primarily driven by Organic Search, accounting for 10,416 users, followed by Direct traffic with 3,070 users. Referral channels and Organic Social contributed smaller portions of traffic, while unassigned sources brought in 520 users. Organic Search continues to play a dominant role, underscoring the importance of search engine optimization for WCAP content.

Engagement metrics reflected a mixed picture. The engagement rate dropped to 55%, a decline of 9.7% compared to the previous year, while the average session time remained steady. Popular pages like "Home" (3,881 users, +11.8%) and "PARIS 2024" (609 users, +117.5%) saw notable growth, indicating strong interest in WCAP's general offerings and Olympic-related content.

Figure 4: WCAP Views Comparison

