



ACS 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: ACS Click Map

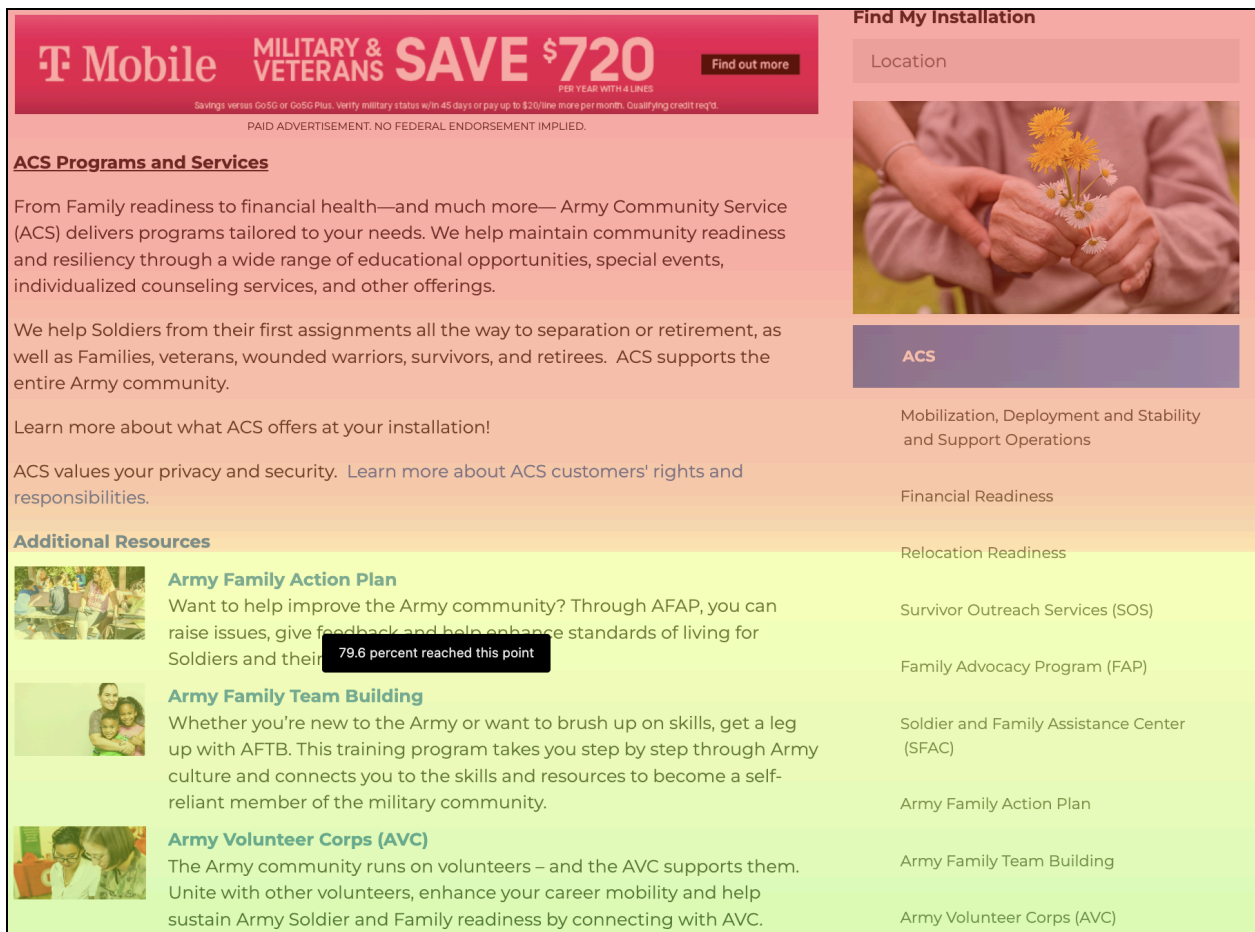



Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

The percentage "79.6%" displayed in the heatmap indicates that 79.6% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted. This means nearly 80% of visitors viewed the content in that section of the page, providing insight into how engaging the content above it is and whether critical information placed lower might be missed by the remaining visitors who didn't scroll further.

Figure 2: ACS Scroll Depth Heatmap



Scroll Depth Heatmap 

Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

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

Web managers created a total of 258 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 5 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name	Total
K16 Army Community Service	1
Domestic Violence Awareness Month	1
Army Community Service Survey	1
Mobilization, Deployment and Stability & Support Operations	1
Poland Financial Newsletter	1

Search

The analysis focuses on **key search metrics**, including total searches, unique users, and search count per user. This data provides insights into user behavior and popular topics of interest.

Key Insights

- The **top search categories** indicate a strong user interest in finance-related topics, support services, and job opportunities.
- High search count per user in some areas (e.g., "personal financial counselor" or "employment readiness group") suggests users seeking detailed or repeated information.

Top Performing Searches

- Financial support services and employment-related queries dominate the search landscape.
- Examples of high-interest terms include "resume assistance," "financial counseling," and "career resources."

Recommendations:

1. **Enhance Discoverability:** Boost the visibility of frequently searched topics by creating tailored landing pages or centralized resource hubs for finance services.
2. **Streamline Access:** Ensure popular resources like financial counseling or employment guides are easily accessible within 1-2 clicks.

The CHRA Employment Campaign

The CHRA Employment Campaign performed strongly last quarter, with total users reaching 23,249. This marks a significant increase over previous metrics, driven by impactful outreach and content strategies. New users accounted for 20,398 of the total, demonstrating the campaign's success in capturing the attention of a broader audience. Video engagement also contributed to the campaign's reach, with significant interaction across multiple video assets.

Referral traffic led the way, contributing 10,408 users, followed by organic search with 6,962 users. Direct traffic added 1,299 users, while unassigned traffic accounted for 4,199 users. These sources highlight the campaign's strategic targeting of high-traffic platforms to drive user engagement.

User engagement metrics underscored the campaign's impact. The engagement rate remained steady at 50%. **Total link clicks reached 8,873**, with 8,500 clicks directed to armymwrcareers.usajobs.gov. Video content was a key driver of engagement:

- **Business Managers Video:**
 - Completed views: 139
 - Starts: 202
 - Pauses: 58
- **60-Second Overview Video:**
 - Completed views: 118
 - Starts: 264
 - Pauses: 98

These metrics show that video content was effective in capturing attention, with viewers consistently engaging through starts, progress, and completions across different formats. The high number of video progress events indicates a strong interest in the content, while completion rates highlight its appeal and relevance.

Figure 3: Overview with Heatmap Interaction Highlights

• **Outdoor Recreation.** If you love staying active and being outdoors, join MWR's Outdoor Rec team! You can help the military community enjoy a healthy lifestyle in roles that span sports, food service, water activities, and more. Please visit armymwr.com/jdr for program information.

There are lots more jobs, too. Go to USAJobs.gov to explore your options!

FIND A NEW JOB

Want another reason to search out Family and MWR positions? The great salary and benefits, including

- Medical, Dental, Vision & Life Insurance Benefits*
- Retirement and 401(k)*
- Flexible Work Hours*
- Paid Time Off (Vacation & Sick)
- Career Progression* and Paid Training
- Tuition Reimbursement Possibilities*
- Priority Childcare Placement*
- Tax-free Shopping Privileges at the Exchange (AAFES)
- Job Transfer Opportunities

Heatmaps over the "FIND A NEW JOB" button suggest this is a primary point of interaction, underscoring the effectiveness of the call-to-action.

The Domestic Violence Awareness Month

The Domestic Violence Awareness Month campaign saw a total of 524 users during the reporting period, marking a 40% decrease year-over-year. New users accounted for 193, a decline of 65.1%. Total views and sessions also experienced declines of 32.8% and 40.2%,

respectively. Despite these drops, the engagement rate improved significantly to 69%, a 26.2% increase, reflecting deeper interaction with the campaign content among visitors.

Organic Search was the leading traffic channel, driving 272 users, followed by Direct traffic with 131 users. Organic Social contributed 81 users, and Referral traffic added 39 users.

User engagement metrics showcased a notable improvement in quality, despite declines in overall traffic. The engagement rate rose to 69%, supported by an average session time of 1 minute and 18 seconds, only slightly lower year-over-year (9.1% decrease).

Military Family Month

The Military Family Month campaign demonstrated exceptional growth this year, with 1,300 total users, marking a 733.3% increase from the previous year. New users surged by 731.7%, reaching 865, while total views increased to 1,503 (+763.8%). The campaign's sessions also saw a significant rise, reaching 1,415, which is a 742.3% improvement year-over-year. This dramatic growth highlights the campaign's successful outreach and increased visibility.

Referral traffic was the primary driver of engagement, contributing 797 users and accounting for 61% of the total traffic. Organic Search followed with 193 users, while Organic Social channels brought in 171 users.

The campaign's engagement rate climbed to 65%, representing a 26.3% improvement compared to the previous year. This strong engagement level indicates that the campaign successfully targeted its audience and encouraged meaningful participation.

Army Family Team Building (AFTB)

The AFTB program saw a decline in key metrics during FY25 Q1 compared to the same period last year. Total users decreased by 12.4%, reaching 1,067, while new users fell slightly to 586, a 3.1% decrease. Total views also declined by 6.6%, totaling 1,705, and

sessions dropped by 14.1% to 1,324. This dip highlights opportunities for improvement in user acquisition and retention.

Organic Search continued to be the dominant channel, contributing 550 users, accounting for 51.5% of all traffic. Direct traffic followed closely, driving 364 users (34.1%), while Referral traffic added 89 users (8.3%).

The engagement rate decreased slightly to 60%, down 6.0% year-over-year. Average session time also saw a significant decline of 37.0%, settling at 1 minute and 36 seconds. While this may suggest users are navigating the site more efficiently, it also indicates a need for more engaging and immersive content to encourage prolonged interaction.

Table 2: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
customs	1	1
aftb birthday	1	1
efmp	1	1
marriage counseling	1	1
personal training	1	1
acs briefer training course	1	1
afap	1	1
briefer training course	1	1
education center	1	1

Recommendations:

1. Add a Callout for the Online Learning Management System (OLMS) on the HQ AFTB Page.
 - Position: Place the callout near the top of the page, ideally beneath the introductory paragraph or alongside key sections such as “Courses” or “How to Get Involved.”
 - Callout Content: “Expand Your Skills with the Online Learning Management System (OLMS)”
 - Action Button: “Start Learning Today” or “Access OLMS Now”

- Heatmaps have been successfully implemented for AFTB programs on HQ, providing valuable insights into user interactions with key pages. These tools will help identify areas of high engagement and uncover opportunities to enhance the user experience and overall site performance.

As heatmap data continues to accumulate, it will enable more targeted optimizations and strategic improvements to further boost user engagement and site functionality.

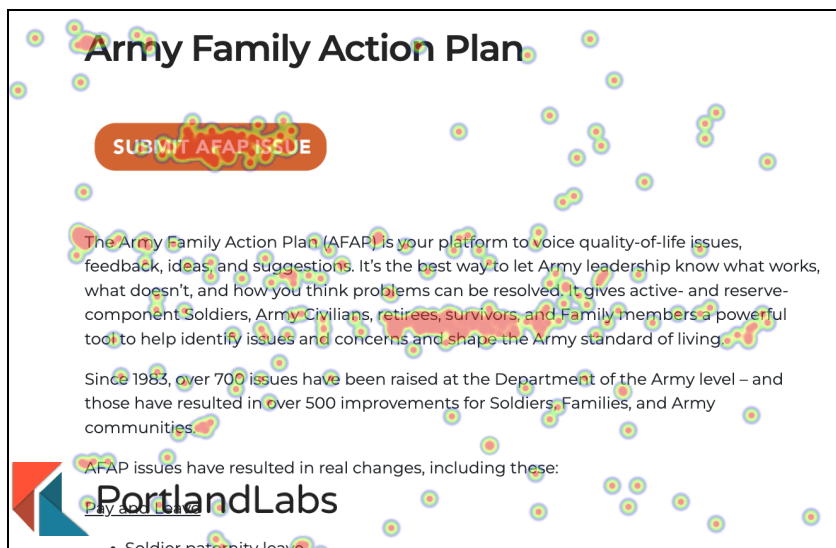
Army Family Action Plan (AFAP)

The Army Family Action Plan (AFAP) program experienced a slight decline this quarter, with total users reaching 1,144, a 3.1% decrease year-over-year. New users totaled 537, reflecting a 5.3% drop compared to the previous year. Views also declined by 8.6%, totaling 1,700, while sessions decreased by 10.4% to 1,355, indicating a moderate reduction in overall traffic and engagement.

Traffic sources reveal that Organic Search was the primary channel, contributing 569 users, followed by Direct traffic with 340 users. Referral traffic accounted for 129 users, and Social brought in 111 users.

The engagement rate improved by 7.7%, reaching 68%, indicating that users are interacting more actively with the site. However, the average session time decreased by 21.7% to 1 minute and 49 seconds. This suggests that while engagement has increased, users are spending less time per visit, likely due to more effective callouts that drive quicker actions.

Figure 4: Overview with Heatmap Interaction Highlights



Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program demonstrated significant growth in FY25 Q1, with all key metrics showing notable year-over-year improvements. Total users increased by 126.5% to 3,368, while new users surged by 175.7%, reaching 2,346. Views climbed by 120.3% to 4,831, and sessions rose by 105.0% to 3,999. These results reflect successful outreach efforts and heightened visibility, signaling strong engagement with the program's audience.

Traffic analysis reveals that Organic Search was the leading channel, accounting for 2,620 users, or 77.8% of all traffic, underscoring the effectiveness of SEO strategies. Direct traffic contributed 494 users, while Referral and Organic Social channels brought in 137 and 131 users, respectively.

Engagement metrics remained strong, with the engagement rate holding steady at 69%. The average session time saw a slight decline of 16.2%, settling at 2 minutes and 34 seconds, suggesting users are efficiently navigating the site. While this decline presents an opportunity to introduce more interactive or in-depth content, the overall metrics reflect a successful quarter for the AVC program.

Recommendations:

1. Include a direct "Volunteer Today": callout, linking users directly to VMIS.
2. Break down the Volunteer Forms section into a checklist format, with each form clearly labeled and linked for easy access.

Table 3: Top Link Clicks

Click Text	Event count
Volunteer Management Information System (VMIS)	283
Volunteer Agreement	160
https://vmis.armyfamilywebportal.com	134
Volunteer Service Record	67
https://vmis.armyfamilywebportal.com/	58

Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) demonstrated exceptional growth this quarter, with total users reaching 57,876, reflecting a 71.5% increase year-over-year. New users surged by 127.9%, totaling 40,926, while views increased by 63.6% to 85,155. Sessions also showed strong growth, rising by 64.6% to 69,138, indicating heightened interest and engagement with ERP resources across Army MWR platforms.

Traffic sources reveal that Organic Search was the primary driver, accounting for 28,787 users, followed by Referral traffic with 13,514 users. Direct traffic brought in 8,692 users, while Unassigned and Organic Social contributed 4,415 and 2,833 users.

The high volume of "Unassigned traffic" can be attributed to the CHRA campaign. In Google Analytics, "Unassigned traffic" typically occurs when traffic lacks configuration of UTM parameters, preventing the analytics platform from accurately categorizing this traffic.

The engagement rate dropped slightly to 62%, reflecting a 13.7% decrease year-over-year. The average session time fell by 20.8% to 1 minute and 51 seconds. This indicates that while more users are accessing ERP resources, they may be navigating the site more efficiently but spending less time engaging with content.

Table 4: Top Downloads

Click Text	Event count ▼
CEAT Transfer Guide	566
NAF Civilian Jobs flyer	353
Image Clicks	306
CYS Career Guide	236
here	172
CLICK HERE TO VIEW THE EMPLOYMENT READINESS PROGRAM FLYER	168
third-party websites and applications, click here.	166

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
jobs	54	49
career	29	17
employment	25	21
careers	24	20
job	15	14
job fair	12	10
employment readiness	11	9
spouse employ	6	1
survey	6	6

Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) showed strong growth this quarter, with total users reaching 8,342, a 14.9% increase year-over-year. New users totaled 5,512, reflecting a 12.8% increase, while views climbed by 18.6% to 12,482.

Traffic sources reveal that Organic Search was the leading channel, driving 5,616 users, followed by Direct traffic with 1,711 users. Referral traffic brought in 663 users, and Organic Social accounted for 322 users.

The engagement rate held at 59%, a slight 2.4% decline year-over-year, while the average session time decreased by 12.6% to 2 minutes and 22 seconds. Although user numbers, views, and pageviews have grown, the shorter session times suggest an opportunity to introduce more engaging and interactive content to retain users and encourage deeper exploration of the site.

Table 7: Clicks on EFMP links or downloads

Click Text	Total Clicks ▼
EFMP Benefits Fact Sheet	260
Enterprise EFMP site	187
EFMP & Me	86
webpage	71
https://efmp.amedd.army.mil/	63
Program Overview	58
The Exceptional Advocate	50

Table 8: EFMP Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
jobs	54	49
career	29	17
employment	25	21
careers	24	20
job	15	14
job fair	12	10
employment readiness	11	9
spouse employ	6	1
survey	6	6

Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) demonstrated steady growth this quarter, with total users reaching 8,861, a year-over-year increase of 18.4%. New users totaled 5,919, representing a 20.2% increase, while views rose by 28.7% to 13,780. Sessions increased by 17.6%, reaching 11,386, reflecting increased interest in the program.

Subprograms such as the New Parent Support Program (NPSP) and Victim Advocacy Program (VAP) also contributed to FAP's overall traffic, with total users of 1,705 (NPSP) and 1,586 (VAP), showing significant year-over-year increases of 111.3% and 77.8%, respectively.

Traffic sources reveal that Organic Search was the dominant channel, driving 6,348 users (71.6%), followed by Direct traffic with 1,376 users (15.5%). Referral traffic brought in 888 users (10%), and Organic Social accounted for 314 users (3.5%).

The engagement rate for FAP was 59%, a slight 2.2% improvement from the previous year. The average session time decreased marginally by 2.7% to 2 minutes and 23 seconds.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
fap parent	9	1	9
fap	7	5	1.4
fap anger management	4	1	4
fap c	4	1	4
jobs	3	3	1
anger	2	2	1
car seat inspection	2	1	2
domestic abuse	2	1	2
mcghee	2	1	2
couples counseling	2	1	2

Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) saw solid performance this quarter, with total users reaching 8,320, reflecting a year-over-year increase of 14.1%. New users totaled 5,181, representing a 16.1% increase, while views rose by 22.6% to 13,064 showcasing continued interest and engagement with FRP resources.

The subprogram Army Emergency Relief (AER) contributed significantly, with total users reaching 5,621 and showing strong engagement metrics.

The engagement rate for FRP held steady at 62%, reflecting a slight 0.6% increase year-over-year. The average session time fell slightly 3.1% to 2 minutes and 36 seconds.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
aer	9	9	1
loan	4	1	4
army emergency relief	4	4	1
financial readiness	3	2	1.5
emergency family assistance center	3	1	3

Information and Referral

The Information and Referral program demonstrated steady growth this quarter, with total users reaching 736, marking a 37.6% increase year-over-year. New users increased by 74.7%, totaling 283, while views rose by 32.5% to 922. Sessions also grew by 35.2%, reaching 848, reflecting a growing interest in the program's offerings and resources.

Traffic sources reveal that Organic Search was the leading channel, driving 426 users (57.9%), followed by Direct traffic with 228 users (31%). Referral traffic accounted for 70 users (9.5%), while Organic Social brought in 10 users (1.4%).

The engagement rate held strong at 73%, despite a slight 3.7% decrease year-over-year. Average session time fell 12.0% to 1 minute and 23 seconds.

Recommendations:

1. Add Visuals and Graphics: Incorporate updated visuals such as icons, infographics, or photos for each subprogram (e.g., Army OneSource, vFRG, Outreach Services) to make the page more engaging.
 - o Use relatable imagery of Soldiers and Families to create an emotional connection and showcase real-life benefits.
2. Add prominent buttons such as "Find a Community Support Coordinator," "Join a vFRG," or "Request Outreach Services" to encourage users to act.

MD&SSO

The MD&SSO (Morale, Welfare, and Recreation Digital and Social Support Operations) program experienced notable growth this quarter, with total users reaching 1,905, a 24.3% increase year-over-year. New users rose by 34.3%, totaling 1,123, while views climbed by 45.7% to 3,133. Sessions also grew by 18.1%, reaching 2,268, reflecting a steady rise in interest and interaction with the program's offerings.

Traffic sources reveal that Organic Search was the leading channel, driving 1,055 users (55.4%), followed by Direct traffic with 631 users (33.1%). Referral traffic contributed 193

users (10.1%), while Organic Social brought in 39 users (2%). Installations such as liberty.armymwr.com (319 users) and cavazos.armymwr.com (226 users) were top contributors to site traffic, indicating strong engagement at specific locations.

The engagement rate held steady at 64%, reflecting a slight 4.7% decrease year-over-year. The average session time dropped 16.9% to 1 minute and 55 seconds. Although traffic has grown significantly, the reduced session time suggests an opportunity to improve content depth and interactivity.

Table 8: Top Link Text Clicks Sorted by Total

Click Text	Total ▼
Click here to access Plan My Deployment	53
virtual SFRG (vSFRG)	30
Army Disaster Personnel Accountability and Assessment System (ADPAAS)	19
Click here to access Ready Army	16
Click here to access YRRP	16

Recommendation:

To enhance user engagement and extend session times, incorporate personal stories, interactive resources, and clear calls to action within the content. Regularly update the page and expand outreach through social media and referral networks to drive greater traffic and foster growth.

Relocation Readiness

The Relocation Readiness program experienced a mixed quarter, with total users reaching 3,246, reflecting a 5.4% decrease year-over-year. New users totaled 1,952, down 11.6%, while views saw a slight increase of 1.2%, totaling 5,070. Sessions dropped by 3.3% to 4,215, though the engagement rate improved by 6.9% to 65%, highlighting stronger user interaction with the content.

Traffic sources reveal that Organic Search was the leading channel, driving 1,365 users (42%), followed closely by Referral traffic with 1,074 users (33.1%). Direct traffic accounted for 742 users (22.8%), and Organic Social contributed 103 users (3.2%).

The average session time increased by 11.9% to 2 minutes and 54 seconds, indicating more in-depth user exploration, though the decline in total users suggests a need for renewed outreach efforts.

Table 9: Most Popular Link Clicks

Click Text	Total ▾
Plan My Move	57
Click here	26
Homes.mil	25
https://planmymove.militaryonesource.mil/	23
Military OneSource	18
Shipping Personal Items	18
Clearing Papers Request Form	16

Recommendations:

Enhancing the HQ page with updated relocation tools, testimonials from families, and interactive features such as checklists or location-specific guides could help attract more users and sustain engagement across the program.

Table 10 Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
lending closet	3	2	1.5
levy	2	2	1
assistance directory	1	1	1
carpet cleaner	1	1	1
holistic	1	1	1
microwave	1	1	1

Survivor Outreach Services (SOS)

The Survivor Outreach Services (SOS) program demonstrated modest growth this quarter, with total users reaching 2,553, reflecting a 5.1% year-over-year increase. New users totaled 1,944, a slight 1.9% increase, while views grew 19.0% to 4,032. Sessions also increased by 4.9%, totaling 3,046, indicating a steady interest in SOS resources and support.

Traffic sources reveal that Organic Search was the primary driver, accounting for 1,168 users (45.7%), followed by Direct traffic with 700 users (27.4%) and Referral traffic with 605 users (23.7%). Organic Social contributed 81 users (3.2%). Armymwr.com (1,352 users) and jblm.armymwr.com (102 users) were among the top contributors to overall traffic.

The engagement rate improved slightly, rising by 0.5% to 61%, while the average session time decreased marginally by 0.9% to 2 minutes and 3 seconds.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
acs	2	1	2
knowledg3. base seeking elders	2	1	2
pao	2	1	2
503c	1	1	1
church hill downs	1	1	1
free turkey	1	1	1
gold star card application	1	1	1

Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) program demonstrated steady performance this quarter, with total users reaching 1,565. Views totaled 2,432, reflecting consistent interest, while sessions reached 1,847. New users contributed 1,112, showing stable growth in audience reach.

Traffic sources reveal that Organic Search was the leading channel, driving 963 users, followed by Referral traffic, which brought in 257 users. Organic Social accounted for 40 users, showcasing the value of these channels in reaching and engaging users with SFAC resources.

The engagement rate remained steady at 63%, reflecting stable user interaction. However, the average session time decreased slightly, dropping to 2 minutes and 15 seconds, suggesting opportunities to enhance content depth or interactivity to encourage longer visits and higher engagement.

Table 12: Gold Star Family-Related Search Queries and Insights

Query	Impressions ▾	Clicks
what is gold star spouses day	135	0
what is a gold star spouse	48	2
what is a gold star husband	24	0
what are gold star wives	21	0
when is gold star spouses day	20	0
what qualifies you as a gold star family	3	3
who qualifies as a gold star family member	2	2
do gold star families get compensation	1	1
do gold star families get military discounts	1	1
how many golden eagles in england	1	1
how to apply for gold star family	1	1
what are gold star families	1	1
what is a gold star family	1	1
what is a gold star kid	1	1
what is a goldstar family	1	1

Based on the search query data, it is clear there is significant interest in understanding the concept and benefits of "Gold Star" designations, including questions about spouses, families, and qualifications. However, many queries show zero clicks despite high impressions, indicating a potential gap between user intent and the content provided.

Recommendation:

1. **Create Focused Content:** Develop detailed and user-friendly content pages addressing the most-searched queries, such as "What is Gold Star Spouses Day?" and "What qualifies you as a Gold Star Family?" Ensure these pages are optimized for search engines with relevant keywords and clear answers.
2. **Highlight Benefits and Support Information:** Expand content to include information on benefits such as compensation, military discounts, and how to apply for Gold Star recognition. Use FAQs to address specific queries, such as "Do Gold Star families get compensation?" or "What is a Gold Star kid?"