



CYS Insights and Recommendations

First Quarter FY25

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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: CYS Click Map

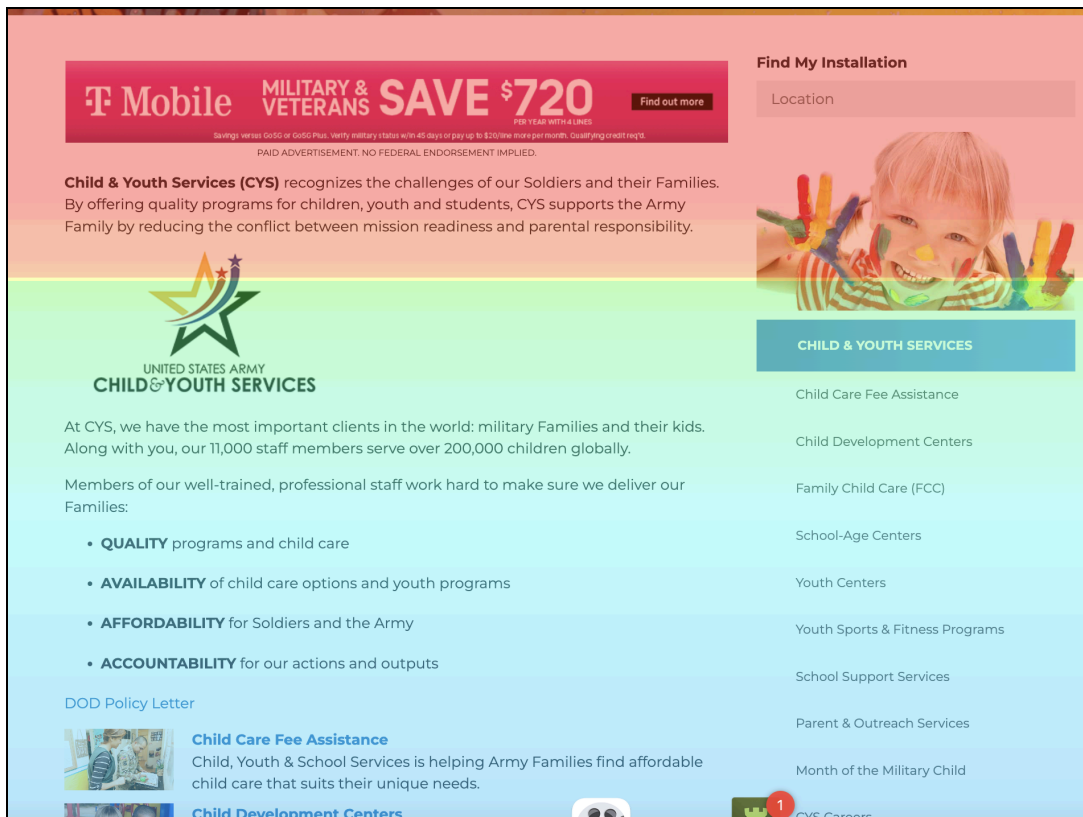



Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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: CYS Scroll Map



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.

- 47 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

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

Name ▾
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

Search

This analysis can highlight user engagement, content relevance, and potential areas for improvement on the website or platform these searches were performed on.

The search term "CYS" led with 111 total searches from 80 users, averaging a search count of 1.39 per user, indicating consistent interest in core Child and Youth Services topics. High-frequency terms such as "sports" (61 searches, 55 users, 1.11 per user) and "jobs" (53 searches, 46 users, 1.15 per user) reflect significant interest in sports activities and employment opportunities related to CYS. Other recurring themes include "basketball," "teaching strategies," and "child care," showcasing the audience's diverse range of informational needs.

Search Behavior Insights: Terms such as "youth" (32 searches, 12 users, 2.67 per user) and "family" (30 searches, 13 users, 2.31 per user) demonstrated higher persistence, suggesting challenges in finding specific content or limited visibility of these pages. Additionally, searches like "discovery" (33 searches, 17 users, 1.94 per user) and "ballet" (17 searches, 7 users, 2.43 per user) highlight niche interests with significant user engagement. This trend emphasizes the need to refine navigation and ensure these topics are easily accessible.

Recommendations:

1. For terms like "youth," "family," and "ballet," consider improving search result relevance by reviewing metadata and ensuring these pages are accessible through intuitive navigation paths.
2. Pages addressing "teaching strategies" (40 searches, 1.74 per user) and "child care" (30 searches, 1.67 per user) should be evaluated for content clarity and optimized to address specific user queries.

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for each of these queries.

WebTrac

- 12,872 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total
https://jackson.armymwr.com/programs/cys-services	620
https://jblm.armymwr.com/programs/cysreg	560
https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons	523
https://liberty.armymwr.com/programs/cys-services-sports-fitness	479
https://stuttgart.armymwr.com/programs/family-and-mwr-travel	467
https://campbell.armymwr.com/programs/cys-s/parent-central-services	424
https://kaiserslautern.armymwr.com/programs/instructional-programs	410
https://cavazos.armymwr.com/programs/youth-sports	395
https://humphreys.armymwr.com/programs/parent-central-services	375
https://jblm.armymwr.com/programs/youth-sports	364

Child Development Centers (CDC)

The Child Development Centers program saw a decline in overall traffic metrics during the reporting period. Total users reached 9,436, a 12.1% decrease year-over-year, while new users dropped by 14.4% to 5,291. Views decreased by 4.9% to 14,411, and sessions were down by 8.0%, totaling 12,631.

Traffic was primarily driven by Organic Search, which accounted for 8,030 users, highlighting its role as the dominant channel. Direct traffic contributed 985 users, while Referral and Organic Social channels had smaller contributions. This distribution underscores the effectiveness of SEO but signals potential areas for improvement in Direct and Social channels.

Engagement remained steady despite the overall declines in traffic. The engagement rate improved slightly to 72% (+2.5%), and the average session time was 2 minutes and 30 seconds, nearly unchanged from the previous year (-0.1%). These indicators suggest that

while fewer users visited, they maintained meaningful interactions with CDC-related content.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
jobs	5	3	1.67
registration	4	3	1.33
cdc	4	4	1
careers	3	3	1
kids recreation	3	1	3
cys	3	3	1
day care	2	2	1
child care wait list	2	1	2
job fair	2	1	2
parent central services	2	1	2
pay bill	2	1	2
careers jobs	2	1	2

Recommendations

- Given the interest in "registration" and "parent central services," ensure the registration process for childcare services is clear and easy to navigate. Include FAQs or step-by-step guides to address user needs.
- Searches for "child care wait list" highlight a need for clear communication. Provide updates on waitlist statuses and timelines to reduce user uncertainty.

Example of a Waitlist Section for the CDC Page (Ft Liberty)

Child Development Centers (CDC) Waitlist Information

If the CDC of your choice is currently at capacity, you may place your child on the waitlist. Please note the following details regarding the waitlist process:

1. **Eligibility:**
 - Active duty military personnel, reservists on active duty, and DOD contractors on base are eligible to join the waitlist for childcare services.
2. **Waitlist Priority:**

- Families are prioritized based on duty status, with active duty military personnel receiving the highest priority.

3. How to Join the Waitlist:

- Visit the Parent Central Services Office or use the online waitlist application form (link to form).
- Provide documentation, including proof of eligibility, your child’s age, and preferred care schedule (full-day or hourly care).

4. Waitlist Updates:

- Waitlist statuses are updated monthly. Families will be notified of openings via email or phone.

Current Waitlist Status at Liberty MWR CDC Locations

CDC Location	Services Offered	Waitlist Status	Estimated Wait Time
Alexander (Liberty)	Full Day, Strong Beginnings	Open, Limited Spots	1-2 Months
Bauguess (Liberty)	Full Day	Waitlist Active	3-6 Months
Cook (Liberty)	Full Day	Waitlist Active	4-8 Months
Eagle (Liberty)	Full Day	Open	No Wait
Fernandez (Liberty)	Full Day	Waitlist Active	2-4 Months
Laredo (Liberty)	Hourly Care	Open	No Wait
Maholic (Liberty)	Full Day, Strong Beginnings	Waitlist Active	3-5 Months
Prager (Liberty)	Full Day	Open	No Wait
Rodgers (Liberty)	Full Day	Waitlist Active	2-3 Months
Rodriguez (Liberty)	Full Day, Strong Beginnings	Waitlist Active	3-6 Months
SFAC (Liberty)	Hourly Care	Open	No Wait
Stout (Liberty)	Full Day	Waitlist Active	4-6 Months

CYS Careers

The CYS Career campaign experienced moderate engagement during the reporting period, indicating ongoing interest in employment opportunities within Child and Youth Services (CYS). Total users reached 1,856, representing a 9.4% year-over-year decline, while new users totaled 935, down by 5.7%. Views dropped by 11.8%, with a total of 2,757, and sessions decreased by 12.8%, reaching 2,229. Despite these declines, the engagement rate improved to 75%, marking a 5.9% increase, suggesting that those who interacted with the campaign did so meaningfully.

Traffic was driven primarily by Organic Search, contributing 938 users, followed by Direct traffic with 688 users. Referral and Organic Social channels contributed smaller portions of traffic. Organic Search's dominance emphasizes the importance of maintaining a strong SEO strategy to ensure job seekers can easily locate CYS opportunities online. The campaign also saw 864 clicks to USAJOBS.gov, indicating strong interest from potential applicants actively seeking more information or applying for positions.

Engagement metrics highlighted that 406 users downloaded key resources, including the CYS Career Guide (364 downloads) and the Rack Card (42 downloads). These downloads underscore user interest in detailed information about CYS opportunities, signaling the importance of providing easily accessible, comprehensive materials. The competing Army MWR Careers campaign at [Army MWR Careers](#) poses a challenge and opportunity to streamline messaging and minimize potential confusion among prospective applicants.

- 364 downloads of the CYS Career Guide
- 42 downloads of the Rack Card

Child Care Fee Assistance

The Child Care Fee Assistance Program experienced a decline in traffic during the reporting period. Total users were 737 (-33%), with 307 new users (-49%). Views dropped to 1,066 (-32%), and sessions fell to 876 (-32%). Engagement remained steady at 71%, while the average session time rose to 2:59 (+48%), indicating deeper exploration by users.

Traffic was primarily driven by Organic Search (504 users, -31%) and Direct traffic (132 users, -50%), with additional contributions from referrals and social media. Top sources included Google, Bing, and military platforms like myarmybenefits.us.army.mil (48 users). Engagement trends reveal that desktop users were the most common device category, making up 379 users (-20.9%), followed by mobile users at 351 (-42.4%) and tablet users at 7 (-41.7%). This highlights an opportunity to enhance mobile usability, as a significant portion of the target audience accesses the service through mobile devices.

Recommendation:

Fix the broken link to "Child Care Aware of America" on the [HQ page](#) to ensure users can access the intended resource without frustration.

Figure 3: Broken Link Location on HQ page

Child Care Fee Assistance

Army Fee Assistance (AFA)* is the Army's contribution toward the total cost of child care for Army Families. The program assists eligible Army Families in locating, selecting, and offsetting the cost of civilian child care when on-base child care is not available or a viable option for the service member and their Family. Fee Assistance buys down the higher cost of off post care allowing eligible Families to pay fees comparable to those charged at the Installation.

The intent of Army Fee Assistance Program is to help meet the needs of Families who cannot access on post Army Child and Youth Services programs. The Army Fee Assistance program is available in CONUS and may include full-time, part-time, before & after school, for eligible children ages 6 weeks through 12 years.

The Army Fee Assistance program is administered by Child Care Aware of America (CCAoA). Eligibility and program placement will be determined based on Army Child and Youth Services (CYS) guidance, as per current year school fee policy, IAW Army policy. For more information about eligibility requirements and fee assistance application instructions see FAQ's below or, call +1(800) 424-2246, or visit [Child Care Aware of America](#)

**The program is not an entitlement program and is subject to availability of funds, which can be discontinued at any time.*

Family Child Care (FCC)

The FCC Provider campaign showed steady growth during the reporting period. Total users reached 6,739 (+3.9%), and new users rose to 3,608 (+8.4%). Views increased significantly by 20.1% (12,911), while sessions grew moderately to 8,356 (+2.3%). Despite these gains, the engagement rate declined slightly to 67% (-6.0%), with the average session time remaining stable at 2:31 (-0.5%).

Traffic was primarily driven by Organic Search, accounting for 4,124 users, followed by Direct traffic with 1,602 users. Organic Social contributed 711 users, while Referral channels added 360. Unassigned traffic remained negligible, contributing 43 users overall.

Engagement included a total of 744 downloads of the FCC Provider Application form across installations. Notable contributors included ArmyMWR.com with 298 downloads (-3.9%) and Campbell (74 downloads, +12.1%). Smaller installations like Liberty and Baumholder saw significant percentage increases, highlighting their potential for outreach and growth. These metrics suggest that while overall engagement shows minor declines, specific locations are performing exceptionally well, presenting opportunities for focused optimization efforts.

FCC Provider Application Downloads:

- **Total downloads:** 744, a slight decrease of -5.1% YoY.

Table 4: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
www.armymwr.com	298	-3.9%
campbell.armymwr.com	74	12.1%
liberty.armymwr.com	58	45.0%
stewarhunter.armymwr.com	42	23.5%
drum.armymwr.com	36	260.0%
hawaii.armymwr.com	34	41.7%
bliss.armymwr.com	28	-30.0%
cavazos.armymwr.com	28	-17.6%
knox.armymwr.com	16	33.3%
belvoir.armymwr.com	14	75.0%

riley.armymwr.com	14	40.0%
carson.armymwr.com	12	-53.8%
leonardwood.armymwr.com	12	-53.8%
baumholder.armymwr.com	10	150.0%
sill.armymwr.com	10	-50.0%
eisenhower.armymwr.com	8	-33.3%
gregg-adams.armymwr.com	8	-33.3%
wainwright.armymwr.com	8	-76.5%
huachuca.armymwr.com	6	
johnson.armymwr.com	6	-66.7%
meade.armymwr.com	4	100.0%
novosel.armymwr.com	4	0.0%
westpoint.armymwr.com	4	-66.7%
whitesands.armymwr.com	4	100.0%
ansbach.armymwr.com	2	-50.0%
picatinny.armymwr.com	2	0.0%
rockisland.armymwr.com	2	

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - o FCC
 - o FCC Job
 - o FCC Certification

Parent Outreach Services (PO)

The Parent Outreach Services (PO) campaign demonstrated stable performance during the reporting period. Total users reached 5,644, a slight increase of 1.3% year-over-year, while new users held steady at 2,481 (-0.6%). Views increased modestly to 8,288 (+2.4%), and sessions were slightly down at 7,273 (-1.2%).

Traffic was predominantly driven by Organic Search, contributing 3,829 users, followed by Organic Social with 890 users and Direct traffic with 697 users. Referral channels added 265 users. These numbers reflect the continued importance of Organic Search for driving awareness and traffic to PO-related content.

Engagement metrics showed a steady engagement rate of 70% (-0.1%), with notable activity from ArmyMWR.com (890 users) and installations like Riley (695 users) and Bliss (688 users). The average session time decreased to 2 minutes and 22 seconds (-23.9%), suggesting an opportunity to explore enhancements in content depth and navigation to keep users engaged longer.

Table 5: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User
sports	21	21	1
cys	12	11	1.09
parents central services	11	1	11
parents day out	10	8	1.25
foster parent recruitment initiative	9	1	9
fap parent	8	1	8
parent central services	6	4	1.5
parent handbook	5	3	1.67
co parent	5	2	2.5
youth sports	4	4	1

School-Age Centers

The School Age Centers (SAC) program recorded a total of 1,503 users during the reporting period, with new users accounting for 1,198. Views reached 3,289, showing steady interest in the program’s content, while sessions totaled 2,762. These figures indicate consistent visitation levels, though opportunities exist to expand outreach to drive further growth.

Traffic primarily originated from Organic Search, contributing the largest share of users, followed by Direct traffic and smaller portions from Referral channels and Organic Social.

This distribution underscores the critical role of search optimization in sustaining visibility and attracting new visitors to the program.

User engagement remained strong, with an engagement rate of 70% and an average session time of 2 minutes and 22 seconds, reflecting focused interaction with program-related content.

Recommendations:

- **Provide Visual Aids:** Include infographics or downloadable resources to better explain complex topics like fee charts and physical assessments.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
milam sad	6	1	6
strong beginnings	3	3	1
child	2	2	1
cys	2	2	1
ice comments	2	1	2
physical assessment	2	1	2
school	2	1	2
cys fee chart	2	1	2
sac	2	2	1
head start	1	1	1

School Support Services

The School Support Services program attracted 6,004 total users during the reporting period, marking a 14.0% increase year-over-year. New users reached 3,654, representing an 11.9% growth, while views climbed to 9,781, reflecting a 25.7% improvement. Sessions rose by 17.3% to 7,705, showcasing a positive trend in user interest and interaction with program resources.

Traffic was largely driven by Organic Search, which accounted for the majority of users, followed by Direct traffic and Referral channels. Smaller contributions came from Organic Social. The dominance of search highlights the importance of maintaining strong SEO efforts to sustain this momentum, while direct and referral channels present growth opportunities through targeted campaigns.

User engagement remained solid, with an engagement rate of 65%, despite a 5.4% decrease from the previous year. The average session time was 2 minutes and 24 seconds, down 15.3%, suggesting users are navigating content more efficiently. Popular installations, including Liberty and Kaiserslautern, demonstrated robust traffic, while search terms like "fcps.edu" and "hawaiipublicschools.org" indicate strong interest in educational resources.

- The video "What is a School Liaison Anyway?" has 92 video starts .

Figure 4: School Support Services Traffic Trends

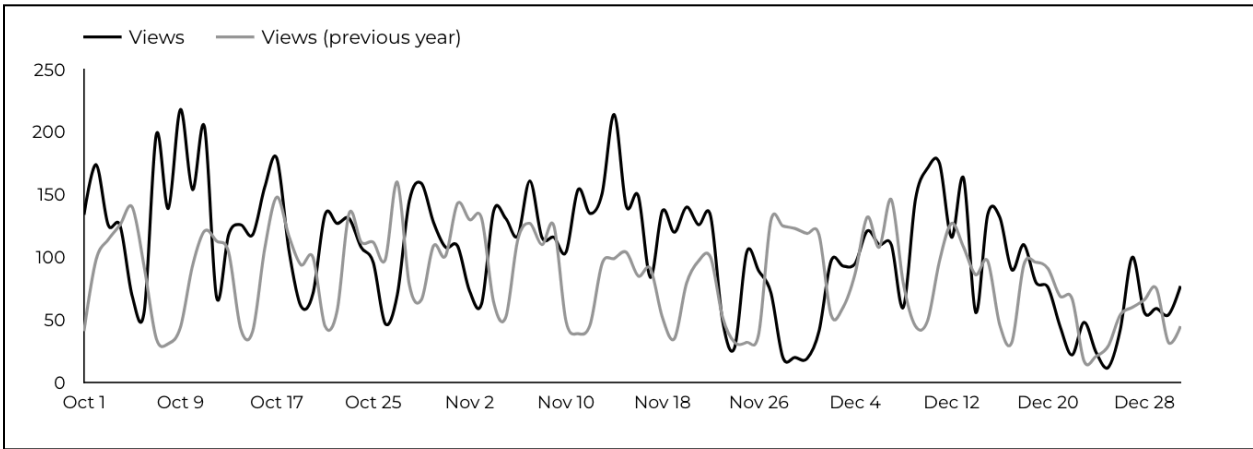


Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
cys	7	4	1.75
discovery	3	3	1
preschool	3	2	1.5
tutoring	3	2	1.5
cys sports	2	2	1
slo	2	2	1
chan of command on cys	2	1	2
school directory	2	1	2
education center	2	2	1
soccer games	1	1	1

Youth Centers

The Youth Centers program experienced notable growth during the reporting period, with total users reaching 6,425, marking a 20.7% year-over-year increase. New users also rose significantly by 25.8%, totaling 3,377. Views increased by 23.5% to 9,474, and sessions followed the same upward trend with an identical 23.5% growth to 8,195.

Organic Search was the dominant traffic driver, contributing the majority of users, followed by Direct and Organic Social channels. Referral traffic and other unassigned sources played a smaller role. The consistent reliance on Organic Search underscores the importance of maintaining strong SEO efforts to sustain traffic growth.

The engagement rate remained strong at 69%, though it saw a slight decline of 4.1%. The average session time decreased by 29.4%, falling to 1 minute and 59 seconds, indicating users may be navigating content more quickly. Continued focus on engaging and interactive content is recommended to maintain user interest and time spent on site.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
basketball	6	2	3
sports	4	3	1.33
babysitting	4	2	2
winter sports	4	2	2
cys	3	3	1
school age center	3	3	1
cheer	2	2	1
hours	2	2	1
teen center	2	2	1
ct's	2	1	2

Youth Sports

The Youth Centers program experienced notable growth during the reporting period, with total users reaching 6,425, marking a 20.7% year-over-year increase. New users also rose significantly by 25.8%, totaling 3,377. Views increased by 23.5% to 9,474, and sessions followed the same upward trend with an identical 23.5% growth to 8,195.

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Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
basketball	18	17	1.06
soccer	16	13	1.23
flag football	9	6	1.5
cys	7	6	1.17
sports	6	6	1
gymnastics	6	6	1
youth sports	5	5	1
ballet	4	3	1.33
pickleball	4	2	2
track	4	3	1.33
volleyball	4	4	1
gym	3	2	1.5
youth basketball	3	2	1.5
summer clinic	3	1	3
swim	3	2	1.5

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:

- Youth sports
- Sports
- Basketball
- Soccer
- Flag Football