



Support Services Insights and Recommendations

Fourth Quarter FY24

NAF Personnel Services

The NAF Personnel Services section saw an increase in new users, growing by 7.6% to 10,592. Total users reached 14,391, a slight decline of 3.2% year-over-year. Views dropped by 19.4% to 25,073, while sessions saw a more modest decrease of 3.7%, totaling 16,659.

The engagement rate increased by 33.5%, reaching 68%, which suggests that users are interacting more with the content once they arrive on the site. However, average session time decreased by 6.0%, now at 2 minutes and 11 seconds, indicating that while users are engaging more, they may be spending less time per session, possibly because they are finding the information they need more quickly.

Table 1: Top Search Terms by Search Volume.

Search	Total Searches	Total users	Search Count Per User
employee benefits online	10	8	1.25
ceat	5	3	1.67
retirement calculator	5	3	1.67
401k	4	3	1.33
jobs	4	3	1.33
careers	4	4	1
tuition assistance	3	1	3
login	3	3	1
aetna	2	2	1
contact	2	2	1

CEAT

The CEAT site has experienced positive growth across most metrics, demonstrating an upward trend in traffic and user engagement. Total users increased by 8.8% year-over-year, reaching 4,015, and new users grew by 7.7%, indicating successful efforts in attracting fresh visitors. Organic Search emerged as the primary traffic driver, bringing in 2,179 users, while Direct traffic followed with 1,220 users. Referral traffic contributed 560 users, while Organic Social and Unassigned traffic added 88 and 33 users respectively.

One of the most notable metrics is the engagement rate, which surged by 220.4%, reaching an impressive 81%. This indicates that users are highly engaged with the content they interact with, potentially finding it more relevant or useful.

- 716 CEAT Transfer Guide downloads

Table 2: Top Search Terms by Search Volume.

Search	Total Searches	Total users	Search Count Per User
jobs	9	7	1.29
ceat	5	3	1.67
discovery	3	3	1
lyft	3	1	3
employment	3	3	1
da 3434	2	2	1
martin	2	1	2
background check	1	1	1
youth of the year	1	1	1
commissary	1	1	1

Home Based Business (HBB)

The Home Based Business (HBB) program has shown strong growth across multiple metrics, indicating increased interest and engagement with the program. Total users have risen to 6,370, reflecting an 11.9% year-over-year increase, while new users have grown by 17.4%, totaling 2,746. This significant increase in new users suggests effective outreach efforts, which are successfully drawing new visitors to the program's site.

Engagement metrics further illustrate the success of the program. Total views reached 9,202, up 12.3%, while sessions increased by 9.1%, totaling 7,849. Most impressively, the engagement rate saw a sharp increase, up by 82.2% to 68%, indicating that users are interacting more deeply with the content. This could be a sign of the content's increasing relevance to the target audience.

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User
hbb application	6	6	1
equipment	4	3	2
hbb	3	2	1.5
home based business	2	2	1
etsy	2	1	2
jobs	2	1	2
tickets	2	1	2
yard sale	2	1	2
home based	2	1	2
private organazation	2	2	1

CHRA

The CHRA Employment Campaign has attracted a total of 15,759 users, demonstrating solid interest in Army MWR career opportunities. New users accounted for 12,761, highlighting the campaign's effectiveness in reaching a new audience. This reflects a significant portion of overall traffic and suggests that the campaign successfully engaged a fresh pool of potential job seekers.

Engagement metrics for the CHRA Employment Campaign reveal positive user interaction. The engagement rate stands at 61%, indicating that a majority of users are actively engaging with the site once they arrive. Despite a relatively short average session time of 1 minute and 14 seconds, the high engagement rate suggests that visitors are efficiently navigating the site to find the information they need.

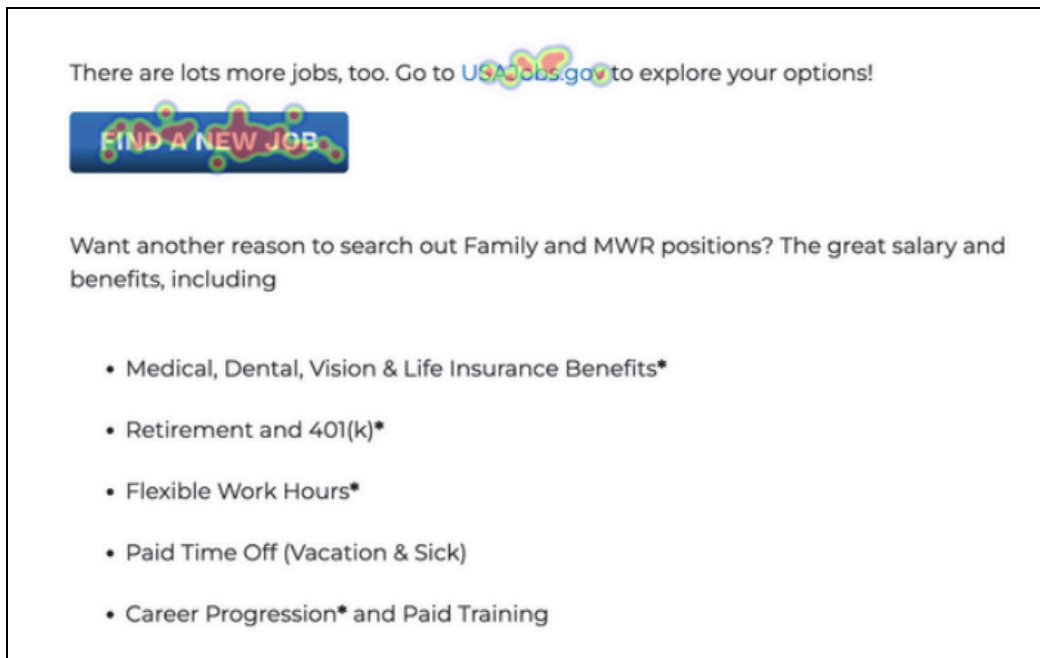
Top link clicks include 3,248 clicks to usajobs.gov and 3,048 clicks to armymwrcareers.usajobs.gov, demonstrating strong interest in job applications and further career-related details.

Heatmap Insights:

The heatmaps of the CHRA campaign page show valuable insights into user behavior on the page. From the visuals:

Call to Action (CTA) Performance: The main "Find a New Job" button, located mid-page, sees the most significant interaction, confirming that users are engaging with the primary action intended for the page. However, there is some drop-off as users scroll down the page, suggesting that while users are inclined to click on prominent CTAs, fewer are exploring deeper content.

Figure 1:CHRA Click Map



Recommendations:

Improve Scroll Depth: The footer and lower sections of the page receive minimal attention. To combat this, add the CTA above the fold.

Figure 2:CHRA Scroll Map

