

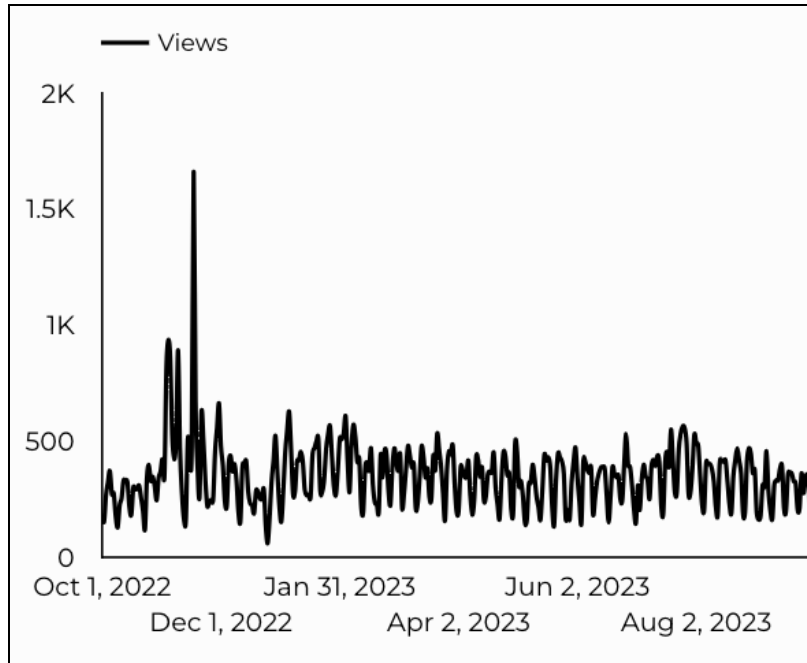


# Support Services FY23 Annual Website Insights and Recommendations

# Traffic To All NAF Personnel Services Pages

- The program received 128,073 views and 73,886 sessions.
- The engagement rate is at 44%.
- There are a total of 60,713 users. Of those users 42,079 are new.

Figure 1: Traffic trends across NAF Personnel Services Pages.



## Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼
/employee-portal/naf-personnel-services	33,562
/employee-portal/naf-personnel-services/human-resources/come-work-us	12,825
/employee-portal/naf-personnel-services/naf-retirement	8,490
/employee-portal	7,931
/employee-portal/naf-personnel-services/health-insurance	5,787
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,828
/employee-portal/naf-personnel-services/life-insurance	2,524

## Remove or update outdated content on HQ

G9 should address outdated and inaccurate content as soon as possible. When removing content, where appropriate, agencies should create redirects (e.g., an HTTP 301) to direct the public and search engines to new or more accurate content. [Follow this link to view the entire list pages that need updating.](#)

Table 2: HQ Pages that need updating.

Address ▼	Last Update Year
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update/2021-taxemployer-identification-number">https://www.armymwr.com/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update/2021-taxemployer-identification-number</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update/2021-retiree-tax-reporting">https://www.armymwr.com/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update/2021-retiree-tax-reporting</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/news-and-tips">https://www.armymwr.com/employee-portal/naf-personnel-services/news-and-tips</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/naf-retirement/401k">https://www.armymwr.com/employee-portal/naf-personnel-services/naf-retirement/401k</a>	2021
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/life-insurance">https://www.armymwr.com/employee-portal/naf-personnel-services/life-insurance</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources">https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/health-insurance">https://www.armymwr.com/employee-portal/naf-personnel-services/health-insurance</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services/civilian-employment-assignment-tool">https://www.armymwr.com/employee-portal/naf-personnel-services/civilian-employment-assignment-tool</a>	2022
<a href="https://www.armymwr.com/employee-portal/naf-personnel-services">https://www.armymwr.com/employee-portal/naf-personnel-services</a>	2022
<a href="https://www.armymwr.com/employee-portal/college-installation-management">https://www.armymwr.com/employee-portal/college-installation-management</a>	2020
<a href="https://www.armymwr.com/employee-portal">https://www.armymwr.com/employee-portal</a>	2020
<a href="https://www.armymwr.com/contact-us/contact-naf-benefits">https://www.armymwr.com/contact-us/contact-naf-benefits</a>	2022

# Search Analysis

The search analysis provides insights into the user search behavior on the NAF Pages including the most frequently searched terms and key metrics related to these searches.

Here are the key findings from the analysis:

- **Top Search Queries:** The most common search queries are related to jobs, employment, and careers, indicating that users are primarily looking for employment opportunities within NAF Personnel Services.
- **Bounce Rate:** The bounce rate for most of the top search queries is quite high, with many queries having bounce rates above 90%. This suggests that users are not finding the information they need on the initial search and are leaving the site without further interaction.
- **Specific Queries:** Users are searching for specific topics such as "employee benefits online," "retirement calculator," "401k," "1099r," and "child care," indicating a diverse range of interests and needs within the user base.
- **User Engagement:** Some queries, such as "retiree logon," "email," "library," "login," and "contact," have low bounce rates, suggesting that users are likely engaging with these specific features or sections of the website.

## Bounce Rate Improvement in Search Functionality

Over the past year, NAF program pages had a **high bounce rate of 95.33%** after searches. But now, with our recent search system upgrades, things have changed dramatically.

In just two weeks, **the bounce rate has dropped significantly to just 0%**. This incredible transformation highlights the positive impact of our new search features on user engagement.

This data shows that users are more satisfied and engaged with our website's improved search function. We'll keep a close eye on these metrics to maintain this positive trend and explore further enhancements for an even better user experience.

Table 3: Performance Two Weeks After Search Optimization.

Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
employment	5	5	1	0%
jobs	4	4	1	0%
careers	3	3	1	0%
employee benefits online	2	2	1	0%
1099-r	2	1	2	0%
cdc	1	1	1	0%
cola	1	1	1	0%

## Traffic To All Home Based Business Pages

- HBB pages received 27,721 views and 24,248 sessions.
- The engagement rate was 31%.
- The total number of users was 19,427, and there were 8,135 new users.

## Top Installations

Table 4: Top installations sorted by total users.

Installation	Total users ▾
www.armymwr.com	4,766
grafenwoehr.armymwr.com	1,512
stuttgart.armymwr.com	1,266
irwin.armymwr.com	1,076
jblm.armymwr.com	989
polk.armymwr.com	874
campbell.armymwr.com	785
humphreys.armymwr.com	732
stewarhunter.armymwr.com	495
johnson.armymwr.com	447

# Search Analysis

The search analysis provides insights into the user search behavior on the HBB (Home Based Business) including the most frequently searched terms and key metrics related to these searches. Here are the key findings from the analysis:

- **Top Search Queries:** The most common search queries include "hbb," "hbb application," "massage," "programming," and "home based business." These queries provide insight into the topics that users are interested in when it comes to home-based businesses.
- **Specific Topics:** Queries like "hbb policy" and "can we run in-home daycares" indicate that users are seeking specific policies or guidelines related to home-based businesses, suggesting a need for clear and accessible information in these areas.
- **User Experience Improvement:** To enhance the user experience and reduce bounce rates, consider optimizing the content, providing relevant information on topics users are searching for, and improving the search functionality to ensure users find what they need more easily.
- **Bounce Rate:** The bounce rate for most queries is relatively high, indicating that users are often not finding the information they are looking for on the initial search and are leaving the site without further interaction.

Overall, this analysis highlights the importance of addressing user needs and providing clear and informative content related to home-based businesses and associated services to improve user engagement and satisfaction.

## Bounce Rate Improvement in Search Functionality

Over the past year, HBB program pages had a high bounce rate of 94.17% after searches. But now, with our recent search system upgrades, things have changed dramatically.

In just two weeks, the bounce rate has dropped significantly to just 0%. This incredible transformation highlights the positive impact of our new search features on user engagement.

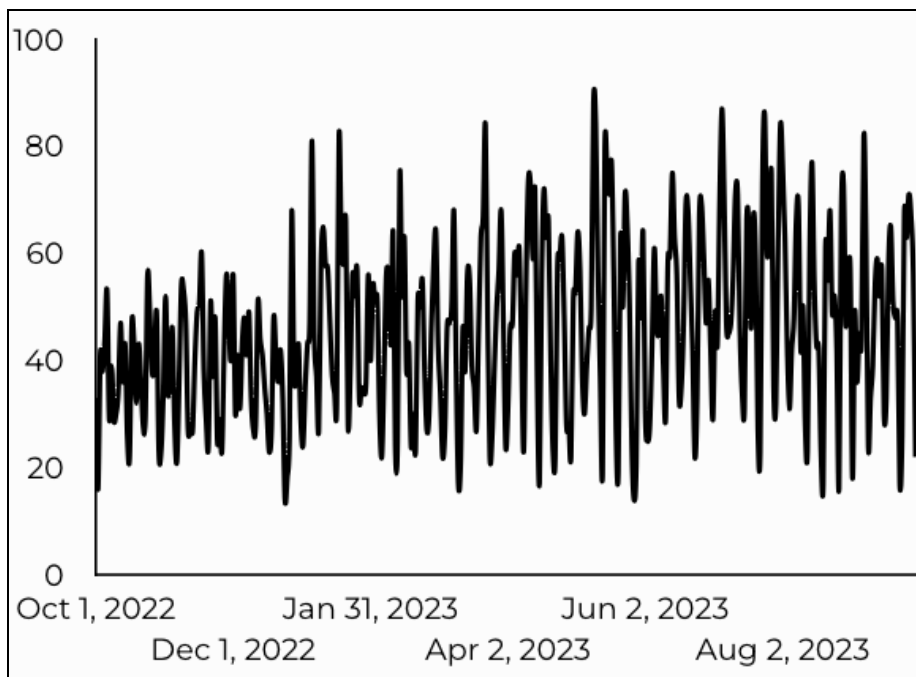
Table 5: Performance Two Weeks After Search Optimization.

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	food	1	1	1	0%
2.	fort moore	1	1	1	0%
3.	fpcon	1	1	1	0%
4.	hbb	1	1	1	0%
5.	education	1	1	1	0%
6.	home	1	1	1	0%
7.	saftey contract	1	1	1	0%

## Traffic To All CEAT Personnel Services Pages

- CEAT received 16,685 views and 15,289 sessions.
- The engagement rate is at 16%.
- There are a total of 13,186 users. Of those users 2,677 are new.

Figure 2: Traffic trends across CEAT Pages.



# Search Analysis

159 total searches on CEAT pages to find more information.

96.55% of users left the site after performing a search

- **Top Search Queries:** The most common search queries include "jobs," "ceat," "careers," and "employment." These queries indicate that users are primarily interested in job-related information and opportunities.
- **Bounce Rate:** The bounce rate for most queries is high, with all but one query having a bounce rate of 100%. This suggests that users are not finding the information they are looking for on the initial search and are leaving the site without further interaction.
- **Specific CEAT Query:** The query "ceat" appears to be specific to CEAT, but it also has a high bounce rate. This could indicate that users searching for "ceat" may not be finding the relevant content or are looking for something specific that is not readily available.
- **Variety of Interests:** Some other queries, such as "forms for ceat," "welding," "job fair," "lifeguard," "snowboarding," and "volunteer," suggest a diverse range of interests and needs within the user base, beyond just job-related information.
- **Civilian Employment:** Queries like "civilian jobs" and "civilian employment" indicate that some users may be interested in civilian employment opportunities within the context of CEAT.
- **Human Resources:** The query "human resource" suggests an interest in HR-related information, which may be related to job applications or employment within CEAT.

The high bounce rates indicate a potential need for improving the relevance and accessibility of content related to CEAT and job opportunities. This may involve optimizing search results, providing clear and informative content, and addressing user needs more effectively.

In summary, the analysis indicates that users are primarily interested in job-related information within CEAT, but there is a high bounce rate, suggesting that there may be room for improvement in providing relevant and engaging content to meet user needs.



# Bounce Rate Improvement in Search Functionality

Over the past year, CEAT program pages had a high bounce rate of 96.55% after searches. But now, with our recent search system upgrades, things have changed dramatically.

In just two weeks, the bounce rate has dropped significantly to just 0%. This incredible transformation highlights the positive impact of our new search features on user engagement.

Table 6: Performance Two Weeks After Search Optimization.

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	jobs	2	2	1	0%
2.	careers	1	1	1	0%
3.	alexa	1	1	1	0%
4.	ceat request form	1	1	1	0%
5.	classifieds	1	1	1	0%