

BRD Insights and Recommendations

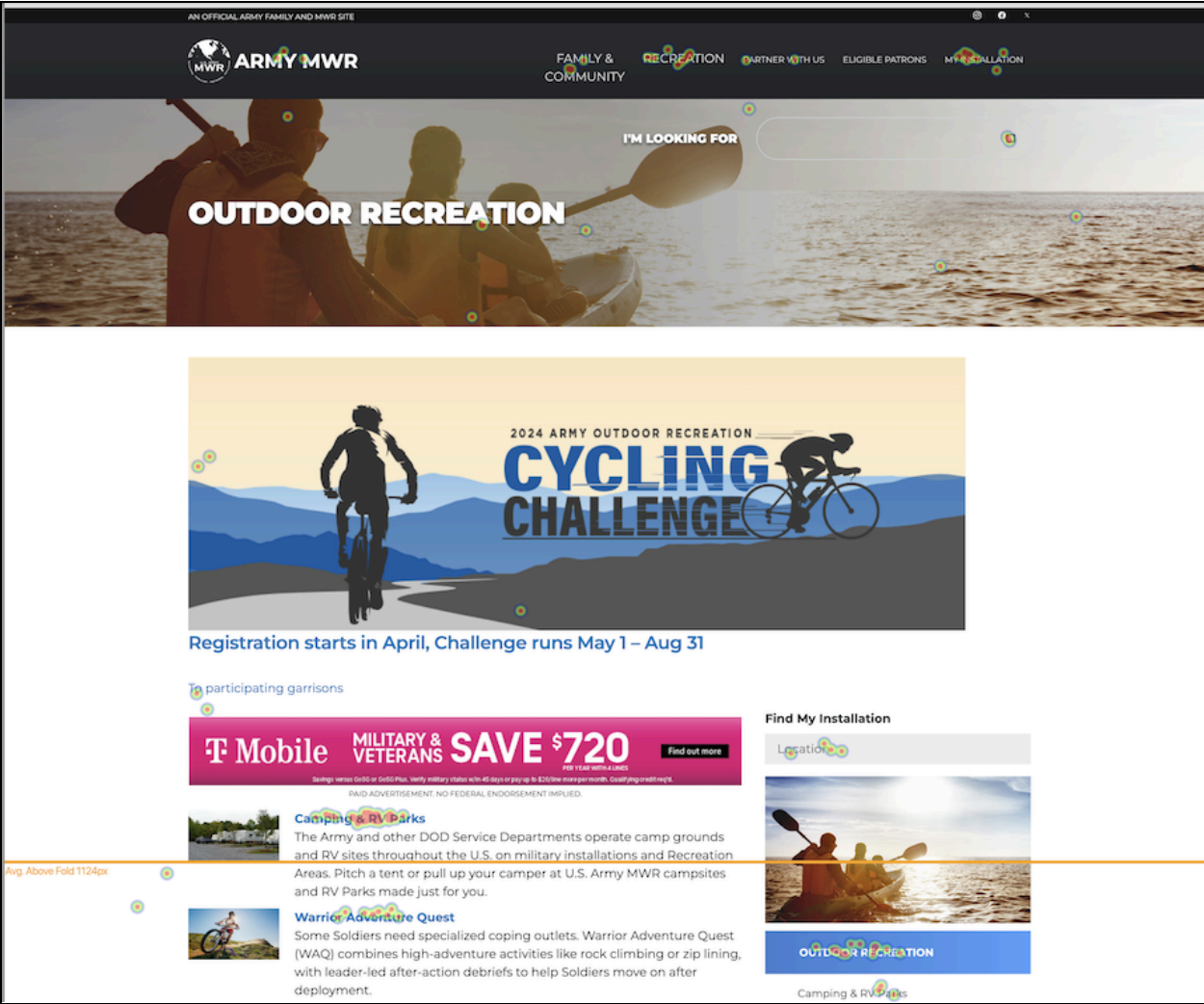
Fourth Quarter FY24

Heatmaps

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

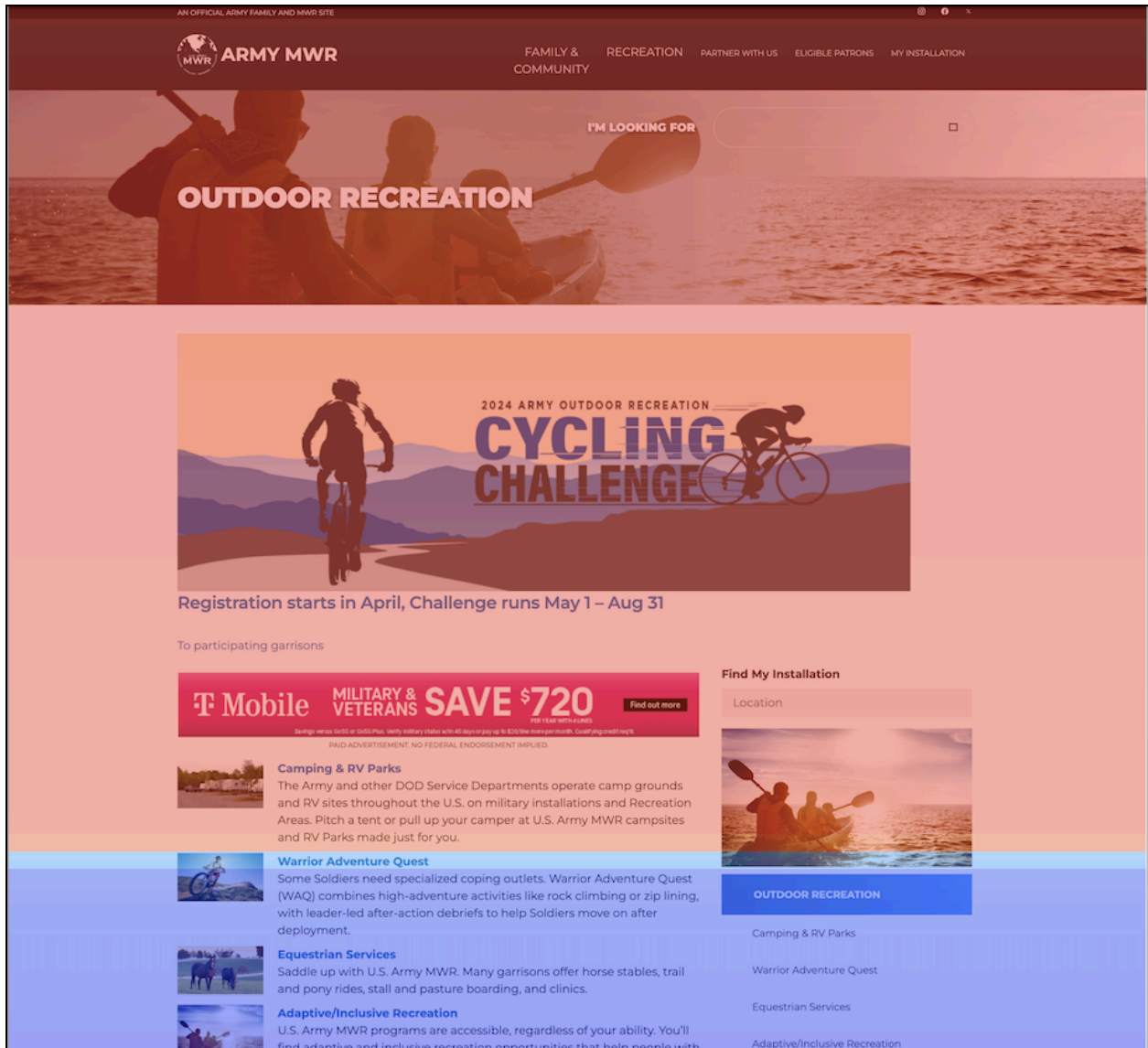


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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



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 have created a total of 291 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.

- 177 pages were added to BRD.

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

Name	Total
Oktoberfest	2
Pumpkin Spice Delight is Back!	2
Oktoberfest and Carnival 2024	1
Rock for the Brave	1
State Fair Classic: Tickets On Sale Now	1
BOSS Best Barracks Competition	1
Winterize your ride at Surrey Car Care!	1
Food Drive	1
2024 Halloween Happenings for the Fort Knox Community	1
Fall Music & Wine Festival 2024	1
Youth Sports for Fall	1
Baumholder Did You Know?	1
It Came from the Library - Recycled Monster Contest	1
Bowling Leagues	1
Barr Memorial Library Happenings for October 2024	1
Yellowstone Days 2024	1
Geocaching with West Point MWR	1
Fall Bazaar 2024	1
New Aquatic Center Hours in October	1
Birthday Bowling Special	1
Sprint Duathlon 🏃🚴	1
Jack O'Lantern Spectacular Tickets	1
Armed Forces Championship: Basketball	1
Youth Bowling League	1

NFL Football Ticket Drawing 2024	1
Kick Off Breast Cancer Awareness Week	1
Long Range Shoot	1
Recreation	1
10 Days of Giveaways!	1
Global Media and Information Literacy Week	1
Foodie Fridays: Beer Cheese	1
HIIT Classes at Caro Fitness Center	1
NFL Tickets Sale 2024	1
September 3rd-7th	1
Back to School	1
Oktoberfest 2024	1
Sip of Glory Coffeehouse	1
Fun Festival 2024	1
Book Your Holiday Party with Us!	1
Sports Leagues & Clinics	1
Doggie Dip 2024	1
MWR September Calendar	1
Moonlight Movie	1
NOEL 2024	1
Marine Mud Run 2024 Photos	1
Haunted Hayride 2024	1
Lake Frederick Fall/Winter Mid-Week Cabin Specials	1
Youth Basketball Skills Camp	1
Winter Sports 2024	1
Star Wars Reads 2024	1
Cars & Coffee	1
Humphreys Ham Jam	1
Kids Outdoor Scavenger Hunt	1
Cadets Only Basic Pistol Courses	1
Cadets Only Advanced Pistol Courses	1
MWR Fitness Center Presents: Nutrition Advice from Gwen	1
Foodie Fridays: Chipotle Sour Cream	1
September Right Arm Night	1
Fitness Classes	1

West Point Community Adult Intramural Hockey League	1
Oktoberfest After Party at the HideAway	1
Halloween Bash & Costume Party at the HideAway	1
Thanksgiving Brunch at Gregg-Adams Club	1
🎁 Holiday Shopping Trip to Concord, NC 🛍️	1
Fall Bowling League	1
Part Day Strong Beginnings Pre-K Program	1
Kentucky Shakespeare Coming to Barr Library in September	1
Zombie 5k Run 🧟	1
CYS Halloween Parent and Youth Paint and Sip 🎨	1
Co-ed Winter Basketball	1
MWR August Calendar	1
Connect with Us!	1
Fort Moore's 2nd Gridiron Challenge	1
Pizza and Pasta Buffet	1
The Worldwide Day of Play!	1
Revitalize your ride with Surrey Car Care!	1
Sports Officials Needed	1
ROB Java Café Offers Drive-Thru	1
Paintball Party Package	1
Youth Sports & Fitness is Now Open to Off-Post Communities	1
E-Bikes now for rent at the ODR Equipment Checkout Center!	1
Fort Jackson BOSS Costume Party	1
Part-Day Care Programs at the Stony CDC	1
Foodie Fridays - Cuban Black Beans	1
Youth Sports & Fitness	1
Recreational Vehicle Storage	1
Youth Sports Homeschool PE	1
Fort Jackson Oktoberfest 2024	1
Fall Family Campout 🏕️	1
ACS Hiring Fair	1
Warrior Challenge	1
Big Buck Contest	1

Director's Call 2nd Quarter 2024 Photos	1
West Point Community Monday Morning Women's Doubles Tennis League	1
🏐 Fort Jackson's 2024 Softball Tournament 🏐	1
🏋️ 1000lbs Club Competition 🏋️	1
Eisenhower Horseback Trail Ride 🐎	1
⚽ Intramural Soccer League ⚽	1
Fort Knox Lift the Vault Powerlifting Competition 2024	1
Round Pond Recreation Area Fall Mid-Week Mini Cabin Specials	1
Oktoberfest Ticket Giveaway	1
Seward Military Resort E1-E6 Camping Package Deal	1
Pickleball at Airfield PFC	1
Steel Shoot Competition	1
A Whole Different Bucket Challenge	1
West Point Community Monday Evening Pickleball League	1
Right Arm Night Aug 2024 Photos	1
NEW Hip Hop Step Class	1
ACS presents SELF DEFENSE CLASS	1
💖 DO IT IN PINK 💖	1
Private Weapons Day	1
Treat Your Taste Buds and Earn Your Reward at Bogey's Grill!	1
🏌️ Intramural Golf League 🏌️	1
Equine Assisted Activities at Morgan Farm	1
Army 10-Miler	1
🔴 Fort Jackson Intramural Kickball Tournament 🔴	1
Strikers Specials	1
Hospitality, Social & Dining	1
Sports	1
K-16 Free Swim Lessons	1
R.V. and Vehicle Storage	1
Mighty Minis with Youth Sports	1
YOUTH BACK-TO-SCHOOL COLOR RUN	1
Back to School Book Bash	1

Luau ECC 2024 Poi & Dance Photos	1
We have Chiefs Tickets!	1
Basketball Registration	1
Luau ECC 2024 Photos	1
2024 U.S. Army WCAP Olympic & Paralympic Athletes and Sweepstakes	1
West Point Community Noontime Indoor Pickleball Open Play	1
Go Army Spirit Luncheons	1
Vendors Needed	1
Homeschool Fitness	1
West Point Community Noontime Ultimate Frisbee Fall League	1
West Point Community Flag Football Wednesday Evening League	1
Part Day & Part Time Programs	1
ACS Ballet Classes	1
2024 Focus Groups	1
July Right Arm Night	1
Swim Lessons at Barnes Pool	1
Youth Sports Calendar 2024-2025	1
Tiny Art Show	1
Banned Books Week	1
Fort Jackson Dog Days	1
Sports and Fitness Events	1
Open Access at The Adventure Park!	1
Happening 1	1
BOSS Positions	1
Christmas in July: SANTA IS COMING!	1
Must-See Indoor Murals in Augusta	1
Swing Through Summer Promotional Membership	1
Positive Parenting	1
Notice of Fort Knox Water Park Closure	1
Military Long Drive	1
Chicken Wednesdays at Fiddlers' Green is BACK!	1
NOW OPEN: Youth Fall Sports Registration	1
Now at Belay Cafe!	1

Come Work For Us	1
FAP Facts (What is Family Advocacy?)	1
MYC Painting Ceramics	1
Volunteer Youth Sports Coaches Needed	1
Guided Kayaking through Hija River	1
Torii Arts & Crafts July Classes	1
Music Together	1
Pickleball Now at Hall of Champions, Sembach Physical Fitness Centers	1
Pickleball Now at Sembach & Hall of Champions Physical Fitness Centers	1
Kids Bowl Free Summer Program	1
Yoga with Krista K	1
Water Parks	1
Fort Jackson Happenings: Sept 23rd-27th	1
Sports, Recreation, and Aquatics Reservation Form	1
Top Things to Do in Columbia County, GA This Fall	1
Pickleball Open Play	1
Managed Hunts	1
NFL Ticket Sale 2024	1

Website Searches

There are a total of 30,240 searches conducted by 20,294 users, giving an average of 1.49 searches per user. This shows that some users are conducting multiple searches, likely to explore additional information after the initial query.

Top Search Terms

- Popular Searches: Terms like "youth sport," "swim lesson," "gift card," "apply," and "georgia aquarium tickets" show varied user interests across different services and programs.
 - Searches like "golf club rental" and "apply" have slightly higher bounce rates, suggesting that the information might not be as easy to find or that users are leaving after clicking on the search result.
 - Low Bounce Rates: Several search terms like "volunteering," "personal trainer," and "renew books" have a 0% bounce rate, meaning users found relevant results and engaged with the content.

Search Effectiveness

- The bounce rate for most terms is very low (2.88%), which means that users are generally finding what they are looking for when they perform a search on the platform.
- Some terms, like "renew books" and "georgia aquarium tickets," had higher search counts per user (3.5 for aquarium tickets), which may indicate users coming back for repeated interactions with the same topic.

Recommendations:

1. Optimize Popular Searches: Pages related to "youth sports," "volunteering," and "personal trainer" should be regularly updated to maintain relevance and engagement, as they have consistent search interest with 0% bounce rates.
2. Reduce Repeated Search Terms: For terms with high search counts per user, like "recreational site," streamline the user journey by ensuring that relevant information is accessible from the first search result.

This analysis suggests that while overall search performance is positive, targeted improvements in navigation and content could further enhance user experience.

Outdoor Recreation

The BRD Recreational Lodging program experienced a decline in overall traffic, with 181,064 total users, marking a 7.7% year-over-year decrease. The program attracted 123,048 new users, a 8.5% decrease compared to the previous year, reflecting a downward trend in new visitors.

The engagement metrics for the BRD Recreational Lodging program show a mixed trend. Despite the drop in overall traffic, the engagement rate improved significantly to 72%, a 29.1% year-over-year increase, indicating that users are engaging more meaningfully with the content they find. However, the average session time decreased slightly by 5.1%, now at 2 minutes 54 seconds, suggesting that while users are interacting more, they may be navigating the site more efficiently or spending less time per visit.

- 22,155 Clicks on links to make a reservation or find more information
- 94,332 Downloads of a map or price guides

Table 2: Most Popular Link Clicks

Click Text	Total
Online Reservations	5,225
HERE	1,183
WebTrac	886
Make a reservation online	596
Shooting Sports	559
CLICK HERE	553
(not set)	484
789 Olney Circle Linn Creek, Missouri 65052 United States	442
HoofBeatsForHeroes.org	412

Table 3: Most Popular Downloads

Downloads	Total
Pine View Campground Map.pdf	8,133
Victory Travel Price Guide	3,585
Lakeside Log Cabin 3-4 (2 bedroom)	2,480
Travel Camp Sitemap	2,269
Map of Uchee Creek Campground	2,249
Destination Trailer	2,248
Map of LORA	2,191
Download Pointes West Map	2,110
Eastside Log Cabin 6-9 (2 bedroom)	2,081

WebTrac Engagement Overview

WebTrac link clicks across Army MWR pages totaled 50,648, reflecting strong user interaction with this online reservation and services platform.

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

Installation	Clicks on WebTrac Links. ▼
westpoint.armymwr.com	9,643
carson.armymwr.com	5,935
mccoy.armymwr.com	5,360
campbell.armymwr.com	4,655
belvoir.armymwr.com	4,353
stuttgart.armymwr.com	2,341
picatinny.armymwr.com	1,725
jblm.armymwr.com	1,639
liberty.armymwr.com	1,631
leavenworth.armymwr.com	1,382

Golf

The Golf Pages have seen a slight decline in overall traffic, with 128,027 total users, reflecting a 3.4% year-over-year decrease. New users totaled 104,374, showing a 7.0% decline compared to the previous year. Despite this, total views increased by 3.1% to 257,511, suggesting that users who visit the pages are engaging with more content.

Despite the decline in user numbers, the engagement rate improved to 64%, a 6.1% year-over-year increase, suggesting that users are engaging more deeply with the content they encounter. However, average session time dropped by 11.6% to 2 minutes 29 seconds, indicating that users are navigating the site more efficiently and finding the information they need more quickly.

Table 5: The top installations generating the highest number of clicks to book a t time

Installation	Total users...	% Δ
westpoint.armymwr.com	14,434	6.8% \uparrow
jblm.armymwr.com	11,429	-15.6% \downarrow
hawaii.armymwr.com	9,342	2.2% \uparrow
carson.armymwr.com	8,880	9.3% \uparrow
belvoir.armymwr.com	7,440	-7.5% \downarrow
liberty.armymwr.com	6,441	26.1% \uparrow
carlisle.armymwr.com	5,580	-3.0% \downarrow
jackson.armymwr.com	5,384	-11.5% \downarrow
aberdeen.armymwr.com	4,381	-2.8% \downarrow
redstone.armymwr.com	4,060	4.1% \uparrow

Recommendations for Other Golf Courses

While the Golf Pages have experienced a decline in overall traffic and session time, installations like West Point and Carson have benefited from recent website improvements,

driving increased traffic and engagement. These results suggest that implementing similar updates across other installations could enhance performance sitewide and further improve user engagement.

American Forces Travel

The American Forces Travel pages have experienced a decline in traffic across several key metrics. Total users reached 4,660, a 44.3% year-over-year decrease, with new users dropping by 29.3%, totaling 1,535. 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.

The engagement metrics for the American Forces Travel pages show a mixed trend. While overall traffic declined, the engagement rate improved significantly, reaching 78%, a 190.1% year-over-year increase, indicating that users who did access the content were more engaged than in previous periods. However, both total views and sessions saw considerable declines, with views dropping by 46.3% to 6,351 and sessions decreasing by 45.0% to 5,708. Despite this drop in overall traffic, average session time remained stable.

The decline in traffic for American Forces Travel may be due to its lack of visibility on the home pages, causing fewer users to discover this section. While engagement rates have improved, the significant drops in new users, views, and sessions highlight the need for better promotion, possibly through more prominent placement on the main website and increased outreach efforts through direct links and social media channels.

Table 6: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
1. disney	4	3	1.33
2. cruise	2	2	1
3. frontier city oklahoma city	2	1	2
4. murren switzerland	2	1	2
5. tickets	2	2	1
6. disney tickets	2	2	1

Arts & Crafts

The Arts & Crafts pages have demonstrated positive growth, with 18,397 total users, reflecting a 10.1% year-over-year increase. The number of new users grew by 5.4%, reaching 9,883, indicating continued success in attracting new visitors to the site.

The engagement rate saw a significant improvement, increasing to 64%, a 38.1% year-over-year boost, suggesting that users are more engaged with the content. The average session time dropped by 9.8%, now at 2 minutes 4 seconds, which may indicate users are finding the information they need more quickly.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
discovery	15	7	2.14
arts and crafts	14	8	1.75
wood	13	6	2.17
woodworking	8	5	1.6
wood shop	6	5	1.2
ceramic	4	2	2
arts and crafts sewing supplies	4	1	4
auction	4	4	1
frame	4	4	1
ceramics	4	3	1.33

Auto Skills

The Auto Skills pages have experienced a slight decline in user traffic, with 50,717 total users, marking a 3.6% year-over-year decrease. New users totaled 35,505, showing a 1.7% decrease, reflecting a slight drop in attracting new visitors.

Despite the decrease in overall traffic, the engagement rate saw a significant improvement, rising to 59%, a 27.7% year-over-year increase, indicating that users who visited the site were more engaged with the content than in the previous year. Average session time decreased marginally by 1.4%, now sitting at 2 minutes 30 seconds, suggesting that while users may be spending less time on the site, they are still interacting meaningfully with the content they find.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
auction	61	53	1.15
auto	47	27	1.74
auto shop	36	5	7.2
abandoned vehicle auction	30	5	6
lemon lot	22	17	1.29
auto skills rv lot	20	1	20
auto auction	17	13	1.31
vehicle auction	14	8	1.75
car wash	13	12	1.08
vehicle	13	7	1.86

Better Opportunities for Single Soldiers (BOSS)

The BOSS program has experienced notable growth, with 19,376 total users, reflecting a 15.4% year-over-year increase. The program successfully attracted 9,134 new users, showing a 13.5% increase, indicating successful outreach efforts.

The engagement rate saw a significant improvement, rising to 68%, a 64.8% year-over-year increase, indicating that users are interacting more meaningfully with the content.

However, the average session time decreased by 22.7%, now at 1 minute 50 seconds, suggesting that users may be finding the information they need more quickly or spending less time per visit.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
boss	36	24	1.5
volunteer	5	5	1
movie	5	3	1.67
outpost	4	4	1
boxing	4	2	2
food truck	3	2	1.5
ruck	3	2	1.5
2018 boss pictures	3	1	3
boss community flea market	3	1	3
boss calendar	3	3	1

Food and Beverage

The Food and Beverage section of ARMY MWR has experienced a slight decline in overall traffic. Total users reached 431,128, reflecting a 5.4% year-over-year decrease, while new users totaled 306,209, showing a 4.8% decline compared to the previous year. Sessions saw a larger drop of 12.1%, totaling 587,162, suggesting that while users are still visiting the site, they may not be returning as frequently as before.

The engagement rate improved significantly, rising to 67%, a 26.1% year-over-year increase, indicating that users are interacting more meaningfully with the content they find. However, sessions decreased by 12.1%, and average session time dropped slightly by 3.3%, now at 2 minutes 31 seconds, suggesting users may be navigating the site more efficiently but spending less time per visit.

Table 10: Number Food Menu and Amenity Downloads

Downloads	Total ▼
here	12,404
Delivery Menu	10,896
Image Clicks	6,017
Equipment Rental Pricelist	5,824
Golf Price List	2,593

The "Chow Now" link clicks, which have surged to 12,249 year over year, marking a pronounced +19.7% increase. This significant uptick underscores an expanding interest in MWR's online food ordering capabilities.

Leisure Travel (LTS)

The Leisure Travel pages have experienced a slight decline in overall traffic, with 177,957 total users, reflecting a 4.2% year-over-year decrease. Despite this drop, the number of new users grew by 1.6%, totaling 108,058, indicating some success in attracting fresh visitors. Sessions saw a slight decline of 1.1%, reaching 248,377, while views dropped by 7.2%, totaling 316,681.

The engagement rate improved significantly to 74%, a 40.4% year-over-year increase, suggesting that users are engaging more meaningfully with the content. However, the average session time dropped by 10.5%, now sitting at 2 minutes 28 seconds, indicating that users may be navigating the site more efficiently or spending less time per visit.

The most popular downloads include the Disney Military Promotional Tickets eligibility and ID guide with 871 downloads and the Cruise Reservation Form with 858 downloads. Other popular items include the 2024 Universal Orlando Military Freedom Pass and Disney WORLD (FL) Ticket Prices, indicating strong interest in travel-related services.

Table 11: Comprehensive Downloads of Pricing Lists

Downloads	Total
Disneyland Pricing	871
Disney Military Promotional Tickets eligibility and ID guide.	858
Cruise Reservation Form	811
19' Camper	780
2024 Universal Orlando Military Freedom Pass	758
here!	753
Disney WORLD (FL) Ticket Prices	734
Disney WORLD (FL) Military Salute Offer	731
Fort McCoy LTS Discounted Price List	730
24' Camper with Slide-Out	726
Equipment Rentals	724

Table 12: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
disney	214	196	1.09
tickets	163	139	1.17
disneyland	111	106	1.05
disney tickets	100	83	1.2
rentals	73	68	1.07
rental	62	54	1.15
fishing	55	50	1.1
camping	52	47	1.11
six flags	49	44	1.11
disney world	47	46	1.02
golf	39	28	1.39
universal studios	37	34	1.09
disneyland tickets	36	30	1.2
pool	35	31	1.13
cruise	33	32	1.03
universal	33	33	1
hunting	32	28	1.14
camper	30	23	1.3
rv	30	29	1.03

Libraries

The Libraries section of ARMY MWR has experienced moderate growth, with 46,140 total users, marking a 2.2% year-over-year increase. While the overall traffic saw slight improvement, new users declined by 5.5%, totaling 28,304, indicating a slight slowdown in attracting first-time visitors. Sessions also dropped by 2.4%, reaching 67,145, while total views remained nearly flat with a 0.2% decrease, totaling 92,988 views.

The engagement rate improved significantly, rising to 65%, a 20.9% year-over-year increase, indicating that users are more engaged with the library content. Average session time saw a slight decline of 1.2%, now at 2 minutes 27 seconds, suggesting that users are spending slightly less time per session on the site but are still interacting meaningfully with the content.

The Libraries section saw 31,886 total link clicks. The most popular click was on "My Account" with 3,662 clicks, followed by "Search the Catalog" with 2,381 clicks, and "Online Catalog" with 1,407 clicks.

Table 13: Top Link Clicks

Click Text	Total ▼
My Account	3,662
Search the Catalog	2,381
Online Catalog	1,407
Army MWR Library	1,237
(not set)	992
Online Resources	843
ONLINE CATALOG	833
Search our Online Catalog and Databases	820
Search the catalog	742

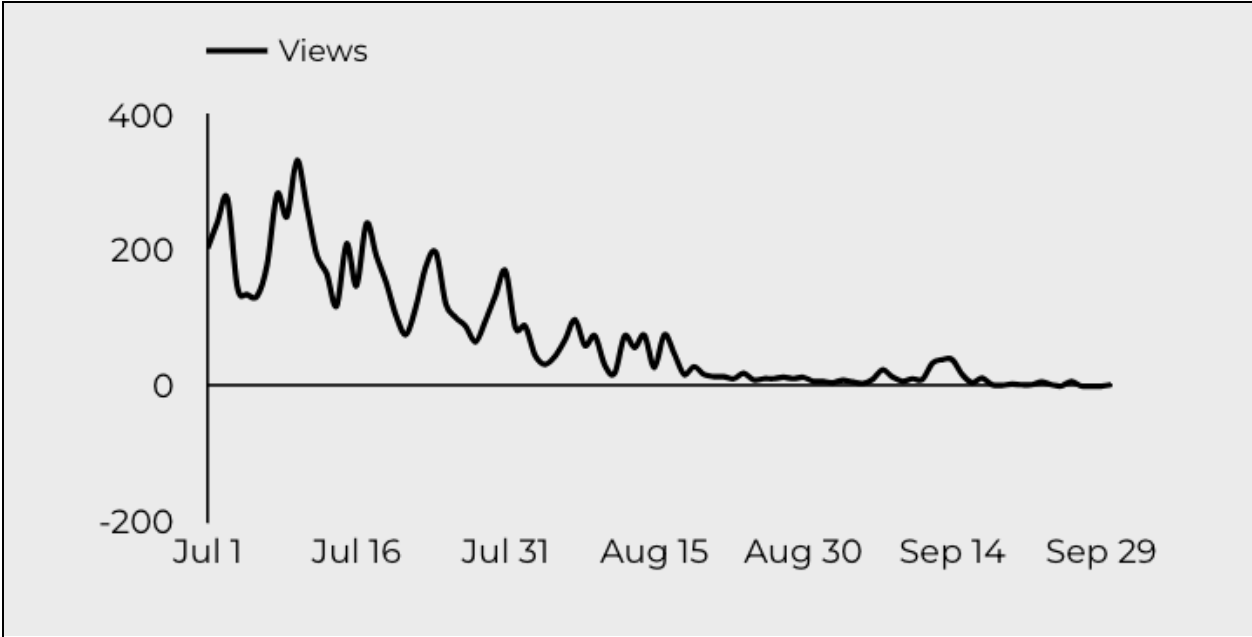
Summer Reading Program

The Summer Reading Program pages have seen mixed performance across key metrics on ARMY MWR. Total users reached 4,195, marking a slight decrease of 4.5% year-over-year, while new users saw a strong 25.0% increase, totaling 1,625. This growth in new users highlights the effectiveness of recent outreach initiatives aimed at attracting first-time visitors.

The engagement rate saw an impressive improvement, increasing to 66%, up 203.7% compared to last year. This indicates that users are interacting more deeply with the content, possibly through program sign-ups or related activities.

- The main Army MWR website is the top source of traffic.
- 54,585 Stripe Impressions
- 29 Brand Central Downloads

Figure 3: Stripe Impression Trends



Sports and Fitness

Aquatics

The Aquatics pages have experienced a decline in overall traffic, with 83,094 total users, marking a 10.2% year-over-year decrease. New users dropped by 10.7%, totaling 48,684, and total views decreased by 11.9%, reaching 144,505.

Despite the decline in user traffic, the engagement rate improved significantly, rising to 63%, a 43.3% year-over-year increase, indicating that users who visited the site were more engaged with the content. However, the average session time dropped by 9.5%, now at 2 minutes 10 seconds, suggesting that users may be spending less time on each visit but are still interacting meaningfully with the content they find.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
pool	119	93	1.28
swim lessons	78	54	1.44
swimming	31	20	1.55
swim	29	22	1.32
pools	29	21	1.38
swimming lessons	27	22	1.23
outdoor pool	16	10	1.6
splash pad	12	10	1.2
indoor pool	11	7	1.57
scuba	10	7	1.43

All Army Sports

The All Army Sports pages have seen growth in both user engagement and site traffic. Total users reached 9,701, marking a 16.9% year-over-year increase, indicating increased interest in the program. New users totaled 6,178, reflecting a slight 3.1% decrease compared to the previous year, suggesting that while more overall users are engaging with the site, efforts to attract brand new visitors may need attention.

Total views increased by 38.6%, totaling 24,731, while sessions grew by 13.9%, reaching 12,171. The engagement rate also saw a significant improvement, rising to 69%, a 27.5% increase, indicating that users are more engaged with the content they find on the site. However, average session time dropped by 11.1%, now sitting at 2 minutes 2 seconds, suggesting that users are spending less time per visit.

- 965 Athletes clicked on a link to start an application

Table 15: Link clicks to start an application

Click Text	Total ▼
All Soldiers must apply through the application website:	313
Apply now!	243
www.armedforcessports.com	198
All Army Application website	97
Instagram	32
Facebook	14
http://www.armedforcessports.com/	12
renew	7

Bowling

The Bowling section has experienced a decline in traffic and user engagement. Total users reached 52,971, representing an 8.9% year-over-year decrease. Similarly, new users dropped by 11.8%, totaling 35,842. Views also saw a decline of 7.1%, reaching 87,605, while sessions decreased by 7.9%, totaling 72,528.

The engagement rate saw a significant improvement, rising to 61%, a 21.5% year-over-year increase, indicating that users are interacting more with the content they find. However, average session time decreased slightly by 4.3%, now at 2 minutes 12 seconds, which suggests users may be finding what they need more quickly but are spending less time per visit overall.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
bowling	85	54	1.57
bowling alley	12	11	1.09
food	10	10	1
prices	9	8	1.13
physical fitness center	8	2	4
bowling menu	8	1	8
bowling league	8	3	2.67
price	7	7	1
cosmic bowling	7	5	1.4
careers	7	6	1.17

Fitness Centers

The Fitness Centers pages on ARMY MWR have seen a moderate decline in traffic, with 96,494 total users, reflecting a 3.2% year-over-year decrease. New users also dropped by 6.8%, totaling 63,776, while total views decreased by 3.4%, reaching 172,516. Despite these declines, the engagement rate improved significantly to 61%, a 28.1% year-over-year increase, suggesting that users are more engaged with the content they find.

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

Table 17: Downloads Report for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	1,816
Fitness Centers Location Map	1,788
here	944
downloaded here	902
Group Fitness Calendar	885
Contractor Access Form	785
Ivy Fitness Center Equipment Use Guidelines	710
(Read bio here)	648
Get the latest Fitness Calendar here!	642

Table 18: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
pool	85	77	1.1
sauna	62	56	1.11
gym	54	44	1.23
dress code	25	24	1.04
yoga	21	20	1.05
massage	20	17	1.18
gyms	18	17	1.06
boxing	15	14	1.07
fitness	15	14	1.07
burger king	14	1	14

Intramural Sports

The Intramural Sports pages on ARMY MWR have experienced a decline in user traffic and engagement metrics. Total users reached 5,132, reflecting a 9.3% year-over-year decrease. Additionally, new users dropped by 15.0%, totaling 1,679, while total views decreased by 16.6%, reaching 7,233.

The engagement rate saw a significant improvement, increasing to 76%, a 116.4% year-over-year increase, indicating that the users who are visiting the site are finding the content more engaging. However, average session time dropped significantly by 29.7%, now at 1 minute 43 seconds, suggesting that users are either finding information more quickly or leaving the site sooner than expected.

Table 19: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
youth sports	7	6	1.17
soccer	4	4	1
basketball	4	2	2
volleyball	4	3	1.33
flag football	3	3	1
skies	2	2	1
cheerleading	2	2	1
shine field	2	2	1
softball fields	2	1	2

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. pages on ARMY MWR have seen substantial growth in several key metrics. Total users reached 2,643, reflecting a 36.7% year-over-year increase, while new users surged by 182.2%, totaling 858. This significant rise in new users indicates that recent outreach efforts or campaigns have been particularly effective.

The engagement rate saw a remarkable increase, rising to 75%, up 216.5% year-over-year, indicating that users are finding the content highly engaging and are spending more time interacting with it. However, average session time decreased by 21.5%, now at 53 seconds, suggesting that while users are highly engaged, they are quickly navigating to key information.

Table 20: Content Engagement Metrics

Click Text	Total
Continue	90
'Image Clicks	24
Exchange's BE FIT hub page.	14
High-Performance Eating vs. Low-Performance Eating	13
Introduction to HPRC's Get into Fighting Weight	10
Available on our Exchange Facebook page > BE FIT video playlist.	9
Bodybuilding and Performance Supplements: Are they safe?	5

Table 21: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
functional fitness challenge	2	1	2
commander cup	1	1	1
dance for kids	1	1	1
fort leavenworth events	1	1	1
h2f	1	1	1

Army Ten Miler (ATM)

The Army Ten-Miler (ATM) pages have experienced a slight decline in traffic and user engagement over the past year. Total users reached 85,310, reflecting an 11.1% year-over-year decrease, while new users also fell by 7.3%, totaling 83,109. This drop in traffic suggests a potential shift in user interest or external factors affecting the reach of the ATM event.

The engagement rate fell to 48%, down by 8.7%, suggesting a decline in user interaction with the site's content. Average session time also saw a slight decrease, indicating users may be navigating the site more quickly or spending less time engaging with detailed content.

The traffic loss for the Army Ten-Miler can largely be attributed to significant declines in desktop usage and direct traffic. Desktop users decreased by 29.3%, and direct traffic saw a 27.1% drop, suggesting fewer repeat visitors or decreased brand recognition. The substantial drops in key areas like direct and social traffic indicate a potential need for increased engagement efforts, particularly focusing on user retention and re-engagement through direct and social channels. Additionally, the almost complete drop in email-driven traffic suggests an underperforming or inactive email campaign.

Table 22: Device Category Breakdown for Total Users

Device category	Total users ▼	% Δ
mobile	56,292	-0.1% ↓
desktop	28,088	-29.3% ↓
tablet	853	24.3% ↑
smart tv	28	-

Table 23: Session Default Channel Grouping for Total Users (Army Ten-Miler, 2024)

Session default cha...	Total users ▼	% Δ
Organic Search	45,052	3.9% ↑
Direct	29,301	-27.1% ↓
Referral	5,888	242.7% ↑
Organic Social	5,819	-16.6% ↓
Paid Search	851	-
Unassigned	303	-95.1% ↓
Email	3	-99.6% ↓

World Class Athlete Program (WCAP)

The WCAP pages experienced substantial growth in site traffic and user engagement. Total users surged to 41,116, reflecting a 191.6% year-over-year increase. This rise in users correlates with 40,670 new users, an increase of 193.9%, indicating successful efforts in attracting new audiences to the site.

Total page views saw a significant rise of 132.1%, reaching 93,265. Sessions increased by 170.3%, totaling 47,696, demonstrating stronger user interaction with the site. However, the engagement rate slightly decreased by 3.9%, now at 59%, suggesting room for further improvement in keeping users engaged.

Figure 4: WCAP Page Views Comparison

