



BRD Insights and Recommendations

Third Quarter FY24

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

Web managers have created a total of 362 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.

- 241 pages were added to BRD.

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

| Name | Name | Name |
|--|---|--|
| Dedicated Through Deployment - Lagniappe Pass | Jazz & Wine Festival 2024 | 2024 Army Outdoor Recreation Cycling Challenge |
| Open To The Public | Tennis Club Challenge | Summer Reading Program |
| Sports & Tournaments | West Point Department Team Building Activity | Outdoor Recreation |
| Kids Fishing Derby 2024 Photos | Youth Sports and Fitness - Cheerleading | Soldier Showdown 6 |
| Fort Indiantown Gap Community Club | Youth Sports and Fitness - NFL Flag Football | Come Fly with Us! |
| Lucy's Roadhouse | Youth Sports and Fitness - MLS GO Soccer | Overnight and Weekend Trips |
| Tuesday Night Free Bowling | R-POD Travel Trailer Reservations Begin in June | 2024 Outdoor Recreation Cycling Challenge |
| Soldier Showdown at Drop Zone | Snack Shack Food Truck | Cycling Challenge 2024 |
| Youth Sports - Tackle Football | Leisure Travel Trips | Java Café Summer Special |
| Youth Sports - Cheerleading | Summer Horse Camp June-July 2024 | Summer Food Service Program |
| BOOK NOW: 4th of July Tent Area Reservation | Recreation Center | July is National Parks and Recreation Month |
| Tiny Tots | MWR June Calendar | 2024 FMWR Fun Runs |
| Alternate Escapes Cafe Expanded Breakfast Hours | Strong BANDS | Independence Day Celebration |
| Cooking Oil Smoke Points | VIP Burrito Punch Card | 2024 July 4th Holiday Hours |
| Get Ready to Dill Your Pickle-Ball Skills | Welcome | Catering Menu |
| Must See Outdoor Murals in Augusta | Hot Summer Nights at West Point Auto | Round Pond and Lake Frederick Swim Areas |
| MWR Disc Golf Course | FMWR PBO Online Auction | New Year New You Workshops |
| Youth Winter Sports | New Buffalo Chicken Wrap | SKIES Unlimited Swimming Lessons |
| Follow Your Dreams Basketball Camp | Free Summer Bowling for Kids | Youth Fall Sports! |
| 4th of July Celebration Allowed and Prohibited Items | Dine-In Family Friendly Zone at the Rheinlander | Sembach CAC - Cash Payment currently out of order |
| Oil Changes at Surrey Car Care | Sembach Shuttle Service | Summer Lemonade Special |
| Child & Youth Sports and Fitness Adventure Week | 2024 Military Long Drive Qualifiers | Marne Palooza |
| Disneyland Celebrating The Force | Super Hero Bowling Pin Contest | International Yoga Day |
| Army MWR Library New Circulation System | CYS Camp Warrior | A Run In The Sun For Adults & Kids! |
| Archery Range Closure | 2024 Pool Season | Child & Youth Sports SUMMER CAMPS |
| Back To School Bash | Start Smart Soccer | Summer Reading Program 2024 |
| Duck Days of Summer | 2-Day Slip Pouring Class | Fort Jackson Open Soccer Run |
| Mickey's Not-So-Scary Halloween Party 2024 | Full Service | USAG Stuttgart - Independence Day Celebration - July |
| Frequently Asked Questions | Right Arm Night: Cars & Bikes | Youth Sports Fall Soccer Registration |
| Military Long Drive Competition coming to FORT JACKSON | Summer Challenger Series | CYS Fall 2024 Youth Sports |
| BiNGO NIGHT | Youth Center Summer Camp | WSMR Post Library Summer Reading Program |

Website Searches

High Interest in Leisure and Entertainment:

- Disney: Leading the search terms with 447 searches, "Disney" reflects significant interest in Disney-related activities, tickets, and events.
- Golf and Pool: With 428 and 418 searches respectively, these terms indicate a strong preference for outdoor and recreational activities.

Demand for Tickets and Rentals:

- Tickets: There were 351 searches for tickets, indicating substantial demand for booking services for various events.
- Rentals: Combining searches for Rentals (332), Rental (325), Boat Rental (140), RV Rental (156), and Equipment Rental (81), there is a total of over 1,034 searches. This suggests a high demand for rental services for leisure activities.

Seasonal Activities:

- Summer Camp and Camping: Terms like Summer Camp (224) and Camping (191) suggest seasonal trends, with families planning for summer activities.

Engagement Implications

1. Targeted Marketing:
 - High search volumes for "Disney," "Golf," and "Pool" suggest that targeted marketing campaigns around these themes could drive substantial engagement.
2. Seasonal Promotions:
 - Seasonal terms like "Summer Camp" and "Camping" should be leveraged for timely promotions and event planning.
3. Rental Services Optimization:
 - Given the high demand for various rental services, optimizing the availability and ease of booking these services could enhance user satisfaction and engagement.

Conclusion

This analysis of search terms shows a diverse range of interests with a significant emphasis on leisure, family-oriented activities, and seasonal planning. These insights indicate potential areas for focused marketing and service improvements to better meet the needs and interests of the Army MWR community.

Outdoor Recreation

The Recreational Lodging program pages have experienced declines in site traffic and user engagement. Total users for the Recreational Lodging program pages reached 204,347, marking a 6.2% decrease year-over-year. New users saw a decline to 138,035, reflecting a 6.7% decrease, indicating challenges in attracting new audiences.

The engagement rate for the Recreational Lodging pages impressively jumped by 40.1% to 74%, suggesting that the content is highly engaging and resonates well with the existing audience.

- 24,881 Clicks on links to make a reservation or find more information
- 100,786 Downloads of a map or price guides

Table 2: Most Popular Link Clicks

| Click Text | Total |
|---|-------|
| Online Reservations | 5,653 |
| HERE | 1,885 |
| Make a reservation online | 783 |
| WebTrac | 540 |
| Holbrook Pond | 530 |
| Lotts Island Campground - HAAF | 528 |
| HoofBeatsForHeroes.org | 506 |
| 789 Olney Circle Linn Creek, Missouri 65052 United States | 501 |
| CLICK HERE | 494 |

Table 3: Most Popular Downloads

| Downloads | Total |
|---------------------------------------|-------|
| Pine View Campground Map.pdf | 7,329 |
| Victory Travel Price Guide | 4,729 |
| Download Pointes West Map | 3,143 |
| Map of LORA | 2,720 |
| Map of Uchee Creek Campground | 2,401 |
| Weston Lake Brochure | 2,234 |
| Army Travel Campground Rules and Fees | 2,227 |
| Summer Items | 2,224 |
| Travel Camp Sitemap | 2,178 |

WebTrac Engagement Overview

The WebTrac dashboard shows a total of 43,542 WebTrac clicks on pages, indicating a substantial user interaction with the booking and reservation system. This metric is crucial for understanding the demand for MWR services and identifying which offerings are most popular among users.

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

| Installation | Clicks on WebTrac Links. ▼ |
|-----------------------|----------------------------|
| westpoint.armymwr.com | 9,500 |
| mccoy.armymwr.com | 5,946 |
| campbell.armymwr.com | 4,805 |
| belvoir.armymwr.com | 4,787 |
| picatinny.armymwr.com | 1,758 |
| stuttgart.armymwr.com | 1,716 |
| jblm.armymwr.com | 1,581 |

Golf

The implementation of new pages and content strategies at Fort Carson and West Point has significantly contributed to the steady growth in site traffic and user engagement for the Golf program.

Figure 1: Sidebar Menus of content organization

| WEST POINT GOLF COURSE | CHEYENNE SHADOWS GOLF CLUB |
|------------------------|----------------------------|
| Club House Project | Course and Driving Range |
| Front 9 Holes | Programs & Services |
| Back 9 Holes | Golf Academy |
| Fees & Tee Times | Pricing |
| Pro Shop & Snack Bar | Pro Shop |
| Rules & Policies | Mulligan's Grill |
| Private Outings | Events & Private Outings |
| Driving Range | |
| Monthly Newsletter | |

The Golf program pages have experienced steady increase in site traffic and user engagement. Total users for the Golf program pages reached 144,961, marking a 1.0% increase year-over-year. New users saw a slight rise to 119,996, reflecting a 0.8% increase, indicating effective outreach and sustained interest in the Golf program. This growth in new users suggests successful engagement strategies targeting both new and returning audiences.

The engagement rate for the Golf pages impressively jumped by 19.6% to 67%, suggesting that the content is highly engaging and resonates well with the audience.

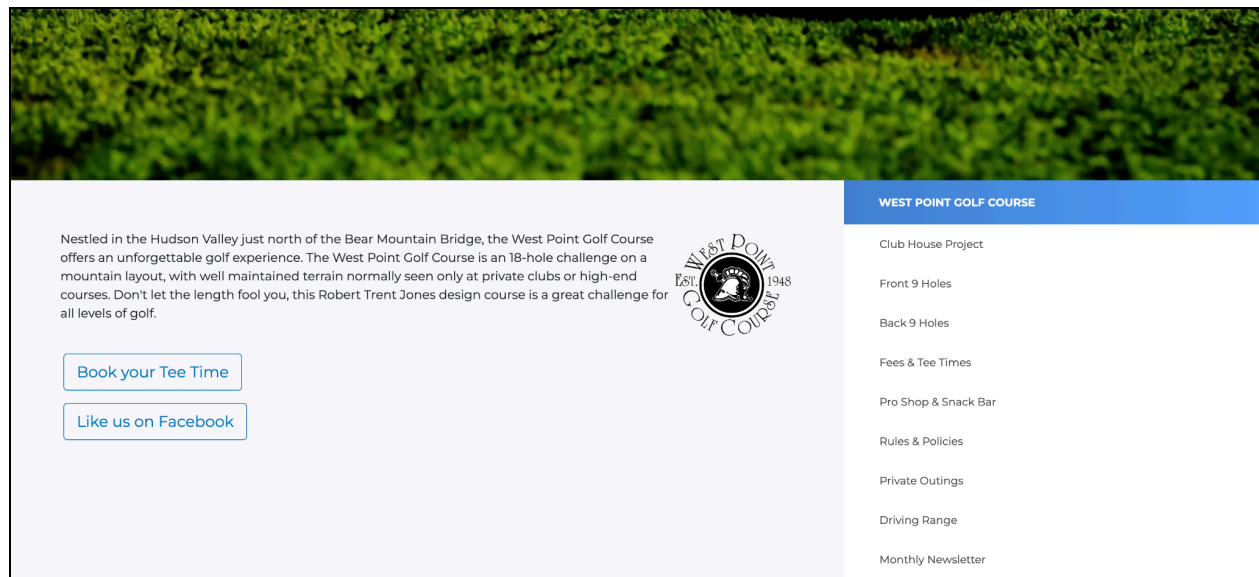
Table 5: The top installations generating the highest number of clicks to book a t time

| Installation | Total ▼ |
|--------------------------|---------|
| westpoint.armymwr.com | 12,343 |
| hawaii.armymwr.com | 7,573 |
| jblm.armymwr.com | 7,050 |
| belvoir.armymwr.com | 4,194 |
| stewarhunter.armymwr.com | 2,416 |
| redstone.armymwr.com | 2,394 |
| picatinny.armymwr.com | 1,750 |
| carson.armymwr.com | 1,208 |

Recommendations for Other Golf Courses

1. Based on the success observed at Fort Carson and West Point, it is recommended that other golf courses implement similar strategies to drive growth in site traffic and user engagement.

Figure 2: Westpoint Golf Program Page



American Forces Travel

The American Forces Travel (AFT) program pages have seen a rise in site traffic and user engagement. Total users for the AFT program pages reached 7,544, although this marks a slight decrease of 1.7% year-over-year. New users saw a modest rise to 2,217, reflecting a 7.6% increase, indicating successful outreach and sustained interest in the program. This growth in new users demonstrates the effectiveness of campaigns in maintaining a broad audience reach.

The engagement rate for the AFT pages impressively jumped by 351.9% to 83%, suggesting that the content is highly engaging and resonates well with the audience.

Table 6: Top installations with the highest number of link clicks on pages

| Installation | Clicks |
|--------------------------|--------|
| www.armymwr.com | 6,690 |
| belvoir.armymwr.com | 686 |
| grafenwoehr.armymwr.com | 479 |
| bliss.armymwr.com | 407 |
| jblm.armymwr.com | 306 |
| meade.armymwr.com | 283 |
| redstone.armymwr.com | 257 |
| leonardwood.armymwr.com | 255 |
| stewarhunter.armymwr.com | 238 |

Table 7: Top Search Terms by Search Volume

| Search | Total Searches | Total users | Search count per user | Bounce rate |
|-------------|----------------|-------------|-----------------------|-------------|
| flights | 7 | 6 | 1.17 | 0% |
| disney | 5 | 5 | 1 | 0% |
| tickets | 4 | 3 | 1.33 | 0% |
| cruise | 4 | 4 | 1 | 0% |
| europa park | 3 | 2 | 1.5 | 0% |

Arts & Crafts

Total users for the Arts & Crafts program pages reached 28,392, marking a slight decrease of .04% year-over-year. Users saw a modest rise to 17,843, reflecting a 2.4% increase, indicating successful outreach and sustained interest in arts and crafts activities. This uptick in users suggests effective marketing and increased engagement with the target audience.

The engagement rate for the Arts & Crafts pages impressively jumped by 60.8% to 64%.

Table 8: Top installations sorted by total users

| Installation | Total users ▼ |
|-----------------------|---------------|
| www.armymwr.com | 7,442 |
| jbmhh.armymwr.com | 34 |
| meade.armymwr.com | 28 |
| westpoint.armymwr.com | 22 |
| drum.armymwr.com | 15 |
| detroit.armymwr.com | 10 |
| mccoy.armymwr.com | 5 |
| belvoir.armymwr.com | 1 |
| jackson.armymwr.com | 1 |

Table 9: Top Search Terms by Search Volume

| Search | Total Searches ▼ | Total users | Search count per user | Bounce rate |
|------------------------|------------------|-------------|-----------------------|-------------|
| wood shop | 13 | 10 | 1.3 | 0% |
| arts and crafts | 10 | 8 | 1.25 | 0% |
| auto crafts center | 8 | 1 | 8 | 0% |
| wood | 6 | 6 | 1 | 0% |
| pottery | 6 | 5 | 1.2 | 0% |
| discovery | 5 | 5 | 1 | 0% |
| hickam arts and crafts | 5 | 1 | 5 | 0% |

Auto Skills

The Auto Skills program pages have seen substantial growth in site traffic and user engagement. Total users for the Auto Skills program pages reached 61,617, marking a 5.7% increase year-over-year. New users saw a rise to 44,120, reflecting a 9.1% boost, indicating successful outreach and heightened interest in the program. This surge in new users demonstrates the effectiveness of campaigns in attracting a broader audience.

The engagement rate for the Auto Skills pages impressively jumped by 28.0% to 59%, suggesting that the content is highly engaging and resonates well with the audience.

Table 10: Top Search Terms by Search Volume

| Search | Total Searches ▾ | Total users | Search count per user | Bounce rate |
|-------------------------------------|------------------|-------------|-----------------------|-------------|
| auto | 116 | 40 | 2.9 | 4.76% |
| auction | 57 | 43 | 1.33 | 2.22% |
| vehicle auction | 32 | 17 | 1.88 | 0% |
| auto skills | 30 | 20 | 1.5 | 0% |
| automotive | 23 | 8 | 2.88 | 0% |
| auto shop | 22 | 6 | 3.67 | 0% |
| auto auction | 22 | 12 | 1.83 | 0% |
| vehicle | 16 | 11 | 1.45 | 0% |
| abandoned vehicles open bid auction | 14 | 1 | 14 | 0% |

Better Opportunities for Single Soldiers (BOSS)

The BOSS program pages have experienced substantial growth in site traffic and user engagement. Total users for the BOSS program pages reached 20,146, marking a 6.1% increase year-over-year. New users saw a rise to 9,810, reflecting a 5.9% increase, indicating successful outreach and sustained interest in the BOSS program. This growth in new users demonstrates the program's effectiveness in attracting and engaging its target audience.

The engagement rate for the BOSS pages impressively jumped by 100.2% to 68%, suggesting that the content is highly engaging and resonates well with the audience.

Table 11: Top installations sorted by total users

| Installation | Total Users... | % Δ |
|---------------------------|----------------|----------|
| www.armymwr.com | 3,650 | 40.1% ↑ |
| humphreys.armymwr.com | 2,363 | 7.9% ↑ |
| cavazos.armymwr.com | 1,025 | 51.4% ↑ |
| liberty.armymwr.com | 878 | 218.1% ↑ |
| bliss.armymwr.com | 871 | -8.7% ↓ |
| italy.armymwr.com | 831 | -31.4% ↓ |
| jblm.armymwr.com | 650 | 1.9% ↑ |
| carson.armymwr.com | 636 | 31.7% ↑ |
| eisenhower.armymwr.com | 614 | - |
| stewarthunter.armymwr.com | 603 | -40.5% ↓ |

Table 9: Top Search Terms by Search Volume

| Search | Total Searches ▾ | Total users | Search count per user | Bounce rate |
|---------------|------------------|-------------|-----------------------|-------------|
| boss | 65 | 33 | 1.97 | 8.33% |
| volunteer | 11 | 7 | 1.57 | 12.5% |
| mwr | 4 | 4 | 1 | 0% |
| discovery | 4 | 4 | 1 | 0% |
| army 10 miler | 4 | 1 | 4 | 0% |

Food and Beverage

The Food and Beverage program pages have experienced notable engagement despite slight decreases in overall metrics. Total users for the Food and Beverage program pages reached 490,656, marking a 2.6% decrease year-over-year. New users saw a decline to 343,207, reflecting a 4.7% decrease, suggesting some challenges in attracting new audiences.

The engagement rate for the Food and Beverage pages impressively jumped by 35.4% to 66%, indicating that the content remains highly engaging and resonates well with the existing audience.

The "Chow Now" link clicks, which have surged from 8,781 to 12,025 year over year, marking a pronounced +36.94% increase. This significant uptick underscores an expanding interest in MWR's online food ordering capabilities.

Table 12: Top Army Installations by Number of Chow Now Order Clicks

| Installation | Clicks on Chow Now Links. ▾ |
|-------------------------|-----------------------------|
| knox.armymwr.com | 4,777 |
| jackson.armymwr.com | 1,811 |
| gregg-adams.armymwr.com | 1,359 |
| redstone.armymwr.com | 1,232 |
| carlisle.armymwr.com | 1,076 |
| sill.armymwr.com | 835 |
| eisenhower.armymwr.com | 435 |
| rockisland.armymwr.com | 434 |
| jblm.armymwr.com | 65 |

Leisure Travel (LTS)

Total users for the Leisure Travel program pages reached 200,161, marking a 3.0% decrease year-over-year. New users saw a decline to 117,082, reflecting a 2.6% decrease, indicating some challenges in attracting new audiences.

The engagement rate for the Leisure Travel pages impressively jumped by 51.8% to 75%. The increase in engagement rate suggests that users are finding the content more relevant and engaging, pointing towards effective content strategies.

Table 13: Comprehensive Downloads of Pricing Lists

| Downloads | Total |
|--|--------|
| 2024 Leisure Travel Services (LTS) Pricelist | 10,508 |
| Click here for downloadable ticket brochure. | 9,903 |
| here | 8,413 |
| Price List | 7,790 |
| Attractions and Amusement Park Ticket List | 7,225 |
| Texas Attractions | 6,507 |
| Leisure Travel Services Ticket Price List | 5,139 |
| Coast to Coast Attraction Price List | 4,752 |
| Victory Travel Price Guide | 4,729 |
| HERE | 3,834 |
| HERE! | 3,599 |

Table 14: Top Search Terms by Search Volume

| Search | Total Searches | Total users | Search count per user | Bounce rate |
|-------------------|----------------|-------------|-----------------------|-------------|
| disney | 256 | 230 | 1.11 | 0.85% |
| tickets | 214 | 161 | 1.33 | 2.41% |
| disneyland | 106 | 99 | 1.07 | 1% |
| disney tickets | 98 | 75 | 1.31 | 1.33% |
| rentals | 84 | 76 | 1.11 | 1.28% |
| fishing | 82 | 75 | 1.09 | 1.33% |
| rental | 70 | 68 | 1.03 | 0% |
| universal studios | 68 | 62 | 1.1 | 0% |
| pool | 63 | 57 | 1.11 | 3.39% |
| cruise | 56 | 45 | 1.24 | 2.17% |

Libraries

The Libraries program pages have experienced steady growth in site traffic and user engagement. Total users for the Libraries program pages reached 47,515, marking a 7.2% increase year-over-year. New users saw a rise to 29,258, reflecting a 2.4% increase, indicating successful outreach and sustained interest in the Libraries program. This growth in new users suggests effective marketing and engagement strategies targeting new audiences.

The engagement rate for the Libraries pages impressively jumped by 29.2% to 63%, suggesting that the content is highly engaging and resonates well with the audience.

Table 15: Top Link Clicks

| Click Text | Total ▼ |
|---|---------|
| My Account | 2,687 |
| Search the Catalog | 2,668 |
| online | 1,918 |
| Online Catalog | 1,382 |
| Search the catalog | 785 |
| books, audiobooks, movies, music, and video games | 766 |
| U.S. Army Europe Libraries Web site: | 746 |

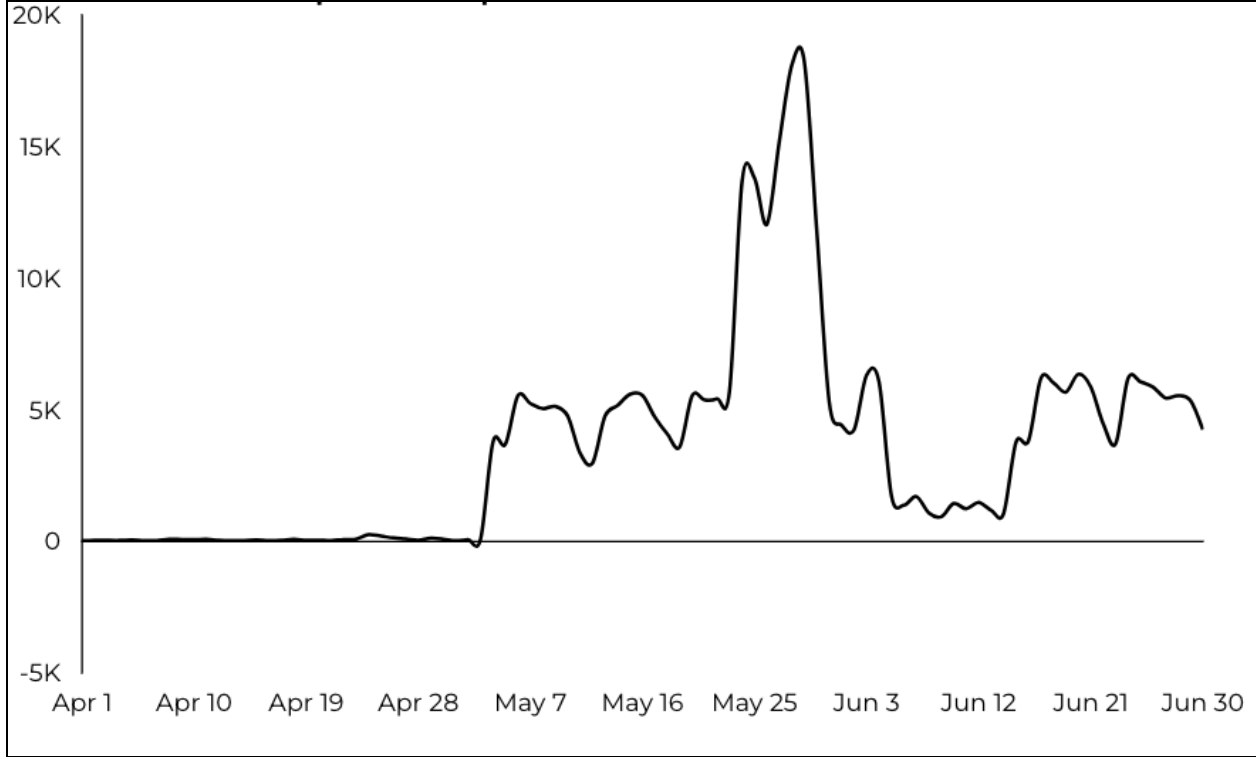
Summer Reading Program

The Summer Reading program has experienced a prominent increase in several key metrics. New users have surged to 5,552, marking a 43.3% increase. Total views have risen to 19,908, reflecting a 28.1% increase, and total sessions have seen an uptick to 16,370, up by 25.9%. These increases indicate a notable enhancement in site traffic and user engagement.

The engagement rate has dramatically improved to 66%, a major increase of 135.3%. Total users have grown to 11,981, up by 22.6%.

- The main Army MWR website is the top source of traffic.
- 338,369 Stripe Impressions

Figure 3: Stripe Impression Trends




Recommendations:

1. Update the Sweepstakes Page for 2024:
 - Revise the content on the current sweepstakes page to reflect the 2024 Summer Reading program. Ensure all dates, rules, and relevant information are up-to-date. This will ensure that users have accurate and current information, enhancing their trust and participation in the program.

Figure 4: Summer Reading Sweepstakes page

Sweepstakes Rules

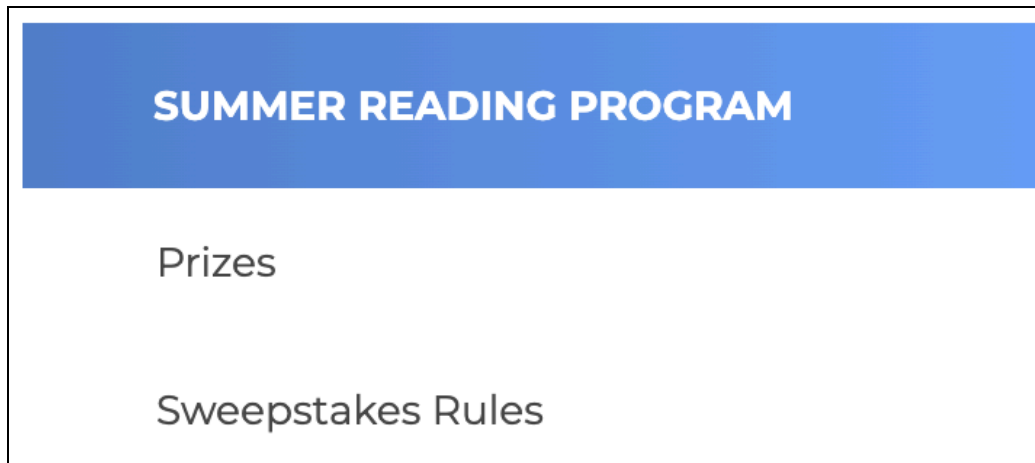


2023 Army MWR Library Summer Reading Program
United Through Reading
Prize Drawings/Sweepstakes Rules

During the 2023 Army MWR Summer Reading Program, United Through Reading, supporting sponsor has provided prizes for a sweepstakes that each participating garrison library program will conduct. Below are the general rules for the sweepstakes. Be sure to check for specific sweepstakes dates and details about quantity of prizes at your garrison Army MWR Library and on your garrison Army MWR library webpage.

2. Create a Dedicated Prizes Page:
 - Action: Develop a new page specifically for listing the prizes available in the 2024 Summer Reading sweepstakes. Include detailed descriptions, images, and eligibility criteria for each prize. Providing clear and enticing information about the prizes will motivate more users to participate actively. It will also reduce any confusion regarding what they can win, thus improving overall engagement and satisfaction.

Figure 5: Example of menu with prizes added



These enhancements will likely contribute to sustaining the growth in new users and sessions, as well as potentially increasing the average session duration as users spend more time exploring the prizes and understanding the sweepstakes rules.

Matomo's Visits Log Report

The Visits Log is a tool that allows you to see all the visits on your site, and browse through these visits to check on individual user sessions. It is useful to browse individual user sessions on your site and understand what your visitors were looking for, whether they found an answer, or to see which pages they looked at before converting your Goals.

The common elements in the "Summer Reading Program" user journeys are:

Users typically navigate from the "Library Summer Reading Program" to account registration or other library services, suggesting a logical flow in their search for information and services.

Subsequent Pages:

- After visiting the "Library Summer Reading Program" page, users also explore other related services such as:
 - MWR Libraries page
 - Beanstack
 - Account Registration for the library
 - Contact information for Army MWR

- Information on eligible patrons for MWR services
- This shows that users are not only interested in the reading program but are also looking for broader library services and registration information.

Additional Services:

- Users who visit the "Library Summer Reading Program" page also show interest in other MWR services, such as:
 - Military Camping and RV Parks
 - Armed Forces Resorts
 - Intramural Sports
- This indicates that users have a diverse range of interests within the MWR offerings, and parents are looking at extending beyond just the library services.

Figure 6: Detailed User Journey

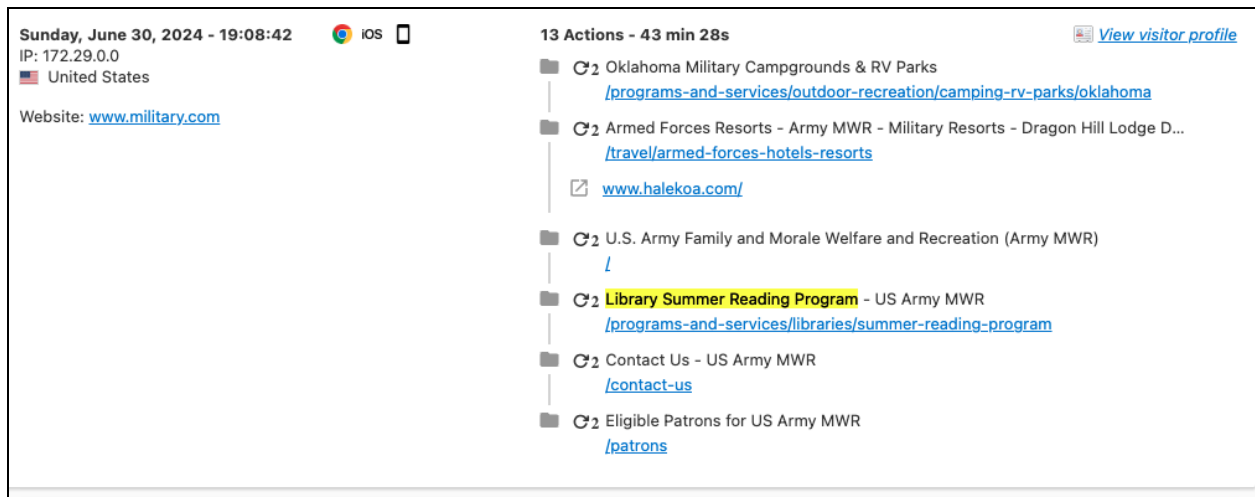


Figure 7: Detailed User Journey

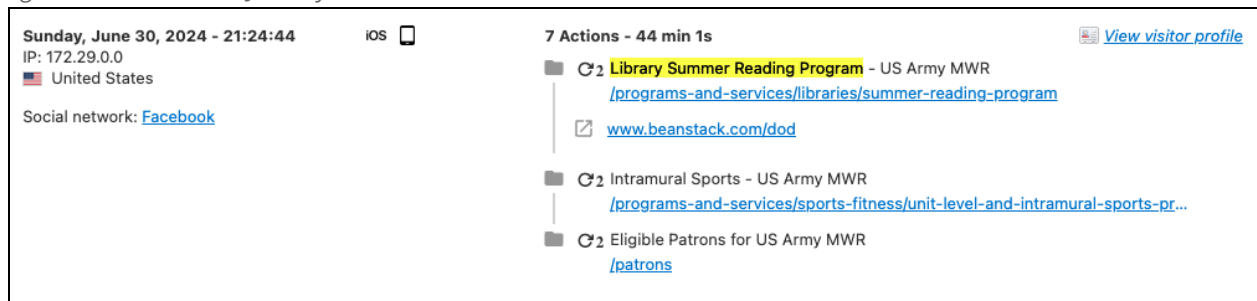
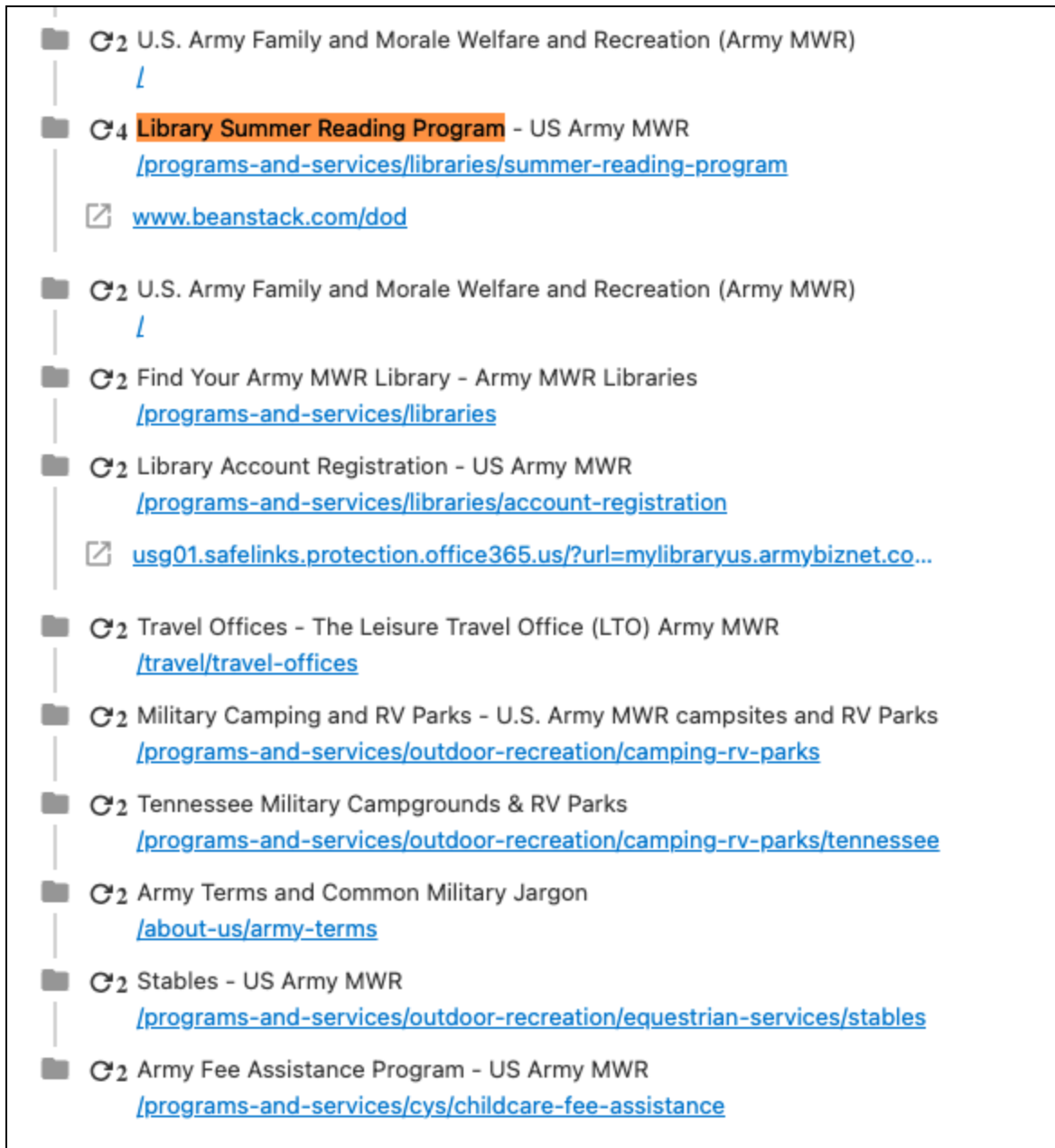


Figure 8: Detailed User Journey



Sports and Fitness

Aquatics

The Aquatics program pages have seen substantial growth in site traffic and user engagement. Total users for the Aquatics program pages reached 113,451, marking an 8.4% increase year-over-year. New users saw a rise to 70,474, reflecting an 11.8% increase, indicating successful outreach and growing interest in the Aquatics program. This surge in new users demonstrates the program's effectiveness in attracting and engaging its target audience.

The engagement rate for the Aquatics pages impressively jumped by 57.0% to 61%, suggesting that the content is highly engaging and resonates well with the audience.

Table 16: Top Search Terms by Search Volume

| Search | Total Searches ▾ | Total users | Search count per user | Bounce rate |
|------------------|------------------|-------------|-----------------------|-------------|
| pool | 224 | 164 | 1.37 | 4.07% |
| swim lessons | 136 | 114 | 1.19 | 2.54% |
| pools | 52 | 40 | 1.3 | 0% |
| swim | 45 | 35 | 1.29 | 0% |
| swimming lessons | 45 | 37 | 1.22 | 0% |
| swimming | 29 | 16 | 1.81 | 0% |
| splash pad | 28 | 25 | 1.12 | 3.85% |
| swim lesson | 24 | 13 | 1.85 | 6.67% |
| swimming pool | 20 | 14 | 1.43 | 0% |
| learn to swim | 17 | 9 | 1.89 | 18.18% |

All Army Sports

The new All Army Sports program pages have significantly contributed to the growth in site traffic and user engagement. The revamped pages have played a crucial role in attracting a larger audience and enhancing their interaction with the content.

Total users for the All Army Sports program pages reached 10,969, marking a 15.0% increase year-over-year. This substantial growth indicates that the updates and

improvements made to the pages have successfully drawn more visitors, showcasing the program’s continued relevance and effectiveness.

The engagement rate for the All Army Sports pages impressively jumped by 34.1% to 69%, suggesting that the new content is highly engaging and resonates well with the audience. The increased engagement rate highlights the success of the new pages in keeping visitors interested and involved with the program.

- 1274 Athletes clicked on a link to start an application

Table 17: Link clicks to start an application

| Click Text | Total |
|--|-------|
| All Soldiers must apply through the application website: | 455 |
| Apply now! | 320 |
| www.armedforcenessports.com | 219 |
| All Army Application website | 107 |
| AllSoldiersmustapplythroughtheapplicatio nwebsite: | 43 |
| Applynow! | 21 |

Table 18: Top Search Terms by Search Volume

| Search | Total Searches | Total users | Search count per user | Bounce rate |
|------------------|----------------|-------------|-----------------------|-------------|
| volleyball | 5 | 3 | 1.67 | 0% |
| rugby | 2 | 1 | 2 | 0% |
| boxing | 2 | 2 | 1 | 0% |
| 5k | 1 | 1 | 1 | 0% |
| all army bowling | 1 | 1 | 1 | 0% |

Bowling

The Bowling program pages have seen varied trends in site traffic and user engagement. Total users for the Bowling program pages reached 56,167, marking a slight decrease of

2.5% year-over-year. New users saw a decline to 37,524, reflecting a 7.7% decrease, indicating some challenges in attracting new audiences.

The overall engagement rate for the Bowling pages jumped by 34.2% to 63%, suggesting that the content is highly engaging and resonates well with the existing audience.

Table 19: Top Search Terms by Search Volume

| Search | Total Searches | Total users | Search count per user | Bounce rate |
|-----------------|----------------|-------------|-----------------------|-------------|
| bowling | 76 | 49 | 1.55 | 7.27% |
| food | 22 | 20 | 1.1 | 0% |
| kids bowl free | 16 | 16 | 1 | 0% |
| menu | 16 | 15 | 1.07 | 0% |
| jobs | 14 | 10 | 1.4 | 8.33% |
| careers | 9 | 8 | 1.13 | 0% |
| price | 9 | 8 | 1.13 | 11.11% |
| bowling leagues | 8 | 3 | 2.67 | 0% |

Fitness Centers

The Fitness Centers program pages have experienced some declines in site traffic and user engagement. Total users for the Fitness Centers program pages reached 92,920, marking a 6.1% decrease year-over-year. New users saw a decline to 61,674, reflecting an 8.1% decrease, indicating challenges in attracting new audiences.

The engagement rate for the Fitness Centers pages jumped by 41.5% to 64%, suggesting that the content is highly engaging and resonates well with the existing audience.

- 22,645 People downloaded a location map, or schedule for fitness classes

Table 20: Downloads Report for Fitness Center Resources

| Downloads | Total ▼ |
|---|---------|
| Fitness Centers Hours Chart | 1,685 |
| Fitness Centers Location Map | 1,540 |
| downloaded here | 823 |
| (Read bio here) | 716 |
| Contractor Access Form | 646 |
| May 2024 class schedule | 630 |
| here | 615 |
| Ivy Fitness Center Equipment Use Guidelines | 614 |
| April 2024 class schedule | 590 |
| Get the latest Fitness Calendar here! | 572 |

Table 21: Top Search Terms by Search Volume

| Search | Total Searches ▼ | Total users | Search count per user | Bounce rate |
|------------|------------------|-------------|-----------------------|-------------|
| pool | 116 | 97 | 1.2 | 0% |
| sauna | 56 | 43 | 1.3 | 4.08% |
| gym | 53 | 44 | 1.2 | 0% |
| boxing | 25 | 18 | 1.39 | 0% |
| dress code | 22 | 19 | 1.16 | 9.09% |
| massage | 21 | 17 | 1.24 | 10.53% |
| yoga | 18 | 15 | 1.2 | 6.25% |
| pickleball | 16 | 13 | 1.23 | 0% |

Intramural Sports

The Intramural Sports program pages have seen varied trends in site traffic and user engagement. Total users for the Intramural Sports program pages reached 5,744, indicating active interest and interaction with the site. New users saw an engagement, reflecting a growing interest in the Intramural Sports program.

The engagement rate for the Intramural Sports pages remains high, suggesting that the content is highly engaging and resonates well with the audience.

Table 22: Top Search Terms by Search Volume

| Search | Total Searches ▾ | Total users | Search count per user | Bounce rate |
|-------------|------------------|-------------|-----------------------|-------------|
| baseball | 4 | 4 | 1 | 0% |
| soccer | 3 | 3 | 1 | 0% |
| cys | 3 | 3 | 1 | 0% |
| softball | 3 | 3 | 1 | 0% |
| football | 2 | 2 | 1 | 0% |
| kids sports | 2 | 2 | 1 | 0% |
| survey | 2 | 1 | 2 | 0% |
| basketball | 2 | 2 | 1 | 0% |

STRONG B.A.N.D.S.

The STRONG B.A.N.D.S. program pages have experienced mixed trends in site traffic and user engagement. Total users for the STRONG B.A.N.D.S. program pages reached 4,410, marking a 12.2% decrease year-over-year. New users saw a significant increase to 1,567, reflecting a 45.4% rise, indicating successful outreach and heightened interest among new audiences.

The engagement rate for the STRONG B.A.N.D.S. pages impressively jumped by 386.7% to 72%, suggesting that the content is highly engaging and resonates well with the audience.

- Last Quarter there were 41,422 Stripe Impressions
- 441 Link clicks to fitness content

Table 23: Content Engagement Metrics

| URL | Clicks |
|---|------------|
| | 177 |
| http://shopmyexchange.com/BeFit | 28 |
| http://www.facebook.com/FamilyMWR | 14 |
| https://www.hprc-online.org/ | 13 |
| https://usg01.safelinks.protection.office365.us/ | 11 |
| https://www.hprc-online.org/nutritional-fitness/performance-nutrition/high-performance-eating-vs-low | 11 |
| https://www.hprc-online.org/social-fitness/teams-leadership/hprc-team-building-resource-guide | 11 |
| https://www.facebook.com/FamilyMWR | 10 |
| https://www.opss.org/article/bodybuilding-and-performance-supplements-are-they-safe | 10 |
| Grand total | 441 |

Table 24: Top Search Terms by Search Volume

| Search | Total Searches | Total users | Search count per user |
|--------------|----------------|-------------|-----------------------|
| strong bands | 4 | 4 | 1 |
| h2f | 3 | 3 | 1 |
| rugby | 3 | 2 | 1.5 |
| snack bar | 3 | 1 | 3 |
| rock the 80s | 2 | 2 | 1 |
| ballet | 2 | 1 | 2 |
| splash pad | 2 | 1 | 2 |

Matomo's Visits Log Report

The Visits Log is a tool that allows you to see all the visits on your site, and browse through these visits to check on individual user sessions. It is useful to browse individual user sessions on your site and understand what your visitors were looking for, whether they found an answer, or to see which pages they looked at before converting your Goals.

Figure 9: Detailed User Journey

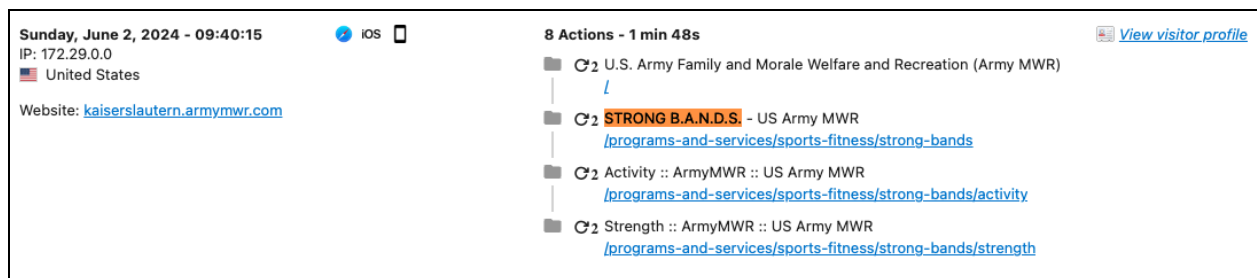


Figure 10: Detailed User Journey

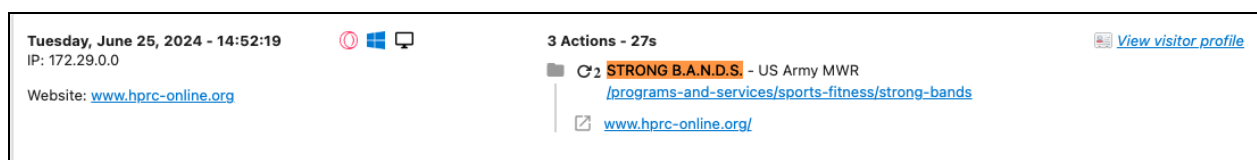
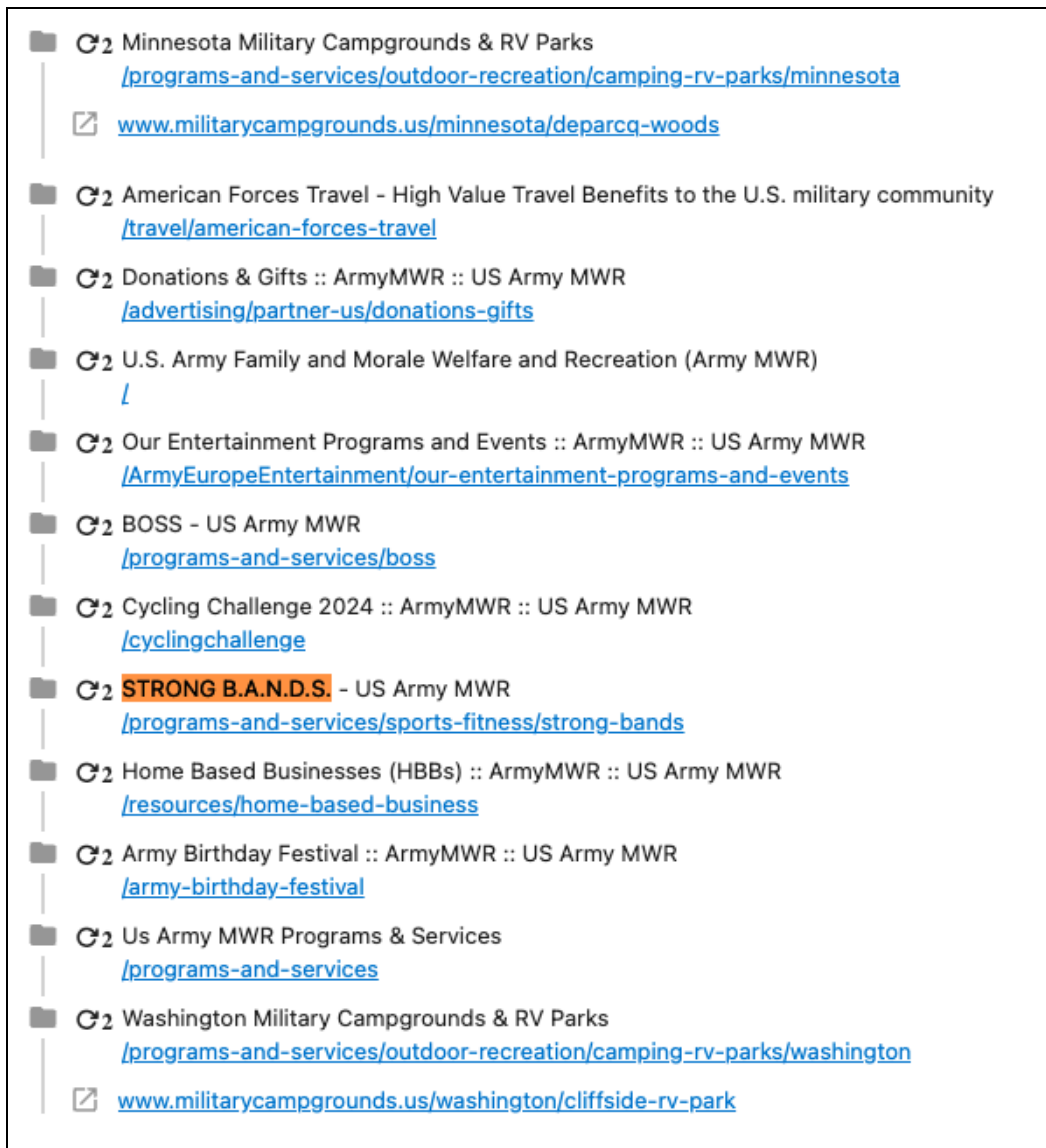


Figure 11: Detailed User Journey

- 🗄️ U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- 🗄️ Payments :: ArmyMWR :: US Army MWR
[/resources/payments-1](#)
- 🗄️ 🗄️ **STRONG B.A.N.D.S.** - US Army MWR
[/programs-and-services/sports-fitness/strong-bands](#)
- 🗄️ Strength :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/strength](#)
- 🗄️ Activity :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/activity](#)
- 🗄️ Nutrition :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/nutrition](#)
- 🗄️ 🗄️ Army MWR Travel Programs Offer Discounted Prices for Disney, Tickets, Cruises a...
[/travel](#)
- 🗄️ 🗄️ Armed Forces Resorts - Army MWR - Military Resorts - Dragon Hill Lodge DHL, Sh...
[/travel/armed-forces-hotels-resorts](#)
- 🗄️ 🗄️ Army MWR Travel Programs Offer Discounted Prices for Disney, Tickets, Cruises a...
[/travel](#)
- 🗄️ 🗄️ Eligible Patrons for US Army MWR
[/patrons](#)
- 🗄️ 🗄️ Army Community Service (ACS)
[/programs-and-services/personal-assistance](#)
- 🗄️ 🗄️ Contact Contracting :: ArmyMWR :: US Army MWR
[/contact-us/contact-contracting/form_success/1123609](#)
- 🗄️ 🗄️ U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- 🗄️ 🗄️ Military Camping and RV Parks - U.S. Army MWR campsites and RV Parks
[/programs-and-services/outdoor-recreation/camping-rv-parks](#)
- 🗄️ 🗄️ Montana Military Campgrounds & RV Parks
[/programs-and-services/outdoor-recreation/camping-rv-parks/montana](#)
- 🔗 www.shadesofgreen.org/
- 🔗 www.edelweisslodgeandresort.com/

Figure 12: Detailed User Journey



The common elements in the "STRONG B.A.N.D.S." user journeys are:

Common Elements in User Journeys:

1. Consistent Entry Points:
 - Users frequently enter through the main U.S. Army Family and Morale Welfare and Recreation (MWR) page.
 - Another common entry is through direct links to the "STRONG B.A.N.D.S." program.
2. Frequent Actions:
 - Users often navigate multiple sub-pages related to "STRONG B.A.N.D.S." such as Strength, Activity, and Nutrition sections.

- There are frequent interactions with pages offering additional fitness and wellness information.
- 3. Diverse Referral Sources:
 - Users come from various referral sources, including Google, specific military community pages, and directly typed URLs.
- 4. Extended Engagement:
 - Users often engage in multiple actions within a single session, indicating a deep interest in exploring the program comprehensively.
 - Sessions typically involve viewing related programs and services, suggesting a holistic approach to fitness and wellness.

Army Ten Miler (ATM)

The Army Ten Miler program pages have experienced varied trends in site traffic and user engagement. Total users for the Army Ten Miler program pages reached 58,783, marking a slight 1.0% increase year-over-year. New users saw a moderate rise to 56,761, reflecting a 4.1% increase, indicating effective outreach and sustained interest in the event.

The engagement rate for the Army Ten Miler pages decreased by 13.2% to 44%, suggesting that while more users are visiting the site, the content may need further optimization to keep them engaged.

World Class Athlete Program (WCAP)

The World Class Athlete Program (WCAP) pages have experienced significant growth in site traffic and user engagement. Total users for the WCAP program pages reached 22,914, marking a 40.2% increase year-over-year. New users saw a substantial rise to 22,637, reflecting a 41.4% increase, indicating highly successful outreach and growing interest in the program. This surge in new users demonstrates the effectiveness of campaigns in attracting a broader audience.

The engagement rate for the WCAP pages slightly decreased by 2.8% to 59%, suggesting room for improvement in content engagement. Organic search was the leading source of traffic, contributing 16,980 users, followed by direct traffic with 3,842 users. Referral traffic added 1,333 users, while organic social channels brought in 745 users, and unassigned

sources contributed 157 users. The increase in overall traffic metrics underscores the effectiveness of the content and promotional strategies.

Matomo's Visits Log Report

The Visits Log is a tool that allows you to see all the visits on your site, and browse through these visits to check on individual user sessions. It is useful to browse individual user sessions on your site and understand what your visitors were looking for, whether they found an answer, or to see which pages they looked at before converting your Goals.

Figure 13: Detailed User Journey

The screenshot displays a detailed user journey in Matomo. On the left, visitor information is shown: the date and time are Friday, June 28, 2024, at 06:24:31; the IP address is 172.29.0.0; the location is United States; and the search engine used is Google. On the right, a list of 12 actions is recorded over a 25-minute and 22-second session. Each action includes a page name and a corresponding URL. The actions are: SFC Elizabeth Marks (WCAP) at /soldier-athletes/paralympic-sports/swimming/ssg-elizabeth-marks; Home (WCAP) at /; About (WCAP) at /about; Entry Standards & Apply (WCAP) at /apply; Partner (WCAP) at /partner; PARIS 2024 (WCAP) at /olympics/Paris2024; About (WCAP) at /about; News (WCAP) at /news; PARIS 2024 (WCAP) at /olympics/Paris2024; 2024 WCAP Olympic and Paralympic Marketing Materials (WCAP) at /olympians; and Entry Standards & Apply (WCAP) at /apply. The final action is an external link to www.armymwr.com/programs-and-services/sports-and-fitness/all-army-sports. A 'View visitor profile' link is visible in the top right corner.

| Action | Page | URL |
|--|------|--|
| SFC Elizabeth Marks | WCAP | /soldier-athletes/paralympic-sports/swimming/ssg-elizabeth-marks |
| Home | WCAP | / |
| About | WCAP | /about |
| Entry Standards & Apply | WCAP | /apply |
| Partner | WCAP | /partner |
| PARIS 2024 | WCAP | /olympics/Paris2024 |
| About | WCAP | /about |
| News | WCAP | /news |
| PARIS 2024 | WCAP | /olympics/Paris2024 |
| 2024 WCAP Olympic and Paralympic Marketing Materials | WCAP | /olympians |
| Entry Standards & Apply | WCAP | /apply |
| External Link | | www.armymwr.com/programs-and-services/sports-and-fitness/all-army-sports |

Figure 14: Detailed User Journey

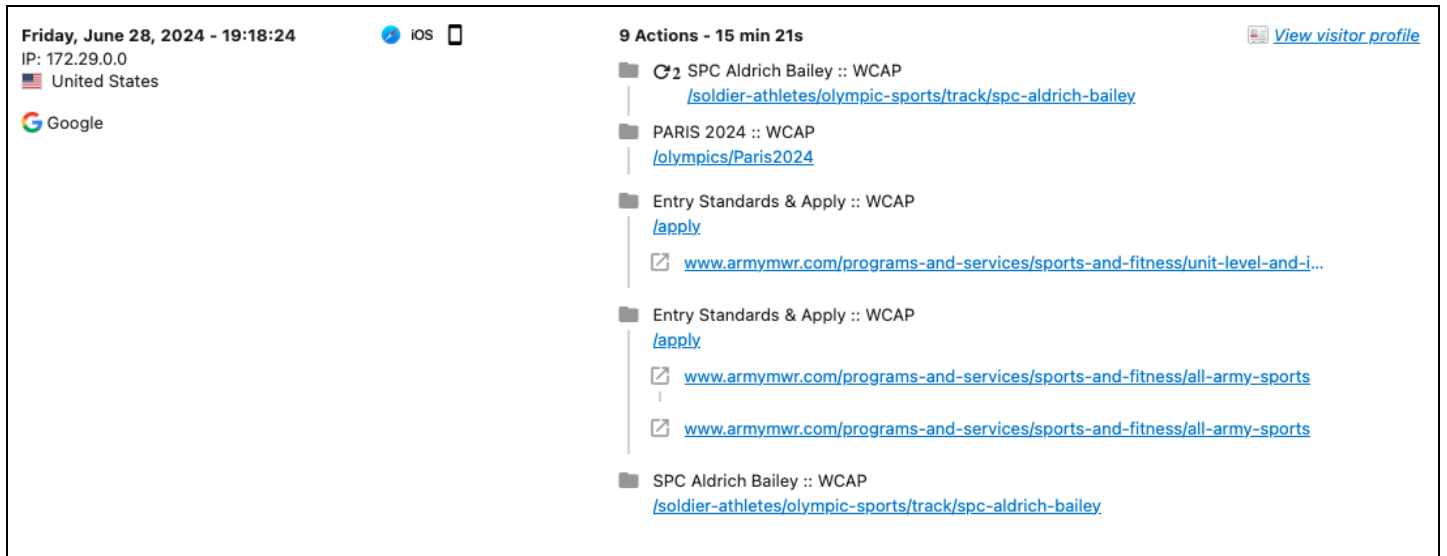


Figure 15: Detailed User Journey

