



CYS Insights and Recommendations

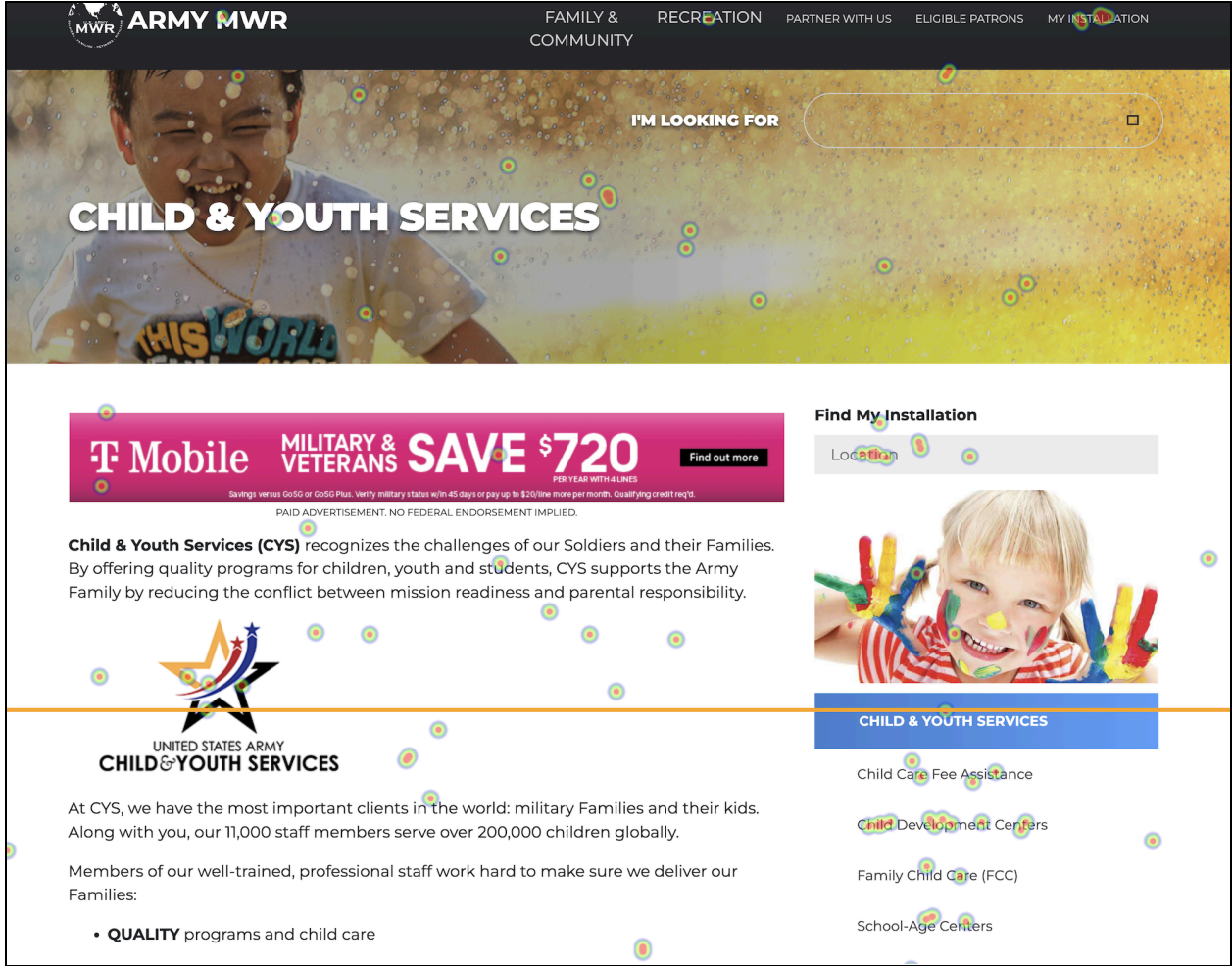
Fourth Quarter FY24

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: CYS Click Map

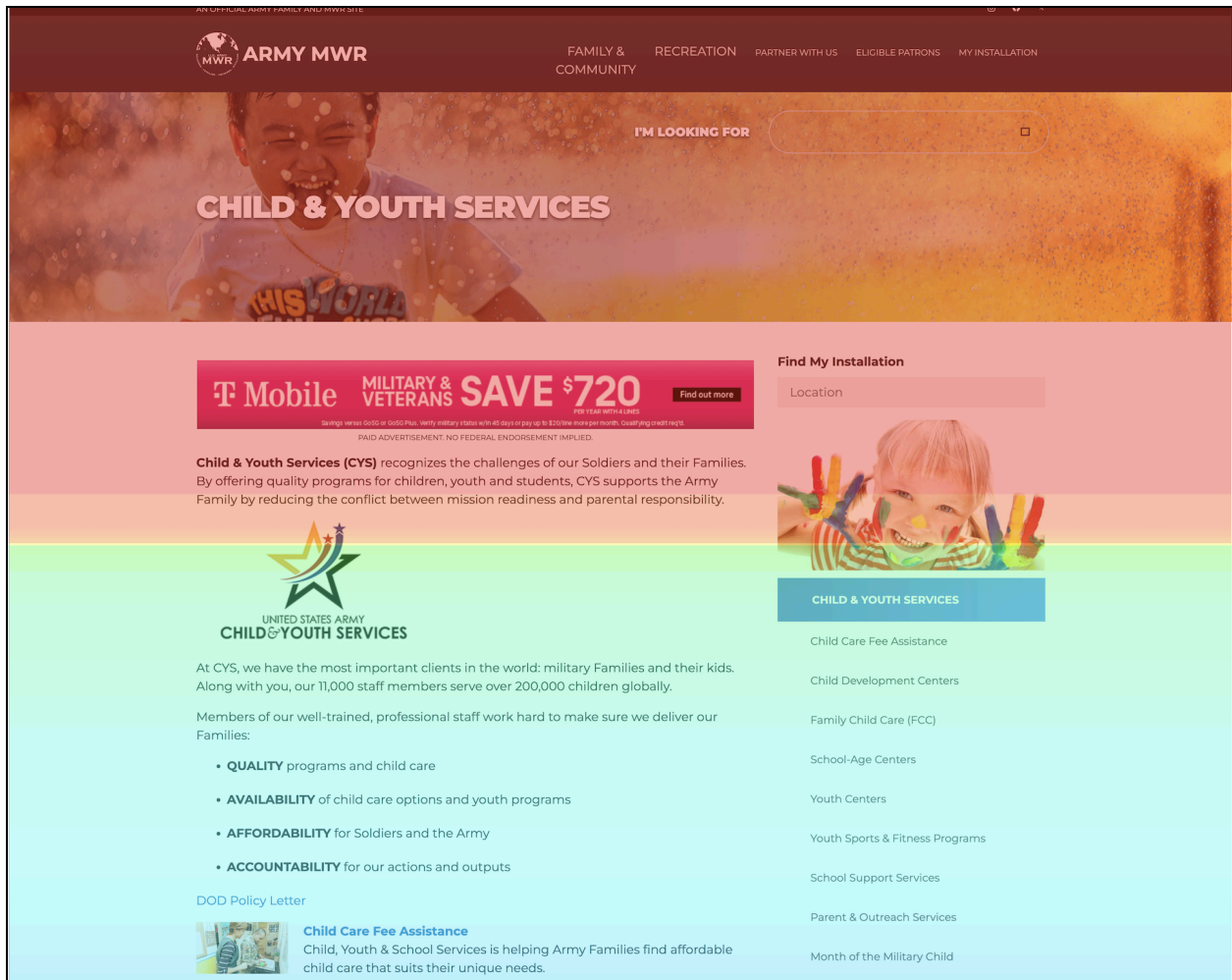


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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 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.

- 62 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name	Total
Childcare	3
Homeschool PE	2
Food Drive	1
Youth Bowling League	1
Military & Family Life Counseling (MFLC)	1
Exceptional Family Members Program (EFMP)	1
Back to School	1
Oktoberfest 2024	1
Parenting 0-12	1
CYS Fall Festival 🍂	1
Youth Basketball Skills Camp	1
Kids Outdoor Scavenger Hunt	1
NFL Tickets Sale 2024	1
CYS BASKETBALL	1
cys tumbling class	1
Oktoberfest	1
CYS Halloween Parent and Youth Paint and Sip 🍷	1
2024 US Army IMCOM Europe One Act Play & YouthFest Competition	1
Connect with Us!	1
The Worldwide Day of Play!	1
Parenting 13-17	1
Youth Sports & Fitness is Now Open to Off-Post Communities	1
Part-Day Care Programs at the Stony CDC	1
Youth Sports & Fitness	1
Youth Sports Homeschool PE	1
Fall Family Campout 🏕️	1

New Parent Support Program (NPSP)	1
Before School Care	1
YOUTH BACK-TO-SCHOOL COLOR RUN	1
Luau ECC 2024 Poi & Dance Photos	1
Basketball Registration	1
Before & After School Care	1
Homeschool Fitness	1
Part Day & Part Time Programs	1
Part Day Strong Beginnings Pre-K Program	1
Flag Football and Cheerleading	1
CYS Wrestling	1
Back to School Fair	1
Youth Sports Calendar 2024-2025	1
Co-ed Winter Basketball	1
Open Access at The Adventure Park!	1
Fall Dance Classes	1
SAVE THE DATE: CYS FALL FESTIVAL	1
Positive Parenting	1
Child and Youth Services - Family Child Care Info Fair	1
NOW OPEN: Youth Fall Sports Registration	1
FAP Facts (What is Family Advocacy?)	1
MYC Painting Ceramics	1
Volunteer Youth Sports Coaches Needed	1
Music Together	1
SKIES Unlimited Summer Classes	1

Search

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

Top Search Terms

- **CYS (Child and Youth Services):** This term led the list with 148 searches by 109 users, indicating that CYS remains a core interest for visitors, with a search count per user of 1.36 and a bounce rate of 3.5%, indicating strong user engagement and interest in the content.
- **Youth Sports:** Ranked highly as well with 63 searches by 54 users and a search count per user of 1.17, with a bounce rate of 3.4%, showing that youth sports services continue to be a vital area of interest for visitors.
- **Child Care:** Another critical term, receiving 49 searches from 31 users, with a higher search count per user at 1.58 but a 0% bounce rate, demonstrating successful user engagement once they found relevant information.
- **Teen Center:** Although it had fewer total searches (29 searches by 10 users), it exhibited the highest search count per user at 2.9, suggesting significant user persistence in finding specific content.
- **Jobs:** This category garnered 67 searches by 60 users, showing consistent interest in employment opportunities, with a bounce rate of 4.8%, slightly higher compared to other terms.

Search Count per User

- Terms such as "Family Care Plan" (2 searches per user) and "Babysitting Class" (2.83 searches per user) indicate higher persistence, likely reflecting more complex or harder-to-locate information. This suggests a potential need for optimizing navigation or search results for these terms.

Family-Oriented Searches

- Terms like "Family" (23 searches, 13 users) and "Parents' Night Out" (22 searches, 13 users) show high interest in family-oriented events and services, with search counts per user ranging from 1.69 to 1.83, and bounce rates generally remaining low.
- The term "Child Support" had only 21 searches by 5 users but a 4.2 search count per user, indicating a higher degree of difficulty in finding this specific content.

Recommendations:

- Enhance Search Navigation for High Persistence Terms: Terms with high search counts per user such as "Teen Center," "Family Care Plan," and "Babysitting Class" suggest these topics may need more intuitive placement or clearer search results to reduce the need for repeated searches.
- Focus on CYS and Youth Services: With CYS-related terms topping the search frequency, ensuring that this content is easily accessible and up-to-date will continue to serve a large portion of the audience.
- Monitor Higher Bounce Rate Terms: Although overall engagement is strong, focusing on terms with higher bounce rates like "Teaching Strategies" and "Flag Football" can help reduce disengagement by ensuring these pages deliver relevant information immediately.

This data underscores the continuing high engagement with CYS services, employment opportunities, and family-oriented activities, while also identifying areas where improvements in search accessibility could further enhance the user experience.

WebTrac

- 20,923 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total
https://liberty.armymwr.com/programs/cys-services-sports-fitness	974
https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons	946
https://campbell.armymwr.com/programs/cys-s/parent-central-services	816
https://jblm.armymwr.com/programs/cysreg	774
https://jackson.armymwr.com/programs/cys-services	730
https://kaiserslautern.armymwr.com/programs/instructional-programs	718
https://humphreys.armymwr.com/programs/parent-central-services	656
https://campbell.armymwr.com/programs/cys-s	584
https://stuttgart.armymwr.com/programs/family-and-mwr-travel	575
https://carson.armymwr.com/CYS/parent-central-services	560

Child Development Centers (CDC)

The CDC program has experienced a slight decrease in traffic this year, with 13,113 total users, down by 10.1% year-over-year. This downward trend is reflected in the 7,242 new users, an 8.5% decrease from the previous year, indicating a reduction in the number of first-time visitors to the CDC pages.

While the CDC saw a decline in overall traffic, the engagement rate improved significantly, rising by 46.7% to 71%. This indicates that users who visited the CDC pages found the content more engaging, interacting with it more deeply despite fewer overall sessions.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
cdc	8	7	1.14
cys	7	6	1.17
jobs	6	6	1
menu	4	2	2
payment	4	2	2
cost	3	3	1
job	3	3	1
child care	3	2	1.5
employment	3	3	1
registration	3	3	1

CYS Careers

The significant drop in traffic for employment-related information is most likely due to the concurrent CHRA campaign, which may have shifted focus or provided more direct communication, reducing the need for users to visit these pages. New users declined by 55.1%, while views and sessions both saw a decrease of over 43%. This indicates a potential redirection of job seekers to alternative platforms or resources during the campaign period.

Engagement with the content remained high among those who took action. The 72% engagement rate, up by 58.8%, further supports this trend of high engagement despite the traffic loss.

- 562 downloads of the CYS Career Guide
- 84 downloads of the Rack Card

Child Care Fee Assistance

The Child Care Fee Assistance program has experienced a significant decline in site traffic and user engagement. Total users have dropped to 1,039, reflecting a 38.0% decrease year-over-year. New users have also decreased to 436, down by 55.7%, which suggests a significant reduction in outreach or awareness efforts. Views have fallen by 43.8%, totaling 1,447, while sessions saw a 42.2% drop, totaling 1,218.

Despite these declines, the engagement rate has improved to 71%, a 63.2% increase, indicating that users who do visit are more engaged with the content. Average session time decreased to 1 minute 38 seconds, down by 24.4%, suggesting that users are navigating the site more quickly.

Table 4: Session Default Channel Group Breakdown

Session default channel group	Total users ▾	% ▲
Organic Search	714	-40.6% ↓
Direct	189	-45.2% ↓
Referral	123	-0.8% ↓

Family Child Care (FCC)

The FCC program experienced positive growth in several key areas. New users increased by 22.9%, reaching 5,033, indicating successful outreach and growing interest in the program. Views were up by 15.7%, totaling 17,526, while sessions rose slightly by 2.2%, reaching 11,738.

The engagement rate improved significantly to 66%, a 57.5% year-over-year increase, showing stronger user interaction with the content. However, the average session time saw a decline, dropping by 14.8% to 2 minutes and 8 seconds, suggesting users might be navigating content more quickly.

FCC Provider Application Downloads:

- **Total downloads:** 982, a slight decrease of 1.4% YoY.

Table 5: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
www.armymwr.com	362	-4.23%
campbell.armymwr.com	130	14.04%
liberty.armymwr.com	74	94.74%
bliss.armymwr.com	48	26.32%
drum.armymwr.com	42	-8.70%
stewarhunter.armymwr.com	38	72.73%
carson.armymwr.com	32	-40.74%
hawaii.armymwr.com	32	-20.00%
leonardwood.armymwr.com	30	15.38%
riley.armymwr.com	30	-37.50%
sill.armymwr.com	30	200.00%
cavazos.armymwr.com	25	-37.50%
gregg-adams.armymwr.com	20	100.00%
presidio.armymwr.com	16	700.00%
novosel.armymwr.com	14	40.00%
meade.armymwr.com	10	-44.44%
belvoir.armymwr.com	8	0
eisenhower.armymwr.com	8	0

irwin.armymwr.com	8	-50.00%
johnson.armymwr.com	8	-66.67%
leavenworth.armymwr.com	6	0
huachuca.armymwr.com	5	-16.67%
knox.armymwr.com	4	-50.00%
westpoint.armymwr.com	2	-50.00%

User Engagement and Behavior on FCC Page:

1. High Click and Engagement Zones:

- Users seem particularly interested in sections related to FCC certification and new bonuses for providers. The pink sections below are receiving the most clicks, indicating that users are actively seeking information on how to become certified FCC providers and the incentives offered.

Figure 3: Click map of the FCC page

Talk with your local CYs for more details!

To begin the Family Child Care (FCC) Certification Process

Please download, complete and sign the [FCC Provider Application \(DA 5219\)](#). Return the completed application to local your Child and Youth Services Family Child Care (FCC) Office.

Already an FCC provider?

Transferring your FCC business from one post to another is a snap!

Don't stress over a PCS move! A few steps can get you set up as an FCC provider at your next duty station.

Here's what to do:

- First, make sure your future garrison has an active FCC program. If it does, you may be able to transfer your business.
- Submit an FCC Transfer Request to the losing garrison's FCC director/administrator, who will review and send it on to HQ, IMCOM G9 CYs.
- Receive initial email or phone contact from the gaining garrison's FCC

Parent Outreach Services (PO)

The Parent Outreach Services (PO) program has seen a decline in traffic compared to the previous year. New users dropped by 23.4%, totaling 2,768, while views decreased by 23.3%, reaching 11,193. Sessions also saw a decline of 23.6%, with a total of 10,087.

The engagement rate significantly improved to 73%, an increase of 84.6%, indicating that users who visited the site found the content more engaging. However, the average session time dropped by 14.1%, now at 2 minutes and 32 seconds, suggesting that users are either navigating the site more efficiently or spending less time overall.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search Count Per User
cys	24	20	1.2
skies	15	13	1.15
sports	14	14	1
parents night out	13	7	1.86
youth sports	12	12	1
parent	10	8	1.25
parenting	8	3	2.67
parent handbook	8	4	2
webtrac	8	8	1
parent central	7	7	1

School-Age Centers

The School Age Centers have experienced steady growth in user engagement. New users increased by 3.7%, totaling 1,057. Total views also rose by 2.0%, reaching 3,786, while total users climbed slightly to 2,561, marking a 0.6% year-over-year increase.

The average session time declined by 6.9%, now standing at 2 minutes and 28 seconds. Sessions remained relatively stable, with a slight decrease of 0.1%, totaling 3,402. The

engagement rate showed a significant improvement, rising by 70.5% to 69%, indicating that users are finding the content more engaging and quicker than in the previous year.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search Count Per User
youth center	4	2	2
preschool	3	3	1
back to school	3	1	3
id card	2	1	2
rental	2	1	2
school age center	2	2	1
school age summer camp	1	1	1
webtrac	1	1	1
cys	1	1	1
cys hourly care	1	1	1

School Support Services

The School Support Services pages on Army MWR have experienced a notable increase in user activity. Total users grew by 32.9% year-over-year, reaching 9,768, while new users surged by 14.8%, totaling 4,973. Views also saw a substantial rise of 34.2%, reaching 14,833. This growth indicates that the School Support Services pages are attracting more visitors and gaining increased interest among Army communities.

Engagement metrics are also trending positively, with the engagement rate rising by 29.9% to 65%. Despite this, the average session time decreased by 17.9%, now at 2 minutes and 9 seconds. While users are spending slightly less time on the site per session, the increased engagement rate suggests that visitors are actively interacting with the content, finding relevant information more efficiently.

- The video "What is a School Liaison Anyway?" has 98 video starts .

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
careers	4	3	1.33
fcc	2	2	1
autism	2	2	1
discovery	2	2	1
education center	2	2	1
mflc	2	2	1
church	2	1	2
doggy swim	2	1	2
pdf	2	1	2
feeder zone	2	1	2

Youth Centers

The Youth Centers have experienced steady growth. Total users reached 8,777, which is a 7.7% increase from the previous year, while new users grew by 4.0%, totaling 3,879. Views have also risen by 3.5%, reaching 12,916. This positive growth in users and views indicates that the Youth Centers pages continue to attract more visitors and maintain their relevance.

Engagement metrics have also improved, with the engagement rate increasing significantly by 54.4%, reaching 68%. However, the average session time saw a slight decline of 11.6%, now averaging 2 minutes and 4 seconds. While users are engaging with the content more frequently, they may be finding what they need quicker or navigating more efficiently.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
cdc	4	4	1
sports	4	4	1
3d printing	4	1	4
youth sports	3	3	1
is it open	3	1	3
soccer	3	3	1
school age	3	2	1.5
job	2	2	1
jobs	2	2	1
summer camp	2	2	1

Youth Sports

The Youth Sports pages on the Army MWR website have experienced significant growth in several key metrics. New users have reached 12,379, reflecting a 6.6% increase compared to the previous year, indicating sustained interest in youth sports programs and offerings. The total number of users has risen to 26,431, an increase of 4.7%.

The engagement rate, which reflects how actively users are interacting with the content, has increased significantly to 70%, a remarkable 64.1% rise compared to the previous year. This increase suggests that users are finding the content more valuable, staying longer, and engaging more deeply with the information presented, such as viewing multiple pages, downloading resources, or completing actions on the site.

Table 10: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
gymnastics	24	20	1.2
soccer	17	13	1.31
football	16	14	1.14
cys	14	14	1
flag football	14	10	1.4
dance	12	11	1.09
youth sports	12	11	1.09
basketball	12	12	1
sports	11	10	1.1
volleyball	10	10	1