

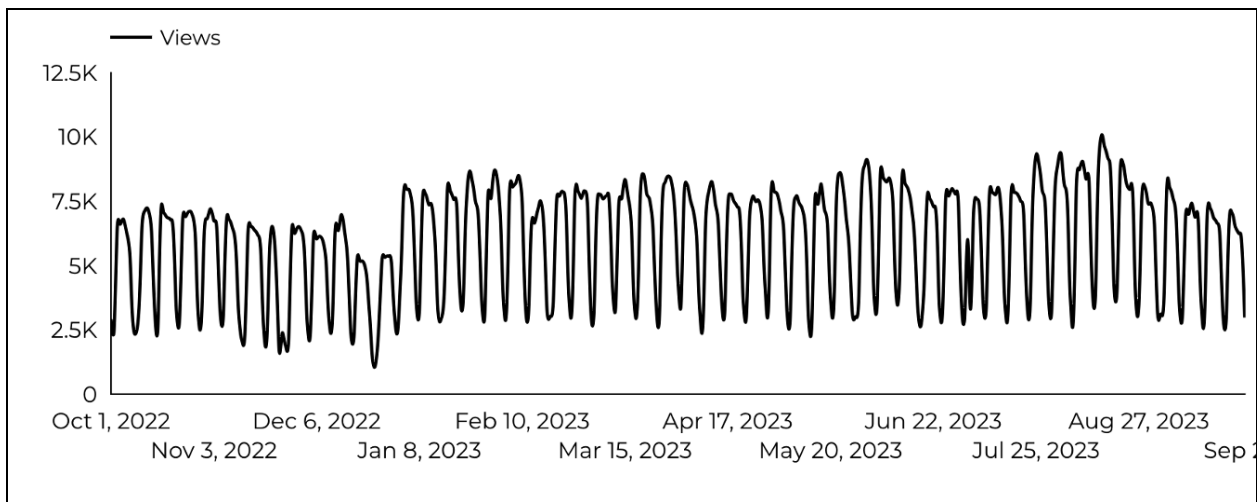


CYS FY23 Annual Website Insights and Recommendations

Traffic To All CYS Pages

- Over the past year 1,045,124 users made a visit to an CYS page.
- The bounce rate (measured by the percentage of users that entered and left the website from the same page) 57%, and an average session duration of 2 minutes 31 seconds.
- On average, users visited 2.1 pages per session.
- 55.68% of the traffic to CYS was generated through web searches, indicating people use organic search engine results to discover Army MWR content.

Figure 1: Traffic trends across CYS pages.



Top Pages

Table 1: Top page paths sorted by total users.

| Page path | Total users |
|--|-------------|
| / | 186,378 |
| /categories/cys-services | 149,835 |
| /programs-and-services/cys | 65,563 |
| /programs/childcare | 48,631 |
| /programs/youth-sports | 44,488 |
| /programs/child-development-centers | 29,819 |
| /programs/parent-central-services | 26,141 |
| /programs/cys-services | 24,245 |
| /programs/parent-and-outreach-services | 23,241 |
| /programs/acs/family-advocacy | 21,753 |

Content Creation

The content analysis for FY23 reveals a diverse range of content types created on the ARMY MWR website. In total, there were 1,132 new pages added during this period, and 281 of these pages are for the CYS division.

Table 2: Recent Content Additions in FY23.

| Name | Total |
|---|-------|
| Month of the Military Child 2023 | 4 |
| Free Parenting Workshops | 2 |
| Family and MWR is hiring! | 2 |
| Army Family Action Plan-now until October 4 | 2 |
| Winter Youth Sports | 2 |
| CYS Deployment Support Services | 2 |

These pages can be categorized into different types based on their content and purpose. Here's a breakdown of the total pages by type:

Table 3: Breakdown of Total Pages by Type.

| Type | Total |
|-----------------|-------|
| Happening | 203 |
| Program Content | 12 |
| Program | 11 |
| General | 1 |

Top 10 Content Creators

Table 4: Top Authors and Their Contribution to Pages.

| Author | Total ▼ |
|------------------------------|---------|
| bianca_m_sowders2_In | 15 |
| bethany_m_lewis_naf | 12 |
| christopherrwojciechowskinaf | 11 |
| porsha_n_auzenne_naf | 8 |
| cynthiakclacknaf | 8 |
| erin_p_mcnamara_naf | 7 |
| lisaehartmannnaf | 7 |
| terrencelwilliams44naf | 5 |
| tobysbartleynaf | 5 |
| nataliemhinojosnaf | 5 |
| pamela_j_hayes15_naf | 5 |

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 5: HQ CYS Pages that need updating.

| Address ▾ | Last Update Year |
|---|------------------|
| https://www.armymwr.com/programs-and-services/cys/youth-sports-fitness-programs | 2022 |
| https://www.armymwr.com/programs-and-services/cys/youth-centers/army-teen-psa | 2020 |
| https://www.armymwr.com/programs-and-services/cys/school-age-centers | 2021 |
| https://www.armymwr.com/programs-and-services/cys/parent-outreach-services | 2021 |
| https://www.armymwr.com/programs-and-services/cys/month-military-child/young-lives-big-stories/2022-ylbs-winners | 2022 |
| https://www.armymwr.com/programs-and-services/cys/family-child-care-homes/how-can-i-become-certified-fcc-provider | 2021 |
| https://www.armymwr.com/programs-and-services/cys/family-child-care-homes/frequently-asked-questions | 2022 |
| https://www.armymwr.com/programs-and-services/cys/family-child-care-homes/fcc-home-virtual-tour | 2022 |
| https://www.armymwr.com/programs-and-services/cys/cys-careers | 2022 |
| https://www.armymwr.com/programs-and-services/cys/civilian-employment-assignment-tool | 2022 |
| https://www.armymwr.com/programs-and-services/cys/child-youth-services | 2022 |
| https://www.armymwr.com/programs-and-services/cys/child-development-centers | 2021 |
| https://www.armymwr.com/programs-and-services/cys/2020-policy-memo | 2020 |
| https://www.armymwr.com/programs-and-services/cys | 2022 |

Search Analysis

The search analysis provides insights into the user search behavior on the CYS Pages including the most frequently searched terms and key metrics related to these searches. Here are the key findings from the analysis:

Total Searches and Users:

- The total number of searches conducted during the analyzed period is 22,392.

Top Search Terms:

- cys (Child and Youth Services): Users frequently search for "cys," with a total of 712 searches conducted by 499 unique users. On average, users perform 1.43 searches each, indicating a moderate level of search activity for Child and Youth Services. However, the high bounce rate of 94.96% suggests that there may be room for improvement in providing relevant and engaging content for users interested in this topic.
- webtrac: "webtrac" is a common search term, with 322 total searches performed by 275 unique users. Users conduct an average of 1.17 searches each. The bounce rate of 95.34% indicates that users may be looking for specific information related to webtrac services but often leave the site without further engagement.
- sports: This term received 310 total searches by 274 unique users, with an average search count per user of 1.13. The relatively lower bounce rate of 93.99% suggests that users are likely finding relevant information related to sports on the website.
- youth sports: "youth sports" is frequently searched, with 308 total searches and 219 unique users. Users perform an average of 1.41 searches each, and the lower bounce rate of 90.75% indicates that users are finding valuable information related to youth sports on the site.
- summer camp: The term "summer camp" is popular, with 285 total searches by 241 unique users. Users conduct an average of 1.18 searches each. However, the 100% bounce rate is a cause for concern, suggesting that users may not be finding the information they seek or that there is room for improvement in the content related to summer camps on the website.

User Search Engagement Metrics:

- Search Count per User: The search count per user ranges is 1.51, indicating that users generally perform multiple searches during their sessions.
- The overall bounce rate for these searches is 95.74%, indicating that a significant portion of users leave the website after conducting a search without taking further action.

The relatively high bounce rates for many search terms suggest that there may be challenges in retaining users and encouraging them to explore more content on the website after conducting searches.

Bounce Rate Improvement in Search Functionality

Over the past year, CYS program pages had a **high bounce rate of 95.74%** 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 3.13%**. 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 4: Performance Two Weeks After Search Optimization

| | Search | Total Searches | Total users | Search Count Per User | Bounce rate |
|----|--------------|----------------|-------------|-----------------------|-------------|
| 1. | cys | 15 | 12 | 1.25 | 7.69% |
| 2. | sports | 12 | 11 | 1.09 | 0% |
| 3. | gymnastics | 10 | 8 | 1.25 | 0% |
| 4. | youth sports | 9 | 9 | 1 | 0% |
| 5. | jobs | 9 | 8 | 1.13 | 0% |
| 6. | soccer | 7 | 6 | 1.17 | 0% |
| 7. | basketball | 7 | 7 | 1 | 0% |
| 8. | skies | 7 | 5 | 1.4 | 0% |
| 9. | cys union | 6 | 1 | 6 | 0% |

FCC

- 3011 downloads of DA 5219 form!
- There were 15,730 new users visiting the website.
- The engagement rate stands at 36%.

Overall, the data suggests that the "FCC Provider Application (DA 5219)" form is of interest to users across different installations. Organic search and organic social channels are the primary drivers of traffic to this form.

School Support Services

The New York Times article titled "[Who Runs the Best U.S. Schools? It May Be the Defense Department](https://www.nytimes.com/2023/10/10/us/military-schools-education.html)¹," brings to light the extraordinary achievements of the Defense Department's school system. This unique educational system has emerged as a shining example when compared to many public school systems across the United States.

The Defense Department's schools and their remarkable success can be attributed to a variety of factors, with one of the most critical being the provision of essential resources to students, educators and parents.

A total of 25,340 users visited the School Support Services pages, with 418 individuals clicking to watch the 'What Is An SLO Anyway' video. This indicates a strong commitment to providing valuable resources and support to students, parents, and educators within the Defense Department's school system.

¹ Mervosh, S. (2023, October 10). Who Runs the Best U.S. Schools? It May Be the Defense Department. The New York Times.
<https://www.nytimes.com/2023/10/10/us/military-schools-education.html>