



CYS Insights and Recommendations

First Quarter FY24

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

Web managers created a total of 326 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.

- 70 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name	Total ▾
Family and MWR New Year Holiday Hours of Operation	1
Dance Lessons	1
2024 AER Dependent Child Scholarship	1
Welcome Luncheon	1
Spouse Leadership Seminar	1
Co-Ed 3 Vs 3 Outdoor Basketball	1
Co-ed Spring Soccer	1
December Event Calendar	1
Youth Spring Break Camps	1
Youth Sports Spring Sports	1

Search

FY23 Q4 Analysis:

- High Bounce Rates: Notably high bounce rates were observed across various terms, like "cys" (82.78%), "webtrac" (91.16%), and "soccer" (91.67%). This suggests users were not finding what they were looking for, or the content was not engaging.
- Repeated Searches: Higher search count per user for terms like "child" (2.82) and "parents night out" (2.37) indicates users had to search multiple times, possibly due to ineffective search results.
- Popular Searches: Terms like "cys," "webtrac," and "youth sports" had a higher number of total searches, indicating popular areas of interest.

FY24 Q1 Analysis (After Search Improvement):

- Significantly Lower Bounce Rates: Drastic improvement in bounce rates, e.g., "cys" dropped to 3.66%, "sports" to 5%, indicating enhanced user engagement and content relevance.
- Improved Search Efficiency: Lower search count per user, e.g., "cys" (1.32), "sports" (1.33), suggests users are finding relevant information more efficiently.
- Shift in Popular Searches: While "cys" and "sports" remain popular, new terms like "help a family with christmas" and "child care" emerge, possibly due to seasonal trends or shifts in user interest.

Summary of Comparative Analysis

- Bounce Rate: Significant decrease in bounce rates in FY24 Q1 indicates that the search result improvements have successfully made the content more relevant and engaging.
- User Engagement: Lower search count per user post-improvement suggests a more effective search function, reducing the need for repeated searches.
- Changing User Interests: New popular search terms emerging in FY24 Q1 could indicate a shift in user interests or seasonal trends, which should be monitored for content alignment.

Recommendations

- Content Relevance: Continue to monitor and update content regularly to maintain low bounce rates and high user engagement.
- User Feedback: Implement user feedback mechanisms to understand the efficacy of search improvements and gather insights for future enhancements.

- Seasonal Trends: Pay attention to seasonal trends in search terms for targeted content updates and marketing strategies.

WebTrac

Over the last quarter, the CYS pages attracted a significant number of users, totaling 211,685 users. Findings reveal a conversion rate of 6.93% of users clicking on a WebTrack link. This figure is instrumental in understanding the extent to which the CYS pages are not only attracting users but also successfully encouraging them to interact with the content.

To analyze the WebTrack clicks data provided, we will look at the popularity of different Army MWR program pages and the devices used to access them.

- Most Popular Pages: The top accessed pages are related to Child and Youth Services (CYS) and sports programs. The highest clicks were for:
 - "Parent Central Services" at Campbell.armymwr.com (719 clicks)
 - "Youth Swim Lessons" at Jblm.armymwr.com (717 clicks)
 - "Instructional Programs" at Kaiserslautern.armymwr.com (635 clicks)
- Program Popularity: Pages related to youth sports, aquatic programs, and CYS services, in general, show high user interest, suggesting these are key areas for the Army MWR audience.
- Device Preferences:
 - Mobile: The majority of WebTrack clicks (9,635) came from mobile devices, indicating a high mobile user base.
 - Desktop: The second most popular device category with 4,950 clicks, suggesting a significant number of users still access the services via traditional computers.
 - Tablet and Smart TV: Minimal usage with only 87 clicks from tablets and 1 click from a smart TV, showing these are not the primary means of accessing the Army MWR website.

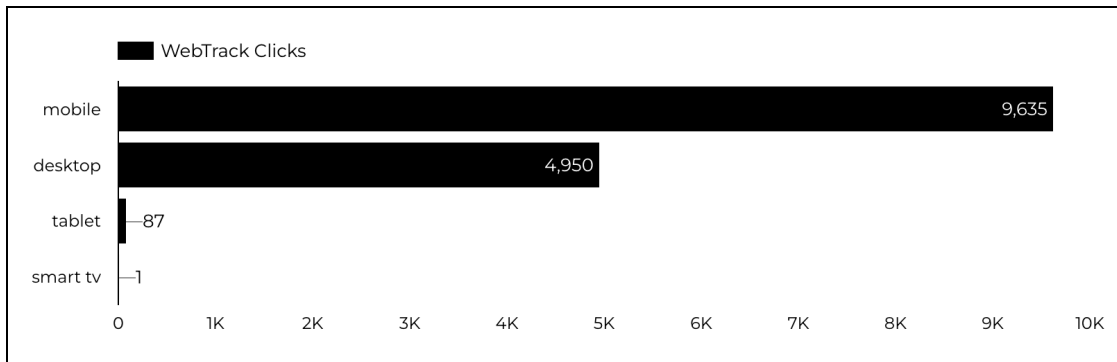
Recommendations

1. Focus on Popular Programs: Given the high clicks on youth sports and CYS services, these programs should continue to be a focus in terms of content updates, marketing, and resource allocation.

Table 2: Top Performing Program Pages in CYS Receiving WebTrac Clicks

Page Location	Total
https://campbell.armymwr.com/programs/cys-s/parent-central-services	719
https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons	717
https://kaiserslautern.armymwr.com/programs/instructional-programs	635
https://liberty.armymwr.com/programs/cys-services-sports-fitness	599
https://jackson.armymwr.com/programs/cys-services	572
https://stuttgart.armymwr.com/programs/cys-sports-fitness	550
https://stuttgart.armymwr.com/programs/instructional-programs	448
https://jblm.armymwr.com/programs/cysreg	431
https://kaiserslautern.armymwr.com/programs/cys-sports	407
https://humphreys.armymwr.com/programs/parent-central-services	401

Figure 1: Top Performing Devices Used by Parents to Register or Pay for Services



Child Development Centers (CDC)

There is a steady increase in views over time, indicating growing interest or need for information regarding CDCs. Higher view counts around the middle and end of each month suggest that users might be seeking information aligned with pay periods or decision-making timelines. There are 10,733 total users, a 6.0% increase from the previous year.

Engagement rate is impressively high at 70%, which is a significant increase of 63.7% compared to the previous year. This suggests that the content is highly relevant and engaging for the audience.

Organic Search is the primary source of traffic with 9,044 users, showing a 7.8% increase. This emphasizes the importance of SEO and content discoverability. Direct traffic accounts for 1,315 users but has decreased by 5.0%, suggesting a potential area for improvement in direct marketing or brand recognition.

Table 3: Top Search Terms by Search Volume

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	jobs	6	4	1.5	0%
2.	cdc	6	6	1	0%
3.	cys	4	3	1.33	0%
4.	cpr	3	2	1.5	0%
5.	child care	3	1	3	0%
6.	strong beginnings	3	3	1	0%
7.	handbook	2	2	1	0%
8.	cdc rates	2	2	1	0%
9.	calendar	2	1	2	0%
10.	how to enroll in child development centers	2	1	2	0%

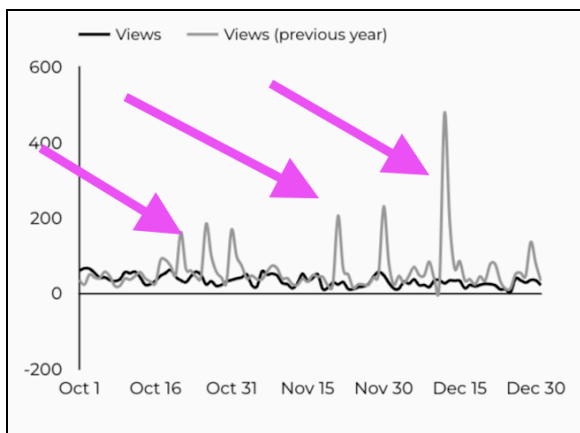
CYS Careers

The number of users accessing the site has decreased by -52%, down to 2,047. This is due to FY23 strong marketing campaigns. Users looking for employment opportunities took action by clicking on links leading to USAJOBS.gov, resulting in 988 link clicks to the job portal.

Despite the drop in views and sessions, the engagement rate is at a healthy 71%, which is an increase of +88.2% compared to the previous year. This suggests that while fewer users are visiting, those who do are more engaged with the content.

The CYS Career Guide has been downloaded 468 times, and the Rack Card 84 times, showing continued interest in CYS career-related materials.

Figure 2: Year-over-Year Comparison Showing Last Year's Spikes in Traffic



Child Care Fee Assistance

The Child Care Fee Assistance program has established a notable online presence and achieved significant user engagement. The total users were 1,100, reflecting an increase of 17.6% from the previous year. Engagement Rate is impressively high at 71%, a significant increase of 140.1% compared to the previous year, indicating that the content is highly relevant and engaging.

Organic Search is the leading source of traffic with 725 users, a 23.1% increase, emphasizing the effectiveness of SEO. Direct traffic accounts for 266 users, an increase of 10.4%, suggesting strong brand recognition or direct marketing effectiveness.

The analysis indicates that the Child Care Fee Assistance program is effectively engaging its audience, especially on mobile devices. The substantial increase in organic search traffic suggests successful SEO efforts. However, there's room for improvement in direct traffic and referral sources, as well as in leveraging organic social media channels more effectively.

Table 4: Top Search Terms by Search Volume

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	cys	2	2	1	0%
2.	fee chart	2	2	1	0%
3.	child care	1	1	1	0%
4.	fees	1	1	1	0%
5.	how much is child care	1	1	1	0%

Family Child Care (FCC)

The Family Child Care (FCC) program has shown significant improvement in user engagement and an increase in traffic. Downloads of the DA 5219 form have surged by more than double compared to the previous year, with a total of 784 downloads this year. The total users were 6,483, reflecting an increase of 18.6% from the previous year.

Impressively high at 72%, a significant increase of 105.9% compared to the previous year, indicating that the content is highly relevant and engaging.

Table 5: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
fcc	5	5	1	0%
fcc job	4	3	1.33	66.67%
fcc wiesbaden	3	1	3	0%
cys	3	3	1	0%
fees	2	2	1	0%
3437	2	1	2	0%
5382 tennessee ave	2	1	2	0%
regulatons for care	2	1	2	0%
fcc certification	2	1	2	0%
hourly	2	2	1	0%

Recommendations:

- To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - FCC
 - FCC Job
 - FCC Certification

Table 6: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	Downloads	YoY
campbell.armymwr.com	66	+63
bliss.armymwr.com	40	+17
liberty.armymwr.com	40	N/A
cavazos.armymwr.com	34	N/A
stewarhunter.armymwr.com	34	+27
wainwright.armymwr.com	34	+24
carson.armymwr.com	26	+13
leonardwood.armymwr.com	26	+9
hawaii.armymwr.com	24	-12
sill.armymwr.com	20	+17
johnson.armymwr.com	18	N/A
westpoint.armymwr.com	12	N/A
gregg-adams.armymwr.com	12	N/A
knox.armymwr.com	12	+5
eisenhower.armymwr.com	12	N/A
drum.armymwr.com	10	+7
irwin.armymwr.com	10	N/A
riley.armymwr.com	10	-13
belvoir.armymwr.com	8	+1
ansbach.armymwr.com	4	N/A

baumholder.armymwr.com	4	+1
novosel.armymwr.com	4	N/A
jackson.armymwr.com	2	N/A
jblm.armymwr.com	2	N/A
meade.armymwr.com	2	N/A
picatinny.armymwr.com	2	N/A
presidio.armymwr.com	2	N/A
torii.armymwr.com	2	N/A
whitesands.armymwr.com	2	N/A

Parent Outreach Services (PO)

The Parent Outreach Services (PO) section of the Army MWR program has a total of 5,569. There is a slight decrease of 0.7% in new users, totaling 2,496.

Despite the downward trend in traffic, the engagement rate has significantly increased by 133.3% to 70%, indicating that users who visit the site are more engaged than the previous year.

The slight decrease in overall site traffic could be due to various factors, including seasonal changes or external events affecting user behavior.

Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
sports	10	5	2	0%
skies	4	3	1.33	0%
sisky cdc	4	1	4	0%
parent central services	4	3	1.33	25%
youth sports	3	3	1	0%
halloween	2	2	1	50%
cys	2	2	1	0%
wic	2	1	2	0%
forms	2	1	2	0%
parent classes	2	1	2	50%

School-Age Centers

School Age Center traffic marginally rose by 2.0%, amounting to 1,567 users. New users slightly decreased by 3.5%, with 696 new users. The engagement rate significantly improved by +94.4%, standing at 69%. This indicates that the content on the School Age Centers pages is relevant and engaging for visitors.

Table 8: Top Search Terms by Search Volume

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	pay	1	1	1	0%
2.	cys chief	1	1	1	0%
3.	school age center at fort benning georgia	1	1	1	0%

School Support Services

The School Support Services section has seen an uptick in overall user interest. The total number of new users has risen by 7.3%, reaching a total of 5,267.

A particularly impressive statistic is the engagement rate, which stands at 69%, an increase of 68.2% from the previous year. This engagement rate signals that users find the content both valuable and pertinent to their needs, resonating strongly with the target audience.

- The video "What is a School Liaison Anyway?" has 74 video starts .

Table 9: Top Search Terms by Search Volume

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	trude	3	1	3	0%
2.	schools	2	2	1	0%
3.	grants	2	2	1	50%
4.	after school	2	1	2	0%
5.	battaiola	2	1	2	0%
6.	speech therapy	2	1	2	0%
7.	college	2	1	2	0%
8.	fort carson ski slope	2	1	2	0%
9.	slot	2	1	2	0%
10.	after school care	1	1	1	0%

Youth Centers

The engagement rate is notably high at 72%, which is a significant increase of 80.8% year-over-year. This substantial rise indicates that the users who do visit are finding the content engaging and are likely spending more time or interacting more with the site. The average session time supports this, with an 18.7% increase to 2 minutes and 48 seconds.

Organic search remains the top driver for site traffic, accounting for 4,091 users. This suggests a strong search presence and indicates that users are proactively looking for information provided by the Army MWR. Direct traffic, which often reflects brand strength and user loyalty, is the second-highest channel but has decreased slightly to 787 users. This suggests a slight decrease in direct engagement or brand searches.

Table 10: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	sports	7	5	1.4	0%
2.	careers	5	4	1.25	0%
3.	jobs	5	2	2.5	0%
4.	health assessment	4	1	4	0%
5.	cys	4	4	1	0%
6.	sip and paint	3	2	1.5	33.33%
7.	masquerade	3	1	3	0%
8.	taekwondo	3	1	3	0%
9.	trip forms	3	1	3	0%
10.	youth sports	3	3	1	0%

Youth Sports

The Youth Sports section has experienced significant user engagement and a positive trend in site traffic. There's been an impressive increase of New Users 16.9% compared to the previous year, with 8,435 new users, suggesting growing interest in the Youth Sports program.

The engagement rate is remarkably high at 74%, which is a substantial increase of 118.7% from the previous year.

Table 11: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	basketball	23	20	1.15	0%
2.	sports	11	9	1.22	10%
3.	gymnastics	9	9	1	0%
4.	youth basketball	8	7	1.14	0%
5.	soccer	8	7	1.14	0%
6.	ballet	7	6	1.17	0%
7.	skies	7	6	1.17	0%
8.	flag football	7	6	1.17	0%
9.	start smart	6	3	2	0%
10.	pickleball	6	5	1.2	0%