



ACS Insights and Recommendations

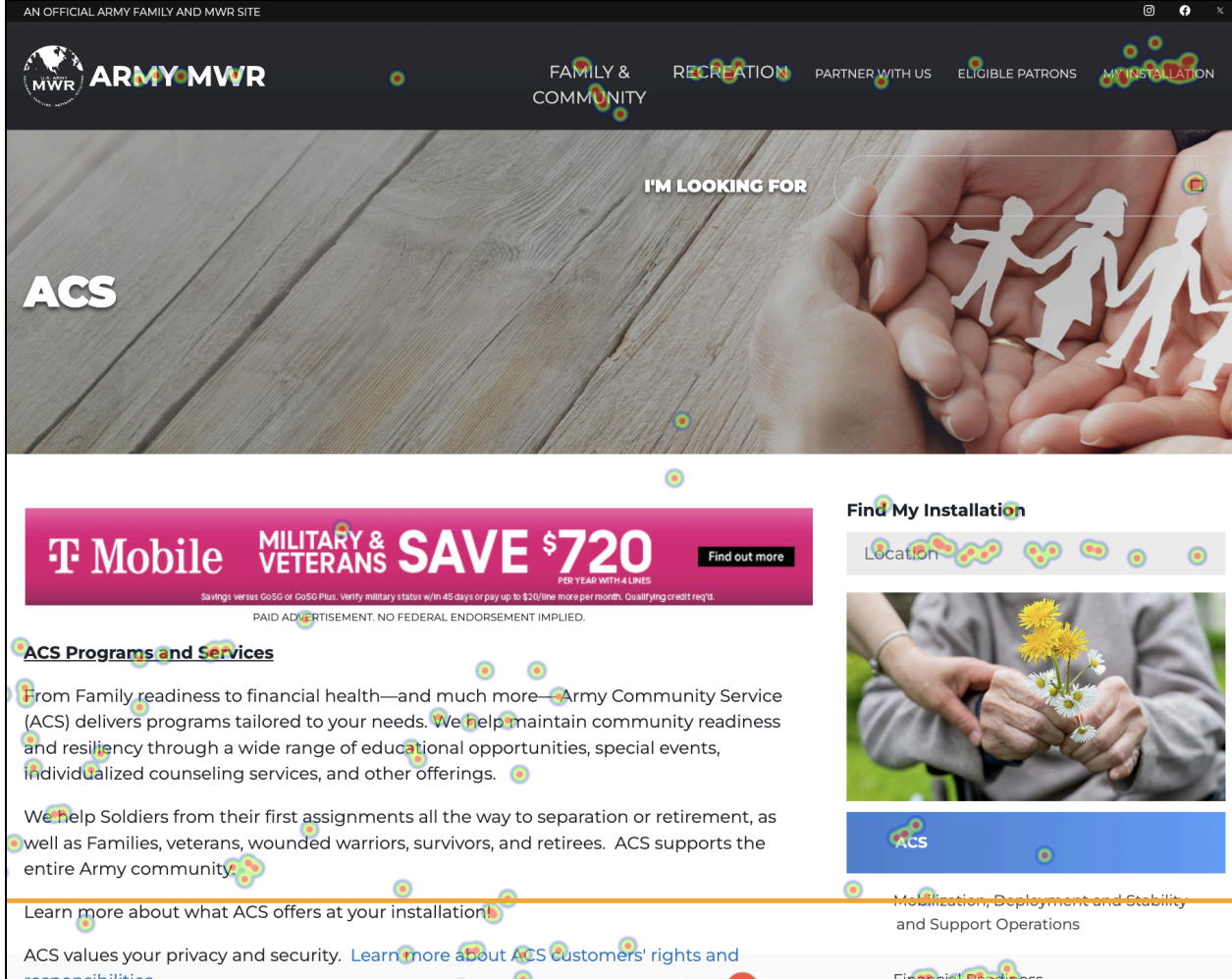
Fourth Quarter FY24

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: ACS 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: ACS Scroll Depth Heatmap



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 is important to note that the total excludes data from calendar events and directory pages.

- 16 pages were added to ACS.

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

Name	Total ▾
ACS Events Calendar	1
Army Volunteer Corps	1
Financial Readiness Program	1
Domestic Violence Awareness Month Symposium - Registration	1
ACS: Run for the Fallen	1
Relocation Readiness Program	1
ACS presents SELF DEFENSE CLASS	1
Army Emergency Relief (AER)	1
Victim Advocacy Program (VAP)	1
New Parent Support Program (NPSP)	1
ACS Ballet Classes	1
FAP Facts (What is Family Advocacy?)	1
ACS Hiring Fair	1
Family Advocacy Program (FAP)	1
Army Community Service (ACS)	1
Exceptional Family Members Program (EFMP)	1

Search

Analyzing the top searches on ACS pages from the website, we can identify some trends and insights:

Overview

- Total Searches: 2,245

Analyzing the top searches on ACS pages from the website, we can identify some trends and insights:

1. Top Search Terms:

- "Finance" leads with 92 total searches, followed by "aer" (Army Emergency Relief) with 50, and "acs" with 42 total searches. These high-ranking terms suggest that financial assistance, emergency relief, and community services are highly sought after, reflecting the critical needs of military personnel and their families.
- Other prominent terms include "jobs" (36 searches) and "employment" (18 searches), indicating significant interest in job-related queries.

2. User Engagement:

- Searches like "sos" (Survivor Outreach Services) and "sharp program manager" have extremely high search counts per user, indicating repeated searches by individuals, potentially signaling the need for more accessible or clear information on these topics.
- "Resume" and "financial assistance" show varying bounce rates, with "resume" having a notable 14.3% bounce rate. This could indicate dissatisfaction or difficulty finding relevant information.

3. Bounce Rate Insights:

- Many search terms have a bounce rate of zero, indicating that users are finding relevant content. However, a few terms such as "sos" (33%) and "cpr" (25%) have higher bounce rates, which may suggest users are not finding what they need efficiently or are encountering barriers to engagement.

Recommendations:

- **Enhance Job-Related Content:** Since "jobs," "careers," and "employment" are recurring search themes, optimizing this content for better discoverability and clarity will likely improve user engagement.
- **Address Bounce Rates:** Investigate the specific pages that users land on from searches with higher bounce rates to refine or update content, making it more relevant and useful.
- **Direct Links on Key Pages:** Add prominent, direct links to SHARP and SOS resources on high-traffic areas of the Army MWR site, such as the homepage and relevant sections like Family & Community. These should stand out visually to catch users' attention and reduce the need for multiple searches.
- **Highlight in Top Navigation or Quick Access Menus:** Consider adding SHARP and SOS to the main navigation bar or a quick-access menu, especially under sections like "Support Services" or "Resources." A visible placement like this allows users to find the information they need faster.

Army Family Team Building (AFTB)

The AFTB program experienced steady growth in the last quarter with several key metrics showing positive trends. Total users across all platforms reached 1,322, marking a 1.4% increase year-over-year. New users saw an impressive 33.5% growth, totaling 657, which reflects successful outreach efforts.

Traffic sources reveal that Organic Search is the leading channel, contributing 714 users, followed by Direct traffic with 473 users. Referral traffic also provided 106 users, while Organic Social attracted 37 users.

The engagement rate Dramatically improved, rising to 65%, a 95.3% increase. The average session time dropped by 45.8%, to an average of 1 minute 57 seconds, indicating users may be navigating the site more efficiently but spending less time per visit.

Table 2: Top Search Terms by Search Volume

Search	Total Searches
cfr	1
graduation	1
gym	1
r.e.a.l	1
aftb	1
md and sso	1

Recommendations:

1. Add a Callout for the Online Learning Management System (OLMS) on the AFTB Page
 - Position: Place the callout near the top of the page, ideally beneath the introductory paragraph or alongside key sections such as "Courses" or "How to Get Involved."
 - Callout Content: "Expand Your Skills with the Online Learning Management System (OLMS)"
 - "Gain access to free, self-paced training courses designed to help you build resilience, leadership skills, and readiness as part of the Army community."

Enroll today to take advantage of flexible online modules that support your personal and professional growth.”

- Action Button: “Start Learning Today” or “Access OLMS Now”

Figure 3: AFTB Content on HQ

T-Mobile **MILITARY & VETERANS** **SAVE \$720** **Find out more**
PER YEAR WITH 4 LINES
Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/line more per month. Qualifying credit req'd.

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

Army Family Team Building

Army Family Team Building (AFTB) is a Family training and readiness program that provides participants with a better understanding of Army culture, as well as the skills and resources needed to become resilient, self-sufficient members of the military community.

Whether you're new to the Army or want to brush up on skills, get a leg up with AFTB. This training program takes you step by step through Army culture, connects you to helpful resources, and empowers you to become a self-reliant member of the Army Family. AFTB training moves through three phases:

- **AFTB Building Personal Growth.** Learn how to improve your personal relationships and communication and stress-management skills. Discover how teams form and grow, how to solve problems, and how to resolve personal conflict. You'll also learn about Army traditions, customs, courtesies, and protocol.
- **AFTB Military Knowledge.** Learn about Army life and how to maneuver through daily challenges, understand Army acronyms, use community resources, attain better financial readiness, and appreciate the impacts of the Army mission on daily life.
- **AFTB Leadership Knowledge.** Thrive in the Army and civilian life by expanding leadership skills, polishing communication techniques, and learning to mentor others into leadership positions. Learn how to find your leadership style, run an effective meeting, manage group conflict, and coach and mentor others.

Army Family Action Plan (AFAP)

The 187 clicks on the Army Family Action Plan (AFAP) page represent a 49.6% year-over-year increase, demonstrating a substantial boost in user interaction and engagement with key elements of the page. This surge in clicks aligns well with other growth metrics, such as the 36.2% increase in total users and a 53.5% rise in new users.

These clicks are likely concentrated around critical interactive elements on the page, most notably the "Submit AFAP Issue" button, which has shown significant engagement in the heatmap analysis.

From analyzing the heatmaps and the analytics provided, here's a detailed breakdown of the AFAP webpage performance and user engagement trends:

Heatmap Insights:

The "Submit AFAP Issue" button at the top of the page receives notable attention, indicating that users are likely engaging with this feature to submit their concerns or suggestions. There is moderate engagement with the AFAP issue summary section, particularly where it outlines changes like pay, education, and childcare benefits. However, attention starts to drop as the page scrolls further down.

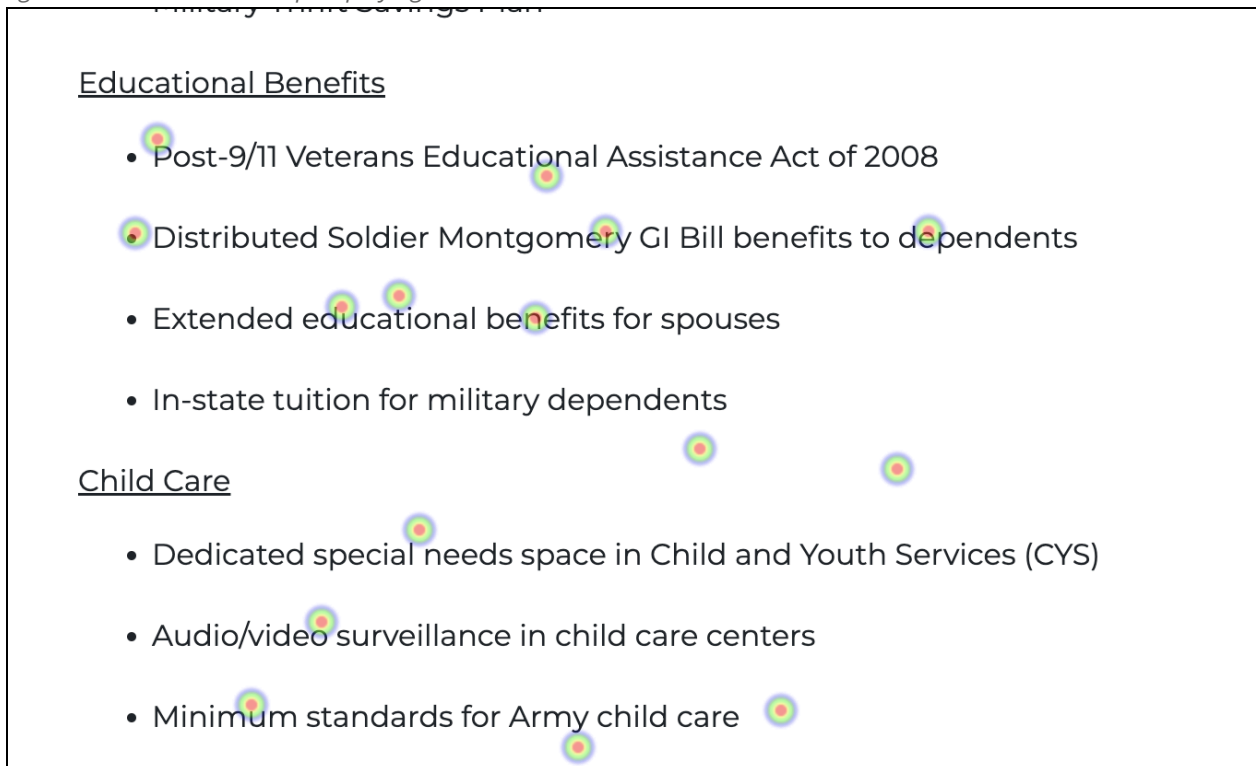
Figure 4: AFAP Click Heatmap



Users' attention decreases as they move past the educational benefits and into the medical and spouse employment sections. This trend suggests that users may be losing interest or finding less relevance in the later parts of the page content.

The footer section of the page receives very minimal interaction, which is typical for most web pages.

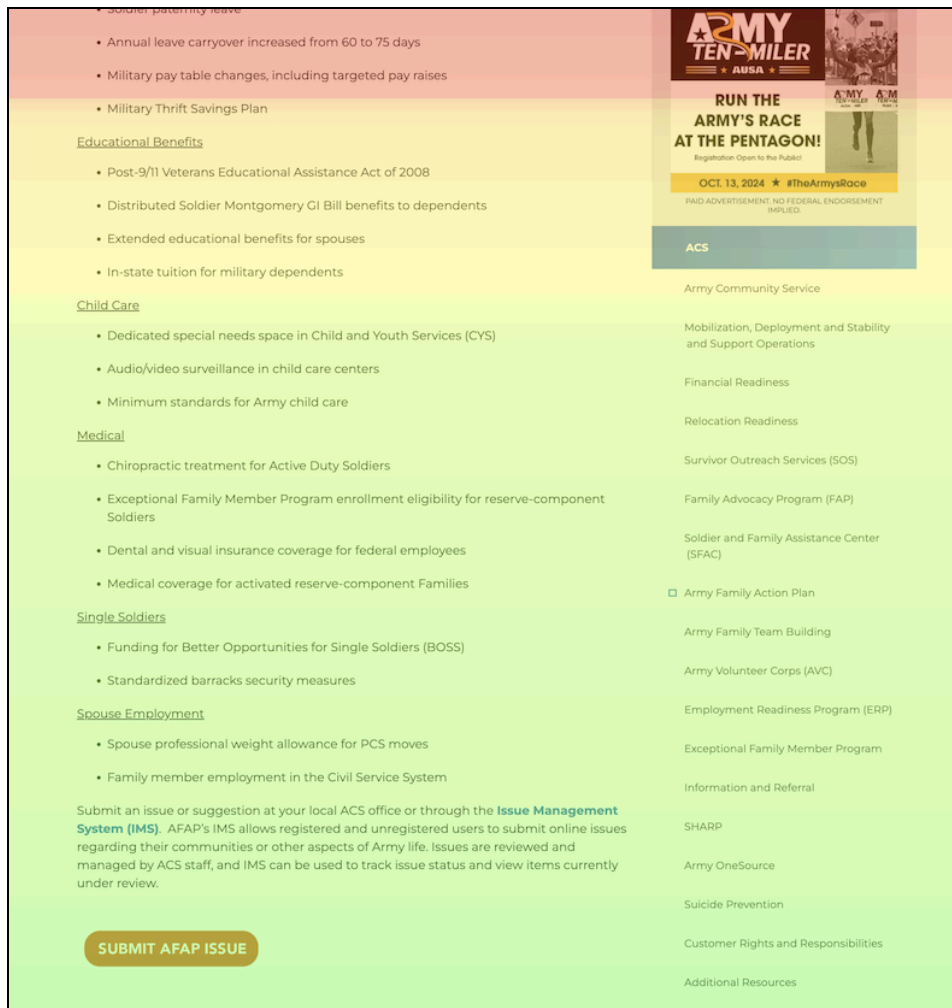
Figure 5: AFAP Click Heatmap displaying minimal interaction



Scroll Behavior:

Based on the scroll heatmap, a majority of users stop scrolling around the middle of the page, before fully exploring content on spouse employment and single soldier benefits. This indicates a potential area to optimize to maintain engagement throughout the full page.

Figure 6: AFAP Click Scroll Map



The visibility and placement of key interactive features, such as the "Submit AFAP Issue" button, have likely contributed to this growth by prompting more user engagement.

Army Family Web Portal (AFWP)

The Army Family Web Portal (AFWP) has experienced a notable 19.8% year-over-year increase in total users, with 218 users engaging with the portal. This steady rise reflects growing interest, likely driven by enhanced content relevance and targeted marketing efforts.

Organic search continues to be the dominant traffic source, accounting for 146 users, indicating that SEO strategies are effectively drawing in users searching for related content. Organic social channels had minimal impact.

Recommendations:

1. **Increase Organic Social Engagement:** While organic search is performing well, social media channels are underutilized. Consider increasing social media campaigns to drive more traffic from platforms like Facebook, Instagram, and Twitter. Highlight engaging content, such as testimonials, success stories, or key benefits of the Army Family Web Portal to attract a broader audience.

Army Volunteer Corps (AVC)

The AVC has experienced remarkable growth, with 3,293 total users, marking a 107.9% year-over-year increase. This sharp rise reflects an increasing interest in the AVC program, likely driven by successful outreach efforts and more relevant content. Notably, new users surged by 129.7%, reaching 1,982, further indicating that the program is attracting a large number of first-time visitors.

The engagement rate saw a strong improvement, rising to 71%, up 41.2% year-over-year, indicating that users are increasingly finding the AVC content engaging. However, average session time decreased by 17.3%, now at 2 minutes 23 seconds, suggesting that users are either finding information more quickly or that certain content areas may need further optimization to hold their attention for longer periods.

Table 3: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
2023 awards	2	1	2
financial readiness	2	1	2
volunteer	2	2	1
2024 awards	1	1	1
boss	1	1	1
met	1	1	1
acs	1	1	1
air traffic	1	1	1
award	1	1	1
family readiness	1	1	1
food handler course	1	1	1
opportunities	1	1	1
regulation	1	1	1

Employment Readiness Program (ERP)

The ERP has experienced substantial growth, with 58,444 total users, marking a 40.3% year-over-year increase. The program has also gained 38,191 new users, a 71.4% increase. This impactful rise in traffic suggests that the program is attracting a growing audience, likely due to improved visibility and outreach efforts.

The engagement rate saw a substantial improvement, rising to 67%, up 50.9% year-over-year, indicating that users are finding the ERP content more relevant and engaging. The average session time slightly decreased by 2.6%, now at 2 minutes 8 seconds, which may suggest that users are navigating the site more efficiently.

Table 4: Top Link Clicks

Click Text	Total Clicks ▼
USAJOBS - Job Announcement	2,879
(not set)	2,043
USA Jobs	1,515
USAJOBS.gov	1,447
Military Spouse Employment Partnership	1,378
USAJobs.gov	1,354
Army Civilian Service	1,028

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
jobs	63	56	1.13
employment	57	39	1.46
careers	37	29	1.28
employment readiness	22	17	1.29
job fair	20	19	1.05
career	17	15	1.13
career fair	13	10	1.3
employment office	12	1	12
job	12	12	1
employment readiness program	9	3	3

Army Spouse Employment, Career and Education Information

The Army Spouse Employment, Career, and Education Information page saw a total of 4,781 users, reflecting a 4.9% year-over-year decrease. Despite the overall decline in users, the site continues to attract a substantial audience, likely driven by ongoing interest in employment and career resources for Army spouses. New users also saw a drop of 9.6%,

totaling 442, indicating a potential need for increased marketing efforts to draw new visitors.

The engagement rate saw a significant increase, reaching 84%, up 293.8% year-over-year, which indicates that users are finding the content highly engaging.

The slight loss in traffic is most likely due to a recent careers campaign that may have temporarily shifted focus or attention away from the Army Spouse Employment, Career, and Education Information page.

Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) has seen solid growth, with 9,164 total users, marking a 15.2% year-over-year increase. This indicates a steady rise in interest and engagement with EFMP resources. The program also attracted 6,374 new users, reflecting a 17.6% increase, suggesting that new outreach efforts and targeted content are effectively reaching first-time visitors.

The engagement rate saw an improvement, reaching 58%, up 20.1% year-over-year, indicating that users are increasingly finding EFMP content engaging and relevant.

Table 6: Clicks on links or downloads

Click Text	Total Clicks ▾
EFMP Benefits Fact Sheet	314
Enterprise EFMP site	179
webpage	92
EFMP & Me	88
https://efmp.amedd.army.mil/	85
Program Overview	70
The Exceptional Advocate	60

Recommendations:

Focus on Social Media Engagement: While Organic Search is performing well, increasing engagement through social media campaigns could boost the number of visitors arriving through Organic Social channels, which currently contributes a smaller portion of users.

Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) has shown strong growth, with 10,057 total users, marking a 38.9% year-over-year increase. This notable rise in traffic suggests increasing interest and awareness of FAP resources and services. The number of new users also grew significantly, reaching 6,115, reflecting a 35.7% increase compared to the previous year.

The engagement rate improved to 60%, reflecting a 31.7% year-over-year increase, indicating that users are finding the content more engaging and relevant. However, the average session time decreased by 16.4%, now at 2 minutes 7 seconds, suggesting that users may be finding information more quickly.

Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user
fap	15	6	2.5
mflc	3	2	1.5
army family action plan	3	1	3
family	2	2	1
pool	2	2	1
npsp flyer	2	1	2
play group	2	1	2

New Parent Support Program (NPSP)

The New Parent Support Program (NPSP) has seen strong growth, with 1,840 total users, reflecting an 85.7% year-over-year increase. This substantial rise suggests increasing awareness and interest in the program's resources, especially among new parents. The program also attracted 815 new users, marking a 99.8% increase, indicating successful outreach efforts in drawing first-time visitors.

The engagement rate improved significantly to 60%, up 59.2% year-over-year, indicating that users are finding the content valuable and relevant.

Victim Advocacy Program (VAP)

The Victim Advocacy Program (VAP) has seen steady growth, with 1,414 total users, marking a 42.3% year-over-year increase. This rise in traffic suggests that more users are engaging with the program, potentially due to improved visibility and outreach. New users also increased by 27.1%, reaching 698, showing that the program is successfully attracting new visitors seeking support or information.

The engagement rate saw a significant improvement, rising to 60%, up 42.7% year-over-year, indicating that users are finding the VAP content relevant and engaging.

Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) has experienced solid growth with 9,176 total users, reflecting a 13.7% year-over-year increase. This rise in traffic suggests a continued interest in financial services provided by the program, helping Army personnel manage their finances more effectively. The program also attracted 5,138 new users, marking a 10.0% increase year-over-year, indicating the success of ongoing outreach efforts in bringing new visitors to the platform.

The engagement rate saw a significant improvement, rising to 63%, up 45.4% year-over-year, reflecting increased interaction with the program's content. However, the average session time decreased slightly by 9.7%, now at 2 minutes 27 seconds, indicating that users may be navigating the site more quickly, but possibly spending less time on each session.

Army Emergency Relief (AER)

The Army Emergency Relief (AER) program experienced 6,635 total users, a 6.0% year-over-year decrease, indicating a slight drop in traffic compared to the previous year. This decrease is also reflected in new users, which totaled 4,075, a 3.3% decline. Despite the lower user numbers, the engagement rate showed significant improvement, rising to 62%, a 29.5% increase year-over-year, indicating that the users who are visiting the site are interacting with the content more meaningfully.

Information and Referral

The Information and Referral program has seen notable growth, with 775 total users, reflecting a 37.9% year-over-year increase. This upward trend indicates increasing interest and awareness of the program’s services. The program attracted 235 new users, a significant 64.3% year-over-year increase, suggesting successful outreach efforts in bringing in first-time visitors.

The engagement rate saw a sharp improvement, rising to 73%, up 139.0% year-over-year, indicating that users are finding the content increasingly engaging. Average session time decreased by 35.9%, now at 1 minute 28 seconds, suggesting users may be navigating the site more efficiently or spending less time overall.

MD&SSO

The MD&SSO pages have experienced steady growth, with 2,761 total users, reflecting a 31.7% increase year-over-year. New users also saw an increase of 35.2%, totaling 1,180 new users, which indicates successful efforts to attract first time visitors to the site.

The engagement rate improved significantly, rising by 42.9% to 70%, indicating that the content continues to resonate well with users. The average session time decreased by 12.5%, now averaging 1 minute 45 seconds, suggesting that while users are engaging with the content, they may be navigating the site more efficiently and spending less time per session.

Table 8: Top Link Text Clicks Sorted by Total

Click Text	Total
Click here to access Plan My Deployment	65
virtual SFRG (vSFRG)	33
Click here to access YRRP	19
Click here to access the Army's Social Media site	19
Army Disaster Personnel Accountability and Assessment System (ADPAAS)	18

Relocation Readiness

The Relocation Readiness program has seen a steady increase in user engagement, with 4,301 total users, reflecting an 11.1% year-over-year increase. New users grew by 10.3%, totaling 2,395, showcasing the program's success in reaching new audiences and supporting those navigating the relocation process.

The engagement rate saw a notable improvement, increasing by 43.1% to 66%, indicating that users are finding the content valuable and engaging. However, average session time decreased by 13.9%, now at 2 minutes 35 seconds, suggesting that users may be navigating the content more quickly.

Table 9: Most Popular Link Clicks

Click Text	Total ▼
Plan My Move	76
https://planmymove.militaryonesource.mil/	40
Military OneSource	34
click here	25
Shipping Personal Items	21
Homes.mil	17
information about your new installation	17

Table 10 Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
humana survivor appreciation day	3	3	1
pets	3	2	1.5
discovery	2	2	1
pool	2	1	2
relocation readiness	2	1	2
retiree day	2	1	2
mflc	2	1	2
cynthia fields, jefferson city mo	1	1	1

Survivor Outreach Services (SOS)

The SOS program has seen significant growth, with 3,364 total users, reflecting a 37.2% year-over-year increase. The program attracted 2,323 new users, marking a 26.8% increase year-over-year, indicating successful outreach efforts in bringing new visitors to the site.

The engagement rate improved to 58%, up 20.5% year-over-year, indicating increased interaction with the SOS content. Average session time decreased by 26.1%, now at 1 minute 36 seconds, suggesting that users are navigating the site more quickly or spending less time per session.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
humana survivor appreciation day	3	3	1
pets	3	2	1.5
discovery	2	2	1
pool	2	1	2
relocation readiness	2	1	2
retiree day	2	1	2

Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) program saw 1,693 total users, reflecting a 13.3% year-over-year increase. The program also attracted 618 new users, showing a slight 1.3% increase year-over-year, indicating continued interest in its services.

The engagement rate saw a substantial improvement, rising by 77.0% to 75%, indicating that users are actively engaging with the content.

Table 12: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
job fair	1	1	1
legal help	1	1	1
oktoberfest	1	1	1
soldier support center	1	1	1
all american	1	1	1
beckwith	1	1	1