



ACS Insights and Recommendations

Third Quarter FY24

Broken External Links

An external link, also known as an outbound link, is a hyperlink on a website that points to a different domain. These links help search engines and users understand the topic and niche of a site, and provide additional value and resources. Using external links benefits a website in several ways:

1. **Show Relevance:** They demonstrate how your content relates to other pages, which can help Google understand the context of your site.
2. **Provide Value:** They offer additional information and resources to your readers, enhancing their experience.
3. **Build Relationships:** They can help build relationships with other sites, leading to increased exposure, traffic, and potential backlinks.
4. **Improved User Experience (UX):** External links provide value to users by offering more information, which improves the overall user experience. A better UX can contribute to better rankings in various ways.

External Links: Best Practices

1. **Link to Relevant Sources:** Ensure your external links add value to your content and readers by pointing to related content that supports your main points. For example, link to statistics, research, infographics, or videos that backup your claims.
2. **Optimize Anchor Text:** Anchor text is the clickable text of a hyperlink. It helps users and Google understand what the linked site or page is about, enhancing the user experience and influencing page ranking. Ensure your anchor text is relevant, descriptive, concise, and clearly distinguishable from regular text.
3. **Watch out for link decay.** This occurs when a website moves or deletes a page you link to, meaning that your link no longer works properly.

Programs with broken links are listed throughout this report, with specific details on the problematic URLs.

[Read More on SEMRush](#)

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

Web managers created a total of 362 new pages on EPW in the last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 6 pages were added to ACS.

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

Name	Total ▼
EFMP/NPSP Swimming Lessons	1
Employment Readiness Program	1
ACS Spouse Appreciation Day	1
Army Community Service	1
Mobilization, Deployment and Stability and Support Operations	1
Dedicated Through Deployment - Lagniappe Pass	1

Search

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

Overview

- Total Searches: 2,248

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

1. Finance

- Total Searches: 78
- Bounce Rate: 1.49%
- Insight: The most searched term, "finance," which had 78 searches and a low bounce rate of 1.49%, indicates high user interest and good content relevance.

2. ACS (Army Community Service)

- Total Searches: 59
- Bounce Rate: 0%
- Insight: "ACS" follows closely in search frequency, suggesting strong user interest in Army Community Service programs.

3. AER (Army Emergency Relief)

- Total Searches: 41
- Bounce Rate: 0%
- Insight: "AER" has a good search frequency and no bounce rate, suggesting users find relevant content.

4. Jobs and Volunteer

- Total Searches: 32 (each)
- Bounce Rate: 0%
- Insight: High search volume for job and volunteer opportunities shows a strong interest in employment and community involvement.

5. WIC (Women, Infants, and Children)

- Total Searches: 19
- Total Users: 15
- Search Count per User: 1.27

- Bounce Rate: 0%
- Insight: Steady interest in WIC programs, suggesting a need for more detailed information.

Additional Insights

- Resume and Counseling have moderate search volumes, indicating an ongoing need for job-related and support services.
- Employment Readiness Group has fewer searches but a higher search count per user (2.25), indicating a specific but strong interest that may not be fully catered to on the current site.

This analysis provides a snapshot of user interests and areas for potential content improvement on the ACS pages.

Army Family Team Building (AFTB)

The Army Family Team Building (AFTB) program pages have experienced notable changes in site traffic and user engagement. The total users for the AFTB program pages reached 1,338, marking a 5.3% increase year-over-year. New users saw a surge of 47.5%, totaling 708 new users. This rise in new users indicates successful outreach and increased interest in the program.

The engagement rate has impressively jumped by 163.6% to 64%, suggesting that the content is highly engaging for the audience.

Table 2: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
sfrg	3	2	1.5	0%
acs communication class...	1	1	1	0%
sports	1	1	1	0%
leadership training	1	1	1	0%
sfrg training	1	1	1	0%
stress and anger	1	1	1	0%

Recommendations:

A broken external link is a hyperlink on your website that directs users to a non-existent or incorrect external webpage, often resulting in errors such as 404 (Not Found) or 403 (Forbidden). These broken links can occur when the destination page is removed, moved, or the URL is incorrect. Broken links negatively impact user experience and the credibility of your site.

- Contact the responsible marketing departments or web administrators for the correct URLs or updated links for the broken links mentioned below.
- Identify and obtain the correct URLs for all broken links.
- Update the broken links with the correct URLs on the respective AFTB program pages.

- Verify the functionality of the updated links to ensure they direct users to the intended resources.

Table 3: Broken Links and Issues

Source	Broken URL
Yuma	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
Rock Island	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
McCoy	https://www.myarmyonesource.com/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding/default.aspx
Aberdeen	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
Carson	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
Yuma	http://www.myarmyonesource.com/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding/default.aspx
Hawaii	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
Cavazos	http://www.myarmyonesource.com/syn/news/channels/FamilyProgramsandServices/FamilyPrograms/ArmyFamilyTeamBuilding
Yuma	https://www.myarmyonesource.com/skins/aos2/display_ajax.aspx?moduleid=A53B8C22-018C-40C9-B51F-D6A1263C9889
Yuma	http://www.yumamwr.com/PublicDocuments/entry-19-afap_aftb_minutes_16_feb_17.pdf

Army Family Action Plan (AFAP)

The Army Family Action Plan (AFAP) program pages have experienced notable changes in site traffic and user engagement. The total users for the AFAP program pages reached 1,129, marking a 35.9% increase year-over-year. New users saw a substantial surge of 53.7%, totaling 458 new users. This rise in new users indicates successful outreach and increased interest in the program.

The engagement rate has impressively jumped by 182.7% to 70%, suggesting that the content is highly engaging for the audience. The average session time has increased by

10.6% to 2 minutes and 13 seconds, indicating that users are spending more time on the site and engaging more deeply with the content.

Table 4: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
golf	4	2	2	0%
afap	2	1	2	0%
garrison csm	1	1	1	0%
ice	1	1	1	0%
action plan conference	1	1	1	0%
army family action plan	1	1	1	0%
outdoor recreation	1	1	1	0%
retirement	1	1	1	0%

Recommendations:

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- Identify and obtain the correct URLs for all broken links.
- Update the broken links with the correct URLs on the respective AFTB program pages.
- Verify the functionality of the updated links to ensure they direct users to the intended resources.

Table 5: Broken Outbound Links

Source	Broken URL
Cavazos	http://www.myarmyonesource.com/
Wiesbaden	https://www.myarmyonesource.com/familyprogramsandservices/familyprograms/armyfamilyactionplan/default.aspx
Leavenworth	http://www.myarmyonesource.com/default.aspx

Rock Island	https://www.myarmyonesource.com/skins/aos2/display.aspx?ModuleID=a10586da-73a1-4402-9107-58b7bf046a21
Riley	http://USARMY.RILEY.IMCOM.MBX.ACS@mail.mil/
Yuma	https://www.myarmyonesource.com/skins/aos2/display.aspx?ModuleID=a10586da-73a1-4402-9107-58b7bf046a21
Bliss	https://www.myarmyonesource.com/skins/aos2/display.aspx?ModuleID=a10586da-73a1-4402-9107-58b7bf046a21
Leavenworth	https://www.myarmyonesource.com/skins/aos2/display.aspx?moduleid=a10586da-73a1-4402-9107-58b7bf046a21
Knox	https://www.myarmyonesource.com/skins/aos2/display.aspx?ModuleID=a10586da-73a1-4402-9107-58b7bf046a21

Army Family Web Portal (AFWP)

The Army Family Web Portal (AFWP) program pages have experienced changes in site traffic and user engagement. The total users for the AFWP program pages reached 258, marking a 46.6% increase year-over-year. New users saw a slight decline of 4.0%, totaling 97 new users.

The engagement rate has impressively jumped by 167.4% to 76%, suggesting that the content is highly engaging for the audience.

Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program pages have experienced changes in site traffic and user engagement. The total users for the AVC program pages reached 3,439, marking a 104.1% increase year-over-year. New users saw a substantial surge of 144.3%, totaling 2,228 new users. This remarkable rise in new users indicates highly effective outreach efforts and increased interest in the program.

The engagement rate has improved by 60.4% to 69%, suggesting that the content is highly engaging for the audience.

Table 6: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
jobs	3	1	3	0%
volunteer	3	3	1	0%
american red cross	2	1	2	0%
red cross	2	1	2	0%
vmis guide	2	1	2	0%
acs courses	1	1	1	0%
aquatics	1	1	1	0%
home care	1	1	1	0%

Volunteer Appreciation Week Happening

The Volunteer Appreciation Week program pages have shown improvements in site traffic and user engagement. The total users for these pages reached 297, marking a 107.7% increase year-over-year. New users saw a dramatic surge of 957.1%, totaling 148 new users. This substantial rise in new users indicates highly effective outreach efforts and increased interest in the program.

The engagement rate has impressively jumped by 784.9% to 68%, suggesting that the content is highly engaging for the audience. The average session time has increased by 10.4% to 1 minute and 31 seconds, indicating that users are spending more time on the site and engaging more deeply with the content.

Recommendations:

1. Engaging Headlines:
 - a. Use compelling and descriptive headlines to capture attention. For instance, "Celebrate Our Volunteers: Join Us for Volunteer Appreciation Week!"
2. Success Stories:
 - a. Feature success stories and testimonials from volunteers and beneficiaries. Highlight the positive impact of volunteering on the community.

Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) pages have experienced significant growth in site traffic and user engagement. Total users have reached 55,221, marking an impressive 38.9% increase year-over-year. New users have surged to 33,323, a substantial 60.0% increase, indicating successful initiatives to attract new visitors. The total views have also risen to 82,100, a 34.1% increase, demonstrating growing interest in ERP content.

The engagement rate has seen an improvement, now at 63%. This indicates that users are finding the content more engaging and relevant.

Table 7: Top Link Clicks

Click Text	Total Clicks ▾
USAJOBS - Job Announcement	2,638
USAJobs.gov	2,363
USAJOBS.gov	2,164
USA Jobs	1,501
Military Spouse Employment Partnership	1,204
Army Civilian Service	1,085
www.usajobs.gov	640

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users ▾	Search count per user	Bounce rate
jobs	73	61	1.2	0%
careers	50	39	1.28	2.56%
employment	67	32	2.09	0%
job fair	16	14	1.14	0%
employment readiness	25	14	1.79	0%
job	18	13	1.38	29.41%

Recommendations:

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Table 9: Broken Outbound Links

Source	Broken URL
Carson	https://www.apprenticeship.colorado.gov/
Carson	https://www.acp-usa.org/
Cavazos	http://cpol.army.mil/
Eisenhower	https://www.augusta.edu/hr/jobs/medical-center/
Eisenhower	http://chronicle.augusta.com/
Eisenhower	https://jobs.hilton.com/our-brands/curio.php?language=en&cntry=united-states
Eisenhower	http://careers.wyndhamworldwide.com/
Eisenhower	https://doctors-hospital.net/careers/search.dot
Eisenhower	https://www.applitrack.com/aiken/onlineapp/
Eisenhower	https://www.indeed.com/
Eisenhower	https://www.msccn.org/job-seekers.html
Eisenhower	http://www.gordon.army.mil/cpac/
Eisenhower	https://www.virtualjobscout.org/
Eisenhower	https://aiportal.acc.af.mil/mycaa/default.aspx
Hawaii	http://www.kbrjobs.com/
Hawaii	http://www.camber.com/careers
Hawaii	http://www.higoodwill.org/
Hawaii	http://www.hawaiijobsondemand.com/

Hawaii	https://elderpageshawaii.com/
Hawaii	https://fafsa.ed.gov/
Hawaii	https://www.commissaries.com/our-agency/careers-with-deca
Humphreys	https://www.dantes.doded.mil/EducationPrograms/become-a-teacher/troopstoteachers.html
Irwin	http://ttps/myseco.militaryonesource.mil
Irwin	http://fortirwinfmwr.com/wp-content/uploads/2014/05/FunctionalResume.pdf
Irwin	http://fortirwinfmwr.com/wp-content/uploads/2014/05/CoverLetterTemplate_Checklist.pdf
Irwin	http://fortirwinfmwr.com/wp-content/uploads/2014/05/CombinationResume.pdf
Irwin	http://fortirwinfmwr.com/wp-content/uploads/2014/05/ChronologicalResume.pdf
Irwin	[https://aiportal.acc.af.mil/mycaa/Default.aspx](https://aiportal.acc.af.mil/mycaa
Irwin	http://fortirwinfmwr.com/wp-content/uploads/2014/05/ThankyouTemplate.pdf
Irwin	http://httpwww.usa4militaryfamilies.dod.mil
Irwin	https://aiportal.acc.af.mil/aiportal/
Jackson	http://www.myarmyonesource.com/FamilyProgramsandServices/Volunteering/default.aspx
Jackson	http://www.myarmyonesource.com/
Jackson	https://www.dew.sc.gov/workforcepartners/operation-palmetto-employment
Jackson	https://www.dcpas.osd.mil/Content/documents/EC/PPP_Self_CertificationChecklist.pdf
Jackson	https://www.dcpas.osd.mil/Content/documents/EC/PPP_FactSheet_2019.pdf
Jackson	http://www.activehire.com/
Kaiserslautern	https://fafsa.ed.gov/
Kaiserslautern	https://abc.chra.army.mil/abc?id=abc
Liberty	http://schooljobs.dpi.state.nc.us/Jobs/Search?searchText=&leaCode=260&category=&timeCode=&title
Liberty	https://www.ncworks.gov/jobbanks/default.asp?p=0&session=jobsearch&geo
Liberty	%20<img%20src='https://checkappointments.com/buttons/book-now-4.png'%20width='126'%20height='32'%20border='0'%20alt=">https://checkappointments.com/book/braggerp'%20target='blank'>%20<img%20src='https://checkappointments.com/buttons/book-now-4.png'%20width='126'%20height='32'%20border='0'%20alt=
Liberty	https://www.ncnar.org/verify_listings1.jsp
Liberty	http://ingearcareer.org/
Liberty	https://acpol2.army.mil/chra_dodea/PPP_MSP_self_certification_checklist.pdf
Liberty	http://www.wamc.amedd.army.mil/AboutUs/SitePages/Careers.aspx
Liberty	http://www.nmfa.org/
Sill	https://www.aerhq.org/Apply-for-Scholarship/Spouse-Education-Assistance-Program
Sill	https://studentaid.ed.gov/sa/types/grants-scholarships/finding-scholarships

Sill	http://www.myarmylifetoo.com/
Sill	https://studentaid.ed.gov/sa/
Sill	https://servicelink.oesc.state.ok.us/ada/
Sill	https://oklahoma.uso.org/pathfinder-fort-sill
Sill	https://jobs.saic.com/search/jobs/in/fort-sill
Sill	https://jobs.saic.com/search/jobs/in/fort-sill
Sill	http://www.fedworld.gov/
Sill	https://www.lawtonps.org/human-resources--9
Sill	http://www.akimacorp.com/
Sill	http://www.bestjobsusa.com/
Sill	http://www.acap.army.mil/
Sill	http://www.urscorp.com/index.php
Sill	http://www.teenjobsection.com/
Torii	https://www.jobs.irs.gov/careers
Wiesbaden	https://info.instantteams.com/careers?fbclid=IwAR0MXgeYAvpmV5A-PHU23AqeHzIRB9qRYFX9us0uGGMbVw3s68yxOobY4pw
Army MWR	https://www.aerhq.org/Apply-for-Scholarship/
Army MWR	https://scholarships.militaryfamily.org/spouse-owned-business-funding/
Army MWR	https://scholarships.militaryfamily.org/offers/nmfa-spouse-scholarship/

Army Spouse Employment, Career and Education Information

The Army Spouse Employment, Career, and Education Information pages have experienced growth in site traffic and user engagement. The total users for these pages reached 4,661, marking a substantial increase.

The engagement rate has impressively increased to 84%, suggesting that the content is highly engaging for the audience.

Military Spouse Appreciation Day Happening

The Military Spouse Appreciation Day pages have experienced notable growth in site traffic and user engagement. The total users for these pages reached 1,982, with organic social being the primary driver at 1,126 users, followed by organic search with 520 users. This increase in users indicates successful outreach and a high level of interest in the appreciation events.

Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) pages have shown significant growth in site traffic and user engagement. The total users for these pages reached 9,629, marking a 16.4% increase year-over-year. New users saw a substantial increase of 21.0%, totaling 6,694 new users. This rise in new users indicates successful outreach and increased interest in the program.

The engagement rate has improved by 39.8% to 61%, suggesting that the content is resonating well with the audience. However, the average session time has decreased by 18.9% to 2 minutes and 17 seconds, which may indicate that users are finding the information they need more quickly and efficiently.

Table 10: Clicks on links or downloads

Click Text	Total Clicks ▾
EFMP Benefits Fact Sheet	328
Enterprise EFMP site	228
https://efmp.amedd.army.mil/	120
webpage	103
EFMP & Me	84
Program Overview	71

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users ▼	Search count per user	Bounce rate
efmp	18	13	1.38	0%
discovery	11	2	5.5	0%
speech therapy	1	1	1	0%
volunteer	1	1	1	0%
base cross country run	1	1	1	0%
brunch	1	1	1	0%
child counseling	2	1	2	0%
ddform2792-1	1	1	1	0%

Recommendations:

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Table 12: Broken Outbound Links

Source	Broken URL
Aberdeen	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Anniston	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Campbell	https://www.equineassistedtransitions.com/
Campbell	http://www.militaryonesource.com/

Carlisle	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Daegu	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Humphreys	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Humphreys	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Italy	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE
Leavenworth	https://www.militaryonesource.mil/family-relationships/special-needs/exceptional-family-member/efmp-me-online-tool-for-military-families-with-special-needs/?gclid=CjwKCAjw7vuUBhBUEiwAEdu2pLI5KreW47KkzRB8HjCFNQWhKZgVM9VvkS3zl_u7d79Ms7bM77DjvRoCc98QAvD_BwE

Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) pages have experienced an increase in site traffic and user engagement. The total users reached 9,366, marking a 33.6% increase year-over-year. New users saw a substantial rise of 32.6%, totaling 5,863 new users. This increase indicates successful outreach and growing interest in the program.

The engagement rate has improved by 47.4% to 60%, suggesting the content is highly engaging for the audience. However, the average session time has decreased by 7.2% to 2 minutes and 20 seconds, indicating that users are finding information quickly and efficiently.

Table 13: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
fap	25	7	3.57	0%
golf	4	2	2	0%
family advocacy program	4	3	1.33	0%
fap stress and anger	3	1	3	0%
sfrg	3	1	3	0%
family advocacy	2	2	1	0%
afap	2	1	2	0%
wic programs	2	1	2	0%

New Parent Support Program (NPSP)

The New Parent Support Program (NPSP) pages have shown remarkable growth. The total users reached 1,464, marking a 55.1% increase year-over-year. New users saw a surge of 63.5%, totaling 628 new users, reflecting effective outreach and increased interest.

The engagement rate has jumped by 118.7% to 62%, indicating highly engaging content. However, the average session time has decreased by 19.6% to 1 minute and 50 seconds, suggesting that users are quickly finding the information they need.

Victim Advocacy Program (VAP)

The Victim Advocacy Program (VAP) pages have also seen a positive trend. The total users reached 1,226, marking a 19.7% increase year-over-year. New users saw a moderate rise of 9.9%, totaling 598 new users, indicating steady interest and outreach.

The engagement rate has improved by 88.6% to 65%, suggesting the content is resonating well with the audience. The average session time has slightly decreased by 7.0% to 2 minutes and 20 seconds, indicating efficient information retrieval by users.

Child Abuse Prevention Month

The Child Abuse Prevention Month pages have experienced growth in user engagement. The total users reached 397, marking a 32.3% increase year-over-year. New users saw a substantial surge of 140.2%, totaling 197 new users, reflecting highly effective outreach efforts.

The engagement rate has impressively increased by 237.8% to 63%, indicating highly engaging content.

Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) pages have shown a positive trend in site traffic. The total users for these pages reached 9,155, marking a 4.3% increase year-over-year. New users increased by 1.1%, totaling 5,125 new users, indicating a steady interest in financial readiness resources.

The engagement rate has jumped by 65.5% to 64%, demonstrating that the content is highly engaging. However, the average session time has decreased by 8.9% to 2 minutes and 22 seconds, which may reflect efficient information retrieval by users.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
aer	11	9	1.22	0%
water aerobics	8	2	4	40%
financial advisor	4	1	4	0%
loan	3	3	1	0%
donate	3	2	1.5	0%
acs	2	2	1	0%
grant	2	2	1	0%
aer form 101	2	1	2	0%

Recommendations:

A broken external link is a hyperlink on your website that directs users to a non-existent or incorrect external webpage, often resulting in errors such as 404 (Not Found) or 403 (Forbidden). These broken links can occur when the destination page is removed, moved, or the URL is incorrect. Broken links negatively impact user experience and the credibility of your site.

- Contact the responsible marketing departments or web administrators for the correct URLs or updated links for the broken links mentioned below.
- Identify and obtain the correct URLs for all broken links.
- Update the broken links with the correct URLs on the respective AFTB program pages.
- Verify the functionality of the updated links to ensure they direct users to the intended resources.

Table 15: Broken Outbound Links

Source	Broken URL
Greely	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Gregg-Adams	http://www.myarmyonesource.com/moneymatters
Gregg-Adams	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Gregg-Adams	http://www.myarmyonesource.com/
Hamilton	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Hawaii	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Hawaii	http://hap.usace.army.mil/
Hawaii	http://www.militarysaves.org/

Hohenfels	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Huachuca	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Hunter Liggett	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Irwin	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Irwin	http://www.myarmyonesource.com/default.aspx
Italy	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Jackson	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
JBMHH	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Johnson	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Kaiserslautern	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Knox	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Leavenworth	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Leonard Wood	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Liberty	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
McCoy	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
McCoy	http://www.myarmyonesource.com/moneymatters
McCoy	http://www.myarmyonesource.com/communitiesandmarketplace/financialliteracygame/default.aspx
McCoy	http://www.myarmyonesource.com/
Meade	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Moore	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Natick	http://jko.jten.mil/courses/brs/
Natick	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Novosel	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Novosel	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Pine Bluff	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Presidio	http://www.fafsa.ed.gov/
Presidio	http://www.defensetravel.dod.mil/index.cfm
Presidio	https://www.dmdc.osd.mil/fssa/owa/go
Presidio	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Presidio	http://www.myarmyonesource.com/moneymatters
Presidio	http://www.myarmyonesource.com/
Redstone	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Riley	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Rock Island	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Sill	http://www.afsc.com/

Sill	https://www.armyemergencyrelief.org/wp-content/uploads/2020/03/QAP-Rack-Card.png
Sill	https://www.armyemergencyrelief.org/wp-content/uploads/2019/10/AER-Form-101-Application-for-Financial-Assistance-October-2019.pdf
Sill	http://www.militarysaves.org/
Sill	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Stuttgart	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Training	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Army MWR	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html
Yuma	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html

Army Emergency Relief (AER)

The Army Emergency Relief (AER) pages have experienced a decline in site traffic and user engagement. The total users for these pages reached 6,840, marking a 4.0% decrease year-over-year. New users decreased by 4.7%, totaling 4,101 new users, suggesting a need for improved outreach.

The engagement rate has increased by 55.4% to 62%, indicating that the content is more engaging for the audience.

Information and Referral

The Information and Referral pages have shown growth in user engagement. The total users reached 643, marking a 19.5% increase year-over-year. New users saw a significant surge of 55.7%, totaling 190 new users, indicating highly effective outreach efforts.

The engagement rate has impressively increased by 336.4% to 76%, demonstrating that the content is highly engaging. The average session time has decreased by 25.4% to 1 minute and 47 seconds, suggesting efficient information retrieval.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
english	2	1	2	0%
command support center	1	1	1	0%
counseling	1	1	1	0%
loan search help	1	1	1	0%
mwr	1	1	1	0%
outreach program coordinator	1	1	1	0%
breast pump	1	1	1	0%
reserve liason	1	1	1	0%

MD&SSO

The MD&SSO pages have experienced notable growth in site traffic and user engagement. The total users reached 2,096, marking a 77.6% increase year-over-year. New users saw a significant surge of 101.7%, totaling 1,085 new users, indicating highly successful outreach efforts.

The engagement rate has improved by 86.3% to 64%, suggesting that the content is highly engaging.

Table 17: Top Link Text Clicks Sorted by Total

Click Text	Total ▾
Click here to access Plan My Deployment	48
virtual SFRG (vSFRG)	23
Click here to access the Army's Social Media site	21
Click here to access Ready Army	17
Click here to access YRRP	14

Relocation Readiness

The Relocation Readiness pages have shown positive trends in site traffic and user engagement. The total users reached 4,430, marking a 19.3% increase year-over-year. New users saw an increase of 13.2%, totaling 2,481 new users, indicating successful outreach.

The engagement rate has jumped by 60.1% to 66%, demonstrating that the content is highly engaging. The average session time has decreased by 3.4% to 2 minutes and 43 seconds, indicating users are finding the information they need more efficiently.

Table 18: Most Popular Link Clicks

Click Text	Total ▼
here	390
ARMY SURVIVOR OUTREACH SERVICES WEBSITE	12
Stars & Stripes	7
Tragedy Assistance Program for Survivors (TAPS)	7
Gold Star Wives of America	6
IMCOM Website	6
Shoemaker Lane, 1st Floor, Room 1101 BLDG 36000	6

Table 19: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
lending closet	4	2	2	0%
relocationassistanceplan	3	1	3	0%
pcs	2	2	1	0%
housing	2	2	1	0%
co location	2	1	2	0%
paint	1	1	1	0%
spouse sponsorship	1	1	1	0%

Recommendations:

A broken external link is a hyperlink on your website that directs users to a non-existent or incorrect external webpage, often resulting in errors such as 404 (Not Found) or 403 (Forbidden). These broken links can occur when the destination page is removed, moved, or the URL is incorrect. Broken links negatively impact user experience and the credibility of your site.

- Contact the responsible marketing departments or web administrators for the correct URLs or updated links for the broken links mentioned below.
- Identify and obtain the correct URLs for all broken links.
- Update the broken links with the correct URLs on the respective AFTB program pages.
- Verify the functionality of the updated links to ensure they direct users to the intended resources.

Table 20: Broken Outbound Links

Source	Broken URL
Carson	https://move.mil/
Carson	https://www.fortcarsonfamilyhomes.com/contactinfo.aspx
Carson	http://www.carson.army.mil/dhr/DHR/MPD/PPB/RSO/VA_Disability.html
Carson	https://militarykidsconnect.health.mil/
Carson	https://www.sfl-tap.army.mil/
Chievres	https://move.mil/sites/default/files/inline-files/DOD%20Commitment%20(29%20APR).pdf
Chievres	https://move.mil/sites/default/files/inline-files/5%20Measures%20to%20Protect%20Your%20health%2028%20Apr%2020.pdf
Chievres	https://move.mil/sites/default/files/inline-files/20200427%20Information%20for%20DP3%20Customers%20Impacted%20by%20DoD%20Stop%20Movement%20Order_Move.mil__1.pdf

Chievres	https://move.mil/
Eisenhower	https://dor.georgia.gov/general-registration-information
Eisenhower	http://sso.militaryonesource.mil/MOS/f?p=SSO:CONSENT:0::::P1_ID:311
Eisenhower	http://metrospirit.com/events-calendar/
Eisenhower	http://events.augusta.com/
Eisenhower	http://harlemartscouncil.org/calendar
Gregg-Adams	http://www.militaryinstallations.dod.mil/MOS/f?p=MI:ENTRY:0
Hawaii	http://www.tamc.amedd.army.mil/
Hawaii	https://www.25idl.army.mil/
Irwin	http://fortirwinfmwr.com/army-community-services/relocation-referral-program
Irwin	http://www.militaryinstallations.dod.mil/MOS/f?p=MI:ENTRY:0
Irwin	http://www.irwin.army.mil/Pages/default.aspx
Jackson	http://www.militaryonesource.com/
McCoy	https://myhub.militaryonesource.mil/
McCoy	https://militarykidsconnect.health.mil/?msclkid=47f50bc7c0b911ecae4b68cf74a9%20f64f](https://militarykidsconnect.health.mil/?msclkid=47f50bc7c0b911ecae4b68cf74a9%
Rock Island	http://www.hooahquadcities.com/
Rock Island	http://www.womens-connection.org/
Rock Island	http://www.jmc.army.mil/
Rock Island	http://www.usagria.army.mil/default.aspx
Rock Island	http://www.rockislandschools.org/
Rock Island	http://www.ria.army.mil/
Rock Island	http://www.pleasval.k12.ia.us/
Rock Island	http://www.mynewplace.com/
Rock Island	http://www.militaryinstallations.dod.mil/MOS/f?p=132:CONTENT:::NO::P4_INST_ID.P4_INST_TY PE:2305.INSTALLATION
Rock Island	http://qcymca.org/
Wiesbaden	http://www.wiesbaden.army.mil/sites/local/publictransport50.asp
Wiesbaden	http://www.armyonesource.com/
Wiesbaden	https://www.dodea.edu/HainerbergES/index.cfm
Wiesbaden	https://move.mil/sites/default/files/inline-files/DOD%20Commitment%20(29%20APR).pdf
Wiesbaden	https://move.mil/sites/default/files/inline-files/5%20Measures%20to%20Protect%20Your%20health%2028%20Apr%2020.pdf
Wiesbaden	https://move.mil/sites/default/files/inline-files/20200427%20Information%20for%20DP3%20Customers%20Impacted%20by%20DoD%20Stop%20Movement%20Order_Move.mil_1.pdf
Wiesbaden	https://move.mil/

Wiesbaden	http://www.militaryinstallations.dod.mil/
Yuma	http://jko.jten.mil/courses/brs/leader_training/Launch_Course.html

Survivor Outreach Services (SOS)

The Survivor Outreach Services (SOS) pages have shown substantial growth in site traffic and user engagement. The total users reached 3,828, marking a 28.2% increase year-over-year. New users saw an increase of 56.3%, totaling 2,913 new users, indicating successful outreach.

The engagement rate has improved by 47.7% to 55%, suggesting that the content is resonating well with the audience.

Table 21: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
discovery	8	1	8	0%
ar 608-1	1	1	1	0%
fort campbell blue book	1	1	1	0%
loss of testicular	1	1	1	0%
mark train riverboat	1	1	1	0%
minnesota	1	1	1	0%
ohio map	1	1	1	0%
retirement services office	1	1	1	0%
soli	1	1	1	0%

Gold Star Spouses Day Happening

The Gold Star Spouses Day program pages have seen improvements in site traffic and user engagement. Total users for the Gold Star Spouses Day pages reached 179, with new users accounting for 104 of these, indicating a successful outreach and growing interest in the program. This is supported by the 57% engagement rate, which suggests that the content is resonating well with the audience.

The notable increase in both new and total users, along with a robust engagement rate, demonstrates the program's effectiveness in reaching and engaging its target audience.

Memorial Day Happening

The Memorial Day pages have experienced substantial growth in site traffic and user engagement. Total users for the Memorial Day pages reached 3,829, marking a 40.6% increase year-over-year. New users saw a notable rise to 1,888, reflecting a 35.3% increase, 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 Memorial Day pages impressively jumped by 69%, suggesting that the content is highly engaging and resonates well with the audience.

Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) program pages have seen a notable increase in site traffic and user engagement. Total users for the SFAC program pages reached 1,476, marking a 9.2% increase year-over-year. New users saw a modest rise of 9.5%, totaling 578 new users. This growth indicates effective outreach and a growing interest in the services provided by SFAC.

The engagement rate for the SFAC pages has improved, jumping by 154.3% to 75%, suggesting that the content is highly relevant and engaging for the audience.

Table 22: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
1303	1	1	1	0%
dfac	1	1	1	0%
des standardized	1	1	1	0%
gifts donations	1	1	1	0%
sru	1	1	1	0%