

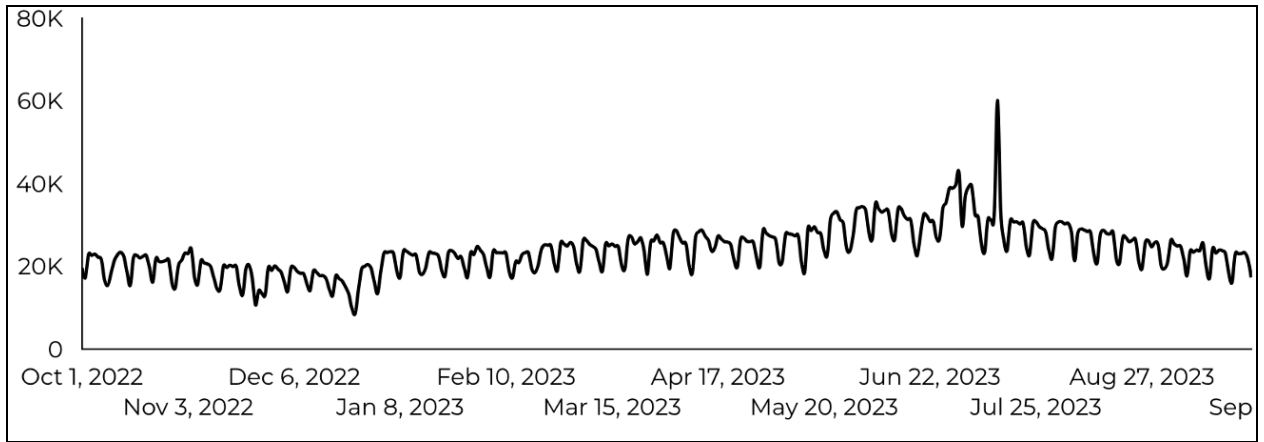


BRD FY23 Annual Website Insights and Recommendations

Traffic To All BRD Pages

- Over the past year **3,783,218 users made a visit** to an BRD page.
- User engagement with BRD was about the same as the previous year. The bounce rate (measured by the percentage of users that entered and left the website from the same page) 48.8%, and an average session duration of 2 minutes 51 seconds.
- On average, users visited 2.31 pages per session.
- 57.3% of the traffic to BRD was generated through web searches, indicating a substantial reliance on organic search engine results to discover our content.

Figure 1: Traffic trends across BRD pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users
/	345,824
/programs/leisure-travel-services	175,824
/programs/outdoor-recreation	162,202
/categories/sports-and-fitness	90,180
/categories/outdoor-recreation	71,687
/destin	70,035
/programs-and-services/cys	65,559
/categories/recreation	51,977
/categories/travel-and-lodging	51,017
/programs/belton-lake-outdoor-recreation-area1	46,694

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, with 580 of these pages falling into the BRD division.

Table 2: Recent Content Additions in FY23.

Name	Total
FMWR Fitness Equipment and Property Silent Auction	4
Pro Football Ticket Giveaway	3
2023 Summer Reading Program	3
Holiday Hours	3
2023 STRONG B.A.N.D.S.	3
Fall into Fun with MWR	2
Event Venues & Facility Rentals	2
Winter Youth Sports	2
MWR Summer to Remember	2
Towing & POV Donation Service Available	2
All Army Sports 2023 Calendar	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:

Figure 2: Breakdown of Total Pages by Type

Type	Total
Happening	514
Program	28
Program Content	25
Program Category	9
General	4

Top 10 Content Creators

Table 3: Top Authors and Their Page Contributions to BRD.

Author	Total	
oldjoeladavis2naf	41	
lisaehartmannnaf	37	
porsha_n_auzenne_naf	28	
ryanmmagnusonnaf	25	
cynthiakclacknaf	22	
gregorypsuchanycnaf	21	
roywlee8naf	19	
christopherrwojciechowskinaf	19	
bianca_m_sowers2_in	18	
erin_p_mcnamara_naf	18	
pamela_j_hayes15_naf	17	

Remove or update outdated content

Agencies should address outdated and inaccurate content as soon as practicable. At the same time, agencies should be cognizant of potentially relevant obligations and policies, such as the need to provide adequate notice when initiating, substantially modifying, or terminating significant information that the public may be using (such as historical information); removal of information that is useful to the public can also negatively impact trust. 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 4: HQ BRD Pages that need updating.

	Address	Last Update Year ▲
1.	https://www.armymwr.com/ArmyEuropeEntertainment/picture-gallery	2017
2.	https://www.armymwr.com/ArmyEuropeEntertainment/toppers-awards	2018
3.	https://www.armymwr.com/global-privacy-information	2018
4.	https://www.armymwr.com/ArmyEuropeEntertainment/its-no-joke-act-against-bullying-army-europe-entertainment-workshop	2018
5.	https://www.armymwr.com/ArmyEuropeEntertainment/us-army-imcom-europe-one-actone-page-play-festival	2018
6.	https://www.armymwr.com/us/disclaimer	2019
7.	https://www.armymwr.com/ArmyEuropeEntertainment/2018-toppers-tournament-plays	2019
8.	https://www.armymwr.com/ArmyEuropeEntertainment/theatrix-costume-technical-garrison-support-element	2019
9.	https://www.armymwr.com/global-privacy-information/linking-policy-and-endorsement	2019
10.	https://www.armymwr.com/ArmyEuropeEntertainment/2019-toppers	2019

Search Analysis

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

Top Search Terms:

- Tickets: "Tickets" is the most commonly searched term, with 8,079 total searches and 5,969 unique users. However, it has a relatively low search count per user (1.35), indicating that users performed multiple searches related to tickets. The bounce rate for this term is very high at 95.48%, suggesting that users might not find the information they are looking for.
- Disney: "Disney" is the second most searched term, with 6,465 total searches and 5,079 unique users. Similar to "Tickets," it has a low search count per user (1.27) and a high bounce rate (96.04%), indicating potential difficulty in finding relevant Disney-related content.
- Lodging: "Lodging" receives 4,580 total searches from 3,101 unique users. It has a slightly higher search count per user (1.48) and a high bounce rate (96.55%).
- MWR: "MWR" records 4,510 total searches by 3,041 unique users. It has a search count per user of 1.48 and a high bounce rate of 96.11%.
- Golf: "Golf" is searched 3,935 times by 2,736 unique users. It has a search count per user of 1.44 and a relatively high bounce rate of 95.7%.

User Search Engagement Metrics:

- Search Count per User: The search count per user ranges from 1.17 to 1.51, indicating that users generally perform multiple searches during their sessions.
- Bounce Rate: The bounce rate varies from 94.7% to 98.83%, with most search terms having bounce rates above 95%. This suggests that users often exit the website after performing searches, possibly due to not finding the information they seek.

In conclusion, users on the ARMY MWR website frequently search for topics like tickets, Disney, lodging, MWR, and golf. However, many of these searches result in high bounce rates, suggesting potential challenges in delivering relevant content to meet user expectations.

Bounce Rate Improvement in Search Functionality

Over the past year, BRD program pages had a **high bounce rate of 96%** 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.

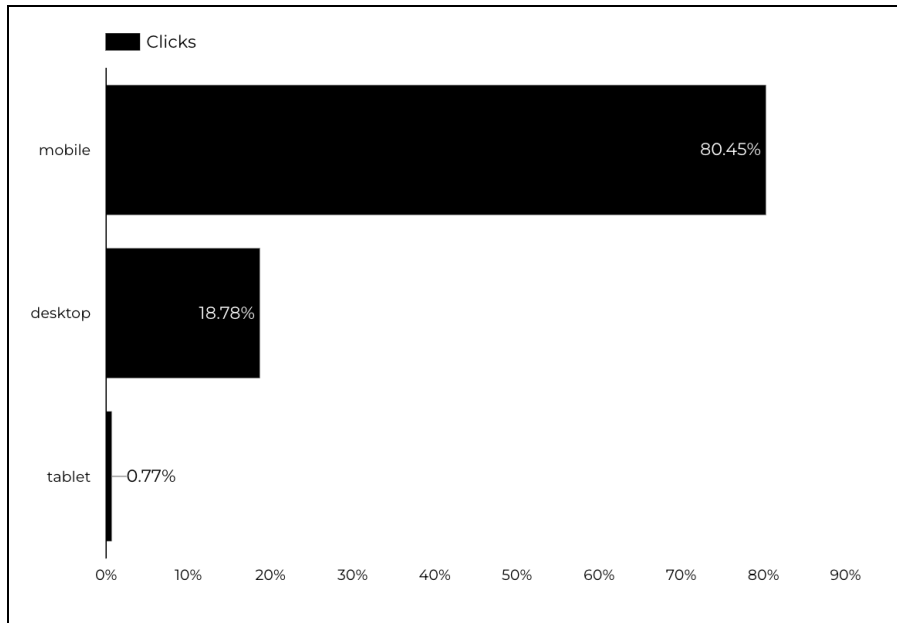
Table 5: Performance Two Weeks After Search Optimization

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	tickets	273	206	1.33	0.47%
2.	disney	263	202	1.3	0%
3.	auction	188	146	1.29	1.94%
4.	lodging	158	113	1.4	3.45%
5.	mwr	143	102	1.4	4.72%
6.	gym	118	95	1.24	1.98%
7.	jobs	106	81	1.33	5.88%
8.	golf	97	81	1.2	3.45%
9.	halloween	91	66	1.38	0%
10.	library	91	74	1.23	0%

Chow Now

28,156 People clicked on the Chow Now button to start and order.

Figure 3: Device Clicks Data for 'Chow Now'

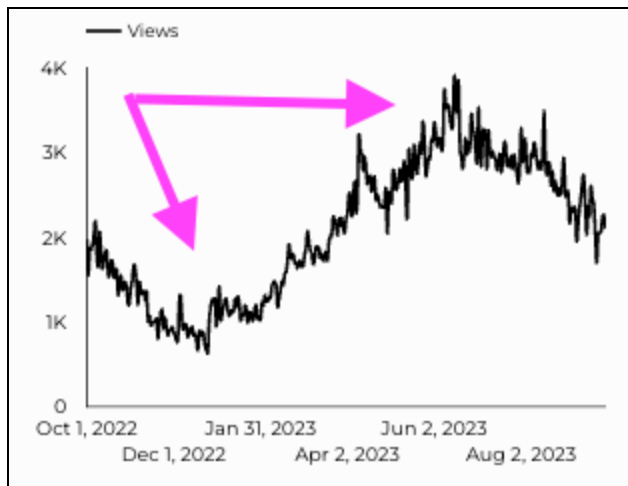


Golf

The website for Golf at various US Army installations has experienced significant traffic and user engagement over the past year. Here's an analysis of the data:

- Golf Registration: 62,216 People clicked to schedule a tee time or register for a golf clinic.
- Seasonal Traffic Spikes: The total number of new users during the analyzed period is 348,445. The trend chart reveals spikes in traffic during specific months, which can be attributed to seasonal factors. Notably, there are spikes in traffic during the months of April, June, and August, indicating heightened interest in golf-related content during these periods, likely due to favorable weather conditions for outdoor activities.

Figure 4: Seasonal Traffic Spikes in Golf Website Traffic



- Engagement Rate: The engagement rate on the Golf pages is standing at 56%. This suggests that visitors find the content engaging and are likely spending meaningful time on the site.

In summary, the Golf pages on various Army installation websites have seen a consistent increase in traffic and user engagement over the past year. Organic search is the primary driver of this traffic, indicating the importance of SEO efforts. The high engagement rate is a positive sign, indicating that users are actively interacting with the content.