Support Services 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](#)

NAF Personnel Services

The NAF Personnel Services program pages have shown positive trends in site traffic and user engagement. Total users for the NAF Personnel Services pages reached 14,619, marking a 2.3% increase year-over-year. New users saw a significant rise to 10,971, reflecting a 14.1% increase, indicating successful outreach and heightened interest in the program.

The engagement rate for the NAF Personnel Services pages impressively jumped by 54.3% to 67%, suggesting that the content is highly engaging and resonates well with the audience.

Table 1: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
employee benefits online	10	8	1.25	0%
7426	4	3	1.33	0%
careers	3	3	1	0%
portability	3	3	1	33.33%
da 7426	2	2	1	0%
employment	2	2	1	0%
log in	2	2	1	0%
retirement calculator	2	2	1	0%
tax statement	2	2	1	0%
3473	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 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 Link
https://liberty.armymwr.com/programs/employee-portal	https://www.abc.army.mil/
https://liberty.armymwr.com/programs/employee-portal	https://www.us.army.mil/
https://liberty.armymwr.com/programs/employee-portal	http://www.defensetravel.dod.mil/index.cfm
https://liberty.armymwr.com/programs/employee-portal	https://eopf.opm.gov/armynaf/
https://www.armymwr.com/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	https://hqamc.aep.army.mil/apps/ceat/Pages/Home.aspx
https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/acteds	http://www.cwt.army.mil/
https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/acteds	https://www.us.army.mil/suite/page/663500
https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/civilian-employment-assignment-tool	https://army.deps.mil/army/cmds/HQDAG1/CP/Ext_Coord/Lists/ExpandedCEAT2/overview.aspx
https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/family-and-mwr-mentorship	https://army.deps.mil/army/cmds/imcom_G9/G9/FMWR_Mentorship/SitePages/Home.aspx
https://www.armymwr.com/employee-portal/naf-personnel-services/office-locations	http://508-233-5742/

CEAT

The CEAT (Civilian Employment Assignment Tool) program pages have shown positive trends in site traffic and user engagement. Total users for the CEAT program pages reached 3,963, marking a 14.4% increase year-over-year. New users saw a significant rise to 848, reflecting a 29.3% 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 CEAT pages impressively jumped by 424.3% to 81%, suggesting that the content is highly engaging and resonates well with the audience.

- 657 CEAT Transfer Guide downloads

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▼	Total users	Search Count Per User	Bounce rate
jobs	6	6	1	0%
employment	4	3	1.33	0%
employement	2	2	1	0%
flex employee	2	1	2	0%
mrt training	2	1	2	0%
job	2	1	2	0%
volunteer ceremony	1	1	1	0%
civilian jobs	1	1	1	0%

Home Based Business (HBB)

The Home Based Business (HBB) program pages have experienced substantial growth in site traffic and user engagement. Total users for the HBB pages reached 5,721, marking a 12.2% increase year-over-year. New users saw a notable rise to 2,638, reflecting a 41.8% 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 HBB pages impressively jumped by 135% to 66%, suggesting that the content is highly engaging and resonates well with the audience.

Search	Total Searches ▼	Total users	Search Count Per User	Bounce rate
hbb	2	2	1	0%
cue	2	1	2	0%
hbb application	2	2	1	0%
piano lessons	1	1	1	0%
usag-hi	1	1	1	0%
co-working	1	1	1	0%
fap child supervisor policy	1	1	1	0%
family & mwr	1	1	1	0%
food trucks	1	1	1	0%
cabin	1	1	1	0%

Table 3: Top Search Terms by Search Volume.

CHRA

The CHRA Employment Campaign pages have shown strong performance in site traffic and user engagement. Total users for the CHRA Employment Campaign pages reached 10,032, demonstrating the campaign's success in attracting a broad audience. New users totaled 7,150, indicating significant outreach efforts and heightened interest in the employment opportunities provided by CHRA.

The engagement rate stands at 40%, with total views at 12,668 and sessions at 11,385. The average session time is 1 minute and 5 seconds, suggesting that users are finding relevant information efficiently.

Table 4: Traffic Trends