



# BRD 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.

- 201 pages were added to BRD.

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

Name
Holiday Hours
Sports Officials and Scorekeepers Needed!
Vertical Horizon Live Music Event
E1-E4 Free For You
Rental Garages
24/7 Service Now Available
Leap Into 2024
Lunch on the Go
Holiday Gift Ideas
BOSS Financial Training
Winter Golf Sale
Welcome Luncheon

# Website Searches

The provided data is from Google Analytics 4 and presents information about searches related to Army MWR.

## **FY23 Q4 Analysis:**

- **High Bounce Rates:** Most search terms had very high bounce rates (above 80%), indicating poor user engagement. Notably, "pool" (94.12%), "webtrac" (93.04%), and "boat rental" (94.03%) had the highest rates.
- **Search Efficiency:** Terms like "travel" (3.11 searches/user) and "car rental" (1.85 searches/user) had higher search counts per user, suggesting users were repeatedly searching without finding satisfactory results.
- **Popular Searches:** "Disney," "tickets," and "golf" were among the most searched terms, but they also had high bounce rates, indicating that despite high interest, the content wasn't meeting user expectations.

## **FY24 Q1 Current Quarter Analysis (After Search Result Improvements):**

- **Significantly Lower Bounce Rates:** There's a dramatic improvement in bounce rates across all terms, most notably "disney" (1.35%), "tickets" (0.88%), and "golf" (1.72%). This suggests that users are now finding and engaging with content.
- **Improved Search Efficiency:** The search count per user is relatively lower (indicating fewer repeated searches), such as "disney" (1.12), "tickets" (1.16), and "golf" (1.37).
- **Consistent Popular Searches:** The top searches remain similar ("Disney," "tickets," "golf"), but now with much improved user engagement and satisfaction.

## **Summary of Comparative Analysis:**

- **Bounce Rate:** There's a substantial decrease in bounce rates post-improvements, indicating enhanced content relevance and user satisfaction.
- **User Engagement:** The lower bounce rates and search count per user in the current quarter suggest that users are finding what they are looking for more efficiently.
- **Content Effectiveness:** The improvements suggest that the content adjustments or search functionality enhancements made recently are effective in meeting user needs.

## **Recommendations:**

It is recommended to strategically utilize 'sticky search' or 'featured search' for each program, ensuring the most relevant and frequently accessed information is prominently

displayed at the top of search results. Throughout this report, we have provided specific recommended searches tailored to each program to facilitate this approach.

## Outdoor Recreation

The Rec Lodging experienced a decrease in total users, dropping from approximately 139,000 last year to 127,551 this year, marking an 8.3% decline. Organic Search was the predominant traffic source with 91,470 users, indicating strong visibility in search engine results and effective SEO strategies. Direct Traffic contributed 27,297 users, reflecting a significant number of repeat visitors or users familiar with the Recreational Lodging page.

The engagement rate showed an improvement, increasing by 42.0% to 71%. This suggests that although there are fewer visitors, they are more engaged with the content.

Users to the Army MWR recreational lodging pages decreased compared to last year. That equates to 11,536 people who did not visit camping and recreational lodging web pages or book accommodations compared to the year before.

Based on our analysis, we estimate that last quarter's decrease in users could easily result in hundreds of thousands of dollars in lost revenue:

*Table 2: Estimated lost revenue calculations.*

Number of missed visitors	11,536			
Low end of average nightly rate	\$50			
Low end of length of stay	2			
High end of average nightly rate	\$150			
High end of length of stay	4			
Conversion rate		20%	10%	5%
Number of missed signups		2307	1154	577
Low estimate		\$230,720	\$115,360	<b>\$57,680</b>
High estimate		<b>\$1,384,320</b>	\$692,160	\$346,080

We're providing a range of estimates here because we have access to limited data from WecTrac:

- We don't know the actual average nightly rate.
- We don't know the average length of stay.
- We're computing conversion rates based on data shared from ArmericanForcesTravel.com a few years ago.
- We don't know if there are seasonal fluctuations to take into account.

Regardless, it is clear a great deal of potential revenue is being lost when content and marketing strategy falls flat. It is essential for the Army MWR to focus on developing a robust attraction and conversion strategy to drive more revenue for the Recreational Lodging program. This includes, but not limited to, updating the website information, optimizing the website for conversions, and implementing a strategy to target potential campers and lodgers.

Table 3: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	lights	132	125	1.06	3.08%
2.	christmas lights	115	106	1.08	2.73%
3.	nature in lights	79	74	1.07	3.85%
4.	camping	48	42	1.14	0%
5.	christmas	42	36	1.17	7.5%
6.	rentals	41	39	1.05	0%
7.	rental	37	31	1.19	0%
8.	cabins	37	35	1.06	8.57%
9.	hunting	37	34	1.09	0%
10.	rv	37	32	1.16	3.13%

# WebTrac

Total WebTrac clicks on pages for last quarter reached 29,018 demonstrating a sustained interest in the website's content among users.

Table 4: The top installations generating the highest number of WebTrac link clicks.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	4,127
campbell.armymwr.com	3,191
redstone.armymwr.com	2,277
belvoir.armymwr.com	2,267
picatinny.armymwr.com	1,687
stuttgart.armymwr.com	1,505
moore.armymwr.com	1,122
kaiserslautern.armymwr.com	1,103
jblm.armymwr.com	1,100
liberty.armymwr.com	1,100
mccoy.armymwr.com	1,005

# Golf WebTrac

The Army MWR's Golf program has seen an upward trend in user engagement. There is an increase in WebTrac link clicks from golf pages, up from 7,779 last year to 8,307 this year. The engagement rate is impressive at 66%, indicating strong user interest and interaction with the content. Total users increased to 76,976, a 17.3% year-over-year growth.

Table 5: Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	4,478
belvoir.armymwr.com	1,506
redstone.armymwr.com	1,230
picatinny.armymwr.com	493
gregg-adams.armymwr.com	340
leavenworth.armymwr.com	246
leonardwood.armymwr.com	13
knox.armymwr.com	1

# American Forces Travel

The American Forces Travel program has shown notable increases. The total number of users recorded was 8,307, marking a significant year-over-year increase of +25.6%. This growth in traffic is largely driven by Organic Search, which accounted for 6,116 users, demonstrating the effectiveness of search engine visibility. Direct traffic contributed to 1,663 users, indicating a strong base of returning or directly engaged users.

Table 6: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney tickets	6	5	1.2	0%
2.	cruise	6	6	1	0%
3.	disney	4	4	1	0%
4.	cruises	4	3	1.33	0%
5.	disney world	3	1	3	33.33%
6.	flights	3	3	1	0%
7.	disneyland	2	2	1	0%
8.	hotels	2	2	1	0%
9.	universal studios	2	2	1	0%
10.	bali	2	2	1	0%

# Arts & Crafts

The total user count for the site was 8,307, which is a 25.6% increase compared to the previous year. The traffic sources reveal a strong reliance on Organic Search, with 6,116 users, suggesting effective search engine optimization strategies. Direct traffic contributed 1,663 users, indicating a solid base of returning visitors or those familiar with the program.

In terms of user actions, the program registered 1,412 link clicks and 2,396 downloads, indicating a high level of user engagement with the content.

Table 7: Top Downloads sorted by total.

Downloads	Total ▼
2023 Pottery Classes	341
here	317
(not set)	218
HERE	168
Arts & Crafts & More Brochure	138
Saturday Youth Art Classes 2022-2023	138

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user	Bounce rate
1. arts and crafts	33	6	5.5	0%
2. wood shop	12	10	1.2	0%
3. wood	7	7	1	0%
4. woodshop	5	5	1	0%
5. arts and crafts frames	4	1	4	0%
6. what time is arts and crafts on saturday	4	1	4	0%
7. crafts	4	3	1.33	0%
8. auto skills	4	4	1	0%
9. woodworking	3	3	1	0%
10. paint	3	3	1	0%



# Auto Skills

The total number of users for the period was 63,605, reflecting a 7.3% increase year-over-year. The most substantial traffic source was Organic Search, accounting for 38,435 users, indicating effective search engine optimization. Direct traffic contributed 13,511 users, showing a solid base of returning visitors or those directly seeking the Auto Skills program.

Organic Social channels, particularly Facebook, were also significant, bringing in 9,225 users. Referral and Email channels contributed to a lesser extent with 2,121 and 666 users respectively.

Table 9: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	auto	58	32	1.81	5.88%
2.	auction	46	43	1.07	2.27%
3.	storage	17	13	1.31	0%
4.	vehicle	14	12	1.17	0%
5.	vehicle registration	14	7	2	0%
6.	auto auction	12	7	1.71	0%
7.	lemon lot	12	11	1.09	8.33%
8.	auto skills	12	11	1.09	0%
9.	abandoned	11	9	1.22	0%
10.	vehicle auction	10	10	1	0%

# Better Opportunities for Single Soldiers (BOSS)

The BOSS (Better Opportunities for Single Soldiers) program on the Army MWR website exhibits several noteworthy trends in its traffic and user engagement. Total users for the period were 16,354, marking a 7.4% decrease compared to the previous year. New users decreased by 13.0%, while views and sessions also saw declines of 10.2% and 8.4%, respectively. However, the engagement rate significantly improved, showing a 136.3% increase, indicating more effective user engagement. The average session time increased by 13.6% to 2 minutes and 9 seconds.

The BOSS program's experienced a slight decline in overall users and new user acquisition. However, the substantial increase in engagement rate indicates that the users who do visit the site are interacting more meaningfully with the content. The increase in average session time supports this conclusion.

Table 10: Top Search Terms by Search Volume

	Search	Total Searches ▼	Total users	Search count per user	Bounce rate
1.	boss	33	29	1.14	0%
2.	benning	8	1	8	0%
3.	language	7	4	1.75	28.57%
4.	boss calendar	6	2	3	0%
5.	volunteer	5	5	1	0%
6.	boss event	4	1	4	50%
7.	cpr	4	1	4	0%
8.	spartan race	3	3	1	0%
9.	boss bash	3	1	3	0%
10.	boss calander	3	1	3	0%

# Food and Beverage

The Food and Beverage program witnessed a total of 366,201 users during this period, showing a 3.5% increase from the previous year. This growth in traffic is primarily attributed to Organic Search, which brought in 237,435 users, demonstrating a successful application of SEO strategies. Direct traffic also played a significant role, contributing 85,132 users, indicating a robust base of returning visitors or those directly searching for the website.

The engagement rate of 56% highlights the active interaction of visitors with the Food and Beverage content, indicating the relevance and appeal of the offerings to the user base.

- 6,876 people clicked on a "Chow Now" link for food delivery.
- The number of "Chow Now" link clicks increased by 95.73% compared to the previous year.

Table 11: Top Installations from Which People Click to Order from Chow Now

Installation	Total Clicks
knox.armymwr.com	2668
redstone.armymwr.com	1095
jackson.armymwr.com	860
gregg-adams.armymwr.com	564
sill.armymwr.com	531
carlisle.armymwr.com	501
eisenhower.armymwr.com	299
rockisland.armymwr.com	265
gordon.armymwr.com	65
jblm.armymwr.com	28

Table 12: Top Search Terms by Search Volume

	Search	Total Searches ▼	Total users	Search count per user	Bounce rate
1.	lights	134	127	1.06	3.03%
2.	christmas lights	115	106	1.08	2.73%
3.	bowling	110	74	1.49	2.63%
4.	nature in lights	81	76	1.07	3.75%
5.	food	67	45	1.49	4.26%
6.	rentals	66	63	1.05	0%
7.	tickets	60	56	1.07	0%
8.	hunting	60	54	1.11	0%
9.	rental	55	49	1.12	0%
10.	christmas	49	42	1.17	6.52%

## Leisure Travel (LTS)

The total number of users was 143,137, showing a 2.2% increase from the previous year. Organic Search was the dominant traffic source with 102,918 users, indicating effective SEO strategies. Direct traffic contributed 27,404 users, reflecting a strong base of returning visitors or those directly seeking the Leisure Travel services.

Engagement rate stood at 75%, a significant increase of 54.0% from the previous year, indicating that users were more engaged with the content.

The most popular links clicked were related to price lists and ticket brochures for attractions and amusement parks, with the "2023 Leisure Travel Services (LTS) Pricelist" receiving the highest number of clicks (8,219), followed by "Price List" and various attraction-specific price guides. This pattern of clicks indicates a strong interest in pricing information for leisure travel services and attractions.

Table 13: Most Popular Downloads

Downloads	Total ▼
2023 Leisure Travel Services (LTS) Pricelist	8,219
Price List	7,087
Click here for downloadable ticket brochure.	4,874
Attractions and Amusement Park Ticket List	4,568
here	4,483
Click here for ticket prices.	4,121
Disney: Magic Your Way Pricing	3,690
Victory Travel Price Guide	3,655
Texas Attractions	3,509

Table 14: Top Search Terms by Search Volume

	Search	Total Searches ▼	Total users	Search count per user	Bounce rate
1.	disney	213	194	1.1	0.5%
2.	tickets	199	153	1.3	5.59%
3.	disneyland	108	94	1.15	1.03%
4.	disney tickets	67	59	1.14	0%
5.	disney world	51	48	1.06	0%
6.	universal studios	50	45	1.11	4.17%
7.	rentals	43	40	1.08	0%
8.	ski	40	35	1.14	2.7%
9.	universal	38	36	1.06	0%
10.	disneyland tickets	36	30	1.2	6.67%

**Recommendations :**

1. Establish individual landing pages for Disney on each Army MWR installation.

- These pages will serve as a centralized hub for all Disney-related information pertinent to each specific installation.
2. Incorporation of a Centralized HQ Paragraph:
    - Develop a standardized paragraph at the HQ level to be included on each installation's Disney page.
    - This paragraph should feature comprehensive information about Disney offerings, focusing on Shades of Green as well as any other hotel options.
    - It should provide essential details about Disney programs, benefits, and general information that would be universally relevant to all installations.
  3. Customization by Installations:
    - Allow each installation to personalize their Disney page by adding their specific price lists and exclusive Disney offerings.
    - This approach ensures that visitors receive both general Disney information (from the HQ centralized paragraph) and specific details unique to their installation.
  4. Easy Navigation and Access:
    - Ensure that these Disney pages are easily accessible from the Army MWR travel page (<https://www.armymwr.com/travel/disney>).
    - Implement a UPI to guide users seamlessly from the general Army MWR travel page to their specific installation's Disney page.
  5. Regular Updates and Maintenance:
    - Encourage regular updates to each installation's page to reflect the latest offerings, prices, and any special promotions or changes.
    - HQ should periodically review the centralized content to ensure it remains current and accurate.

This recommendation aims to enhance the informational value and user experience of the Army MWR website regarding Disney-related travel and offers.

# Libraries

The total number of users was 38,824, with Organic Search being the primary driver, accounting for 26,443 users. This indicates a strong reliance on search engines for library-related information. Direct traffic followed with 8,782 users, suggesting a solid number of returning visitors or those with a direct intent to visit the library site.

The engagement rate was 62%, indicating that over half of the visitors interact meaningfully with the site content.

The bounce rates for most search terms were low, especially for 'library' (0%) and 'mango languages' (7.69%), indicating that users were generally satisfied with the information they found. Higher bounce rates for terms like 'mango language' (33.33%) and 'story time' (18.18%) suggest a potential gap in user expectations or content availability.

Table 15: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	library	68	55	1.24	0%
2.	library cards	19	1	19	0%
3.	mango	19	19	1	0%
4.	books	16	15	1.07	12.5%
5.	mango languages	15	11	1.36	7.69%
6.	mango language	11	5	2.2	33.33%
7.	story time	11	10	1.1	18.18%
8.	catalog	10	8	1.25	0%
9.	volunteer	9	7	1.29	0%
10.	libby	9	8	1.13	0%

### Recommendations:

1. Language Learning Promotion: Given the interest in language learning resources ('mango', 'mango languages'), consider promoting these services more prominently.

# Sports and Fitness

## Aquatics

The total user count for the Aquatics pages was 35,136, which represents a 7.1% increase from the previous year. New users increased by 9.6%, while views and sessions saw a rise of 6.2% and 10.9%, respectively, pointing to a growing interest in the Aquatics program.

The engagement rate reached 67%, showing a substantial increase of 106.4% from the previous year, indicating that users are more actively interacting with the site's content.

The primary source of traffic was Organic Search, accounting for 24,508 users, indicating the effectiveness of SEO strategies in driving traffic to the site. Direct traffic contributed 6,631 users, suggesting a solid base of returning visitors or those with a direct intent to visit the Aquatics site.

Table 16: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	pool	55	25	2.2	7.41%
2.	swim lessons	31	22	1.41	7.69%
3.	swimming lessons	19	4	4.75	0%
4.	swim	8	7	1.14	0%
5.	aquatics	7	6	1.17	0%
6.	youth swim	6	3	2	0%
7.	indoor pool	5	3	1.67	0%
8.	flag football	5	2	2.5	60%
9.	gym	5	5	1	0%
10.	library	5	4	1.25	0%



## All Army Sports

The total number of users visiting the All Army Sports page was 7,879, marking an 11.4% decrease compared to the previous year. Organic Search remains the primary source of traffic with 4,213 users, despite a 33.5% decrease.

The engagement rate amounted to 66%, a 43.0% increase from the previous year, suggesting that the users who visited the site were more engaged with its content.

The Analytics dashboard for All Army Sports has been updated. We've included additional pages in our monitoring scope. The dashboard now tracks data from the main All Army Sports page (<https://www.armymwr.com/allarmysports>) as well as any subpages (all-army-sports).

Table 17: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	boxing	5	5	1	0%
2.	softball	2	2	1	0%
3.	bowling alley	2	1	2	50%
4.	kids soccer league	1	1	1	0%
5.	marathon	1	1	1	0%
6.	5 year old sports	1	1	1	0%
7.	application	1	1	1	0%
8.	army sports	1	1	1	0%
9.	basketball	1	1	1	0%
10.	bowling	1	1	1	0%

## Recommendations:

To optimize the visibility and search engine ranking of the All Army Sports (AAS) web pages for various sports, it is crucial to have well-crafted title tags. Below are recommended title tags for each sport that are structured to clearly communicate the sport, and the affiliation with AAS:

- Basketball - All Army Sports (AAS)
- Bowling - All Army Sports (AAS)
- Cross Country - All Army Sports (AAS)
- Golf - All Army Sports (AAS)

- Marathon - All Army Sports (AAS)
- Pickleball - All Army Sports (AAS)
- Rugby - All Army Sports (AAS)
- Soccer - All Army Sports (AAS)
- Softball - All Army Sports (AAS)
- Triathlon - All Army Sports (AAS)
- Volleyball - All Army Sports (AAS)
- Wrestling - All Army Sports (AAS)

These title tags are designed to improve the findability of each sports page and enhance the overall online visibility of the All Army Sports program.

### Submit Updated Pages to Google with PortlandLabs Support:

After updating the title tags for the All Army Sports (AAS) web pages, it's essential to ensure these changes are recognized promptly by search engines. To facilitate this, you can also create a support ticket with PortlandLabs for specialized assistance.

### Bowling

The total number of users for the period was 52,321, which shows a 3.8% decrease compared to the previous year.

Engagement rate registered at 62%, indicating a considerable level of interaction by visitors with the site's content. This is a +38.1% increase from the previous year, suggesting improvements in content engagement from the new search feature.

Organic Search was the most significant traffic source, contributing 37,577 users. This indicates that SEO efforts are effectively driving users to the site. Direct traffic was the second major contributor with 11,913 users, suggesting a strong base of returning visitors or users directly accessing the site.

Table 18: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
1. bowling	92	60	1.53	3.23%
2. food	18	16	1.13	0%
3. menu	16	15	1.07	6.25%
4. bowling league	13	4	3.25	0%
5. league bowling 2022	10	1	10	0%
6. leagues	7	4	1.75	0%
7. snack bar	7	4	1.75	0%
8. careers	7	6	1.17	0%
9. career	6	4	1.5	20%
10. bowling alley	6	5	1.2	16.67%

## Fitness Centers

The Fitness Centers had 91,627 users during the period. Organic Search was the primary source, with 65,127 users, indicating effective SEO strategies. Direct Traffic contributed 21,554 users, reflecting a strong base of returning or directly engaged users. Organic Social channels, particularly Facebook, drove 2,797 users to the site.

Table 19: Top Downloads on Fitness pages

Downloads	Total
Fitness Centers Hours Chart	1,902
(not set)	1,354
Orientation/Release of Liability Form	1,296
Fitness Centers Location Map	1,199
downloaded here	1,010

## Warrior Zone

The total number of users for the period was 7,037, signifying a decline of -4.7% compared to the previous year. Organic Search was the most significant source of traffic, accounting for 4,856 users. This suggests that SEO efforts are effectively driving users to the site. Direct traffic, which includes users visiting the site directly or through bookmarks, contributed 1,700 users.

Table 20: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
1. food	4	4	1	0%
2. warrior adventure quest	4	4	1	0%
3. warrior zone	3	3	1	0%
4. ufc	3	2	1.5	0%
5. del din	2	2	1	0%

# Army Ten Miler (ATM)

There was a significant increase in total users, rising from approximately 67,800 in the previous year to 105,258 this year, marking a 49.2% increase. The number of new users surged by 36.7%, suggesting effective marketing and outreach efforts in attracting new visitors. This suggests that content on the ATM pages was more compelling and reached a wider audience this year.

The engagement rate shows a slight improvement, increasing by 0.8%. While this is a modest gain, it still indicates a positive trend in how users interact with the site.

Table 21: Top ATM Pages Sorted by Total Users

Page title	Total users
Army Ten Miler	62,801
Results :: Army Ten-Miler	26,980
The Course :: Army Ten-Miler	20,592
In-Person Race :: Army Ten-Miler	17,552
Race Day Schedule :: Army Ten-Miler	16,609
Arrive & Depart :: Army Ten-Miler	14,520
Wave Start & Scoring :: Army Ten-Miler	11,130
ATM Virtual Awards Ceremony :: Army Ten-Miler	10,290
Packet Pickup :: Army Ten-Miler	10,189

# World Class Athlete Program (WCAP)

There was a substantial increase in total users, rising from approximately 10,600 last year to 14,688 this year, marking a 38.4% increase. Organic Search was the leading traffic source with 10,973 users, demonstrating strong visibility in search engine results and effective SEO strategies. Direct Traffic contributed 2,322 users, reflecting a dedicated and returning user base.

The engagement rate showed a slight improvement, increasing by 2.8% to 61%.

Table 22: Year Over Year Comparison of Top WCAP Pages Sorted by Total Users

Page title	Total users ▼	% Δ
Home :: WCAP	3,471	0.2% ↑
Boxing :: WCAP	2,596	51.1% ↑
Wrestling :: WCAP	2,200	39.2% ↑
Entry Standards & Apply :: WCAP	2,096	47.9% ↑
About :: WCAP	1,393	29.2% ↑