



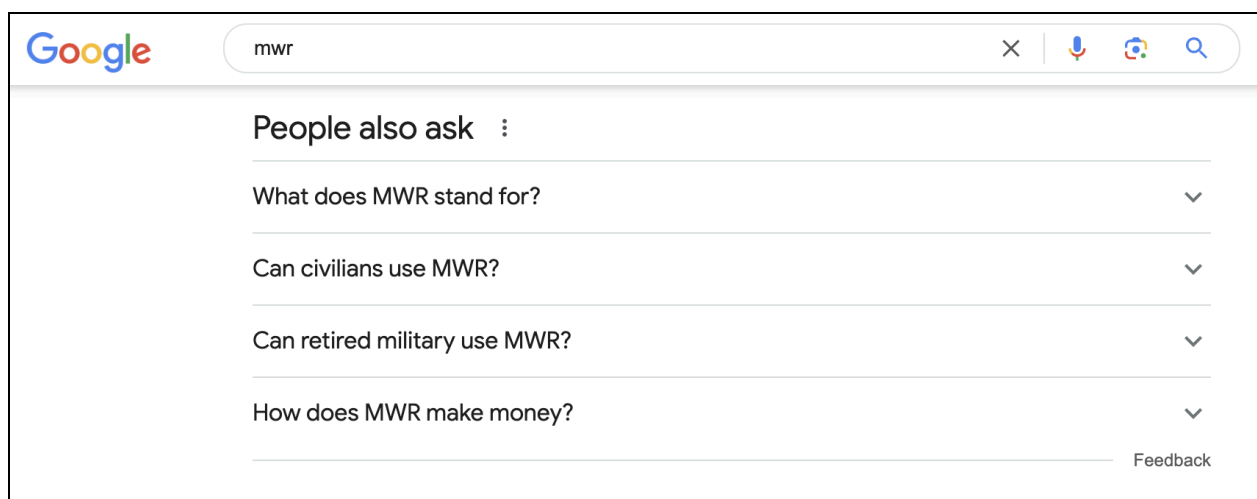
BRD Insights and Recommendations

Second Quarter FY24

Google's 'People Also Search For' (PASF)

PASF is a feature in its search results that suggests additional queries related to your original search. It was introduced in 2018 to streamline the search process. PASF appears after users click on a website and return to the search results or as they scroll down on mobile. It offers alternative search terms based on user history and search patterns. Unlike other features like 'People also ask' and 'Related searches,' PASF suggests alternative queries under the search result. Website owners can leverage PASF data for SEO by tailoring content to match user needs.¹

Figure 1: PASF Feature In Search Results



Here's how you can make the most of it:

1. Gather New Topic Ideas: Discover new content topics by analyzing PASF data. For instance, if your site covers MWR, PASF might suggest related searches like "Can civilians use MWR," inspiring new content ideas.
2. Optimize Existing Content: Enhance your content by incorporating PASF-related keywords. For example, if you've written a guide on using MWR facilities, consider adding terms like "Can retired military use MWR" based on PASF suggestions.
3. Create FAQs: Use PASF insights to develop comprehensive FAQs that target multiple relevant keywords.

¹ SEMrush. (n.d.). What is Google's 'People Also Search For' Feature? [SEMrush Blog](#).

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

Web managers have created a total of 332 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.

- 91 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

High Performance (Low Bounce Rate & High Engagement)

- Disney, Disneyland, and Disney Tickets: These terms have exceptionally low bounce rates and reasonable search counts per user, suggesting that content related to Disney is well-optimized and meets user expectations.
- Camping and Lodging: Both terms have zero bounce rate, indicating that users find relevant content upon searching these terms.

Concerning Trends (High Bounce Rate or High Search Count per User)

- Auto Auction: Has the highest search count per user at 2.33, which might indicate that users are having difficulty finding the specific information they need and are attempting multiple searches.
- RV Rentals and Tours: Similar to Auto Auction, these terms have high search counts per user, suggesting that the content may not be easily navigable or sufficiently detailed.
- Food Truck: Exhibits the highest bounce rate at 7.5, which could be due to users not finding the expected information or perhaps due to irrelevant content.

Outdoor Recreation

The Recreational Lodging section is exhibiting some shifts in user traffic and engagement. There was a notable decrease in new users by -10.5%, which suggests that fewer people are discovering the recreational lodging options or that there might be changes in market conditions or user search behavior. Views and sessions have also decreased by -8.6% and -4.2%, respectively. This points to a decline in both the number of people visiting the ODR pages and the frequency of visits. Reflecting the trend in new users, the total user count has decreased by -7.7%.

Interestingly, despite the decreases in other metrics, the engagement rate has increased significantly by +47.3%. This implies that the users who are visiting the site are much more engaged with the content.

Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the ["People also ask"](#) section and related search trends on Google. The questions to include are:

Figure 2: PASF Feature In Search Results

People also ask :

Can veterans stay in Army lodging? ▼

Can reserves use MWR? ▼

Can DoD civilians use military lodging? ▼

What is the Army version of MWR? ▼

[Feedback](#)

WebTrac Engagement Overview

The WebTrac dashboard shows a total of 43,774 WebTrac clicks on pages, indicating a substantial user interaction with the booking and reservation system. This metric is crucial for understanding the demand for MWR services and identifying which offerings are most popular among users.

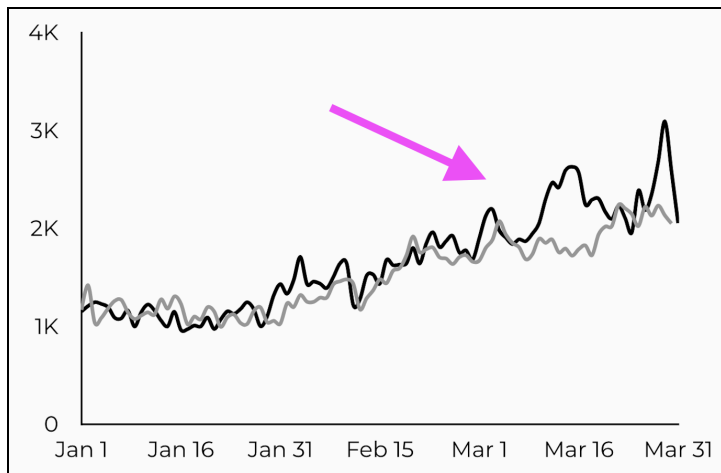
Table 2: The top installations generating the highest number of WebTrac link clicks

Installation	Clicks on WebTrac Links. ▼
campbell.armymwr.com	6,300
belvoir.armymwr.com	3,365
jblm.armymwr.com	2,885
westpoint.armymwr.com	2,839
mccoy.armymwr.com	2,554
liberty.armymwr.com	2,538
kaiserslautern.armymwr.com	2,289
jackson.armymwr.com	2,151
stuttgart.armymwr.com	2,141
stewarhunter.armymwr.com	1,661

Golf

The launch of new golf pages contributed significantly to the increase in traffic for the Golf program, as evidenced by a year-over-year comparison. There was an increase in new users by +2.9%, reaching 66,246, and a total user increase of +4.2%, totaling 82,717. **The engagement rate rose to 68%**, showcasing a heightened interest and interaction with the content.

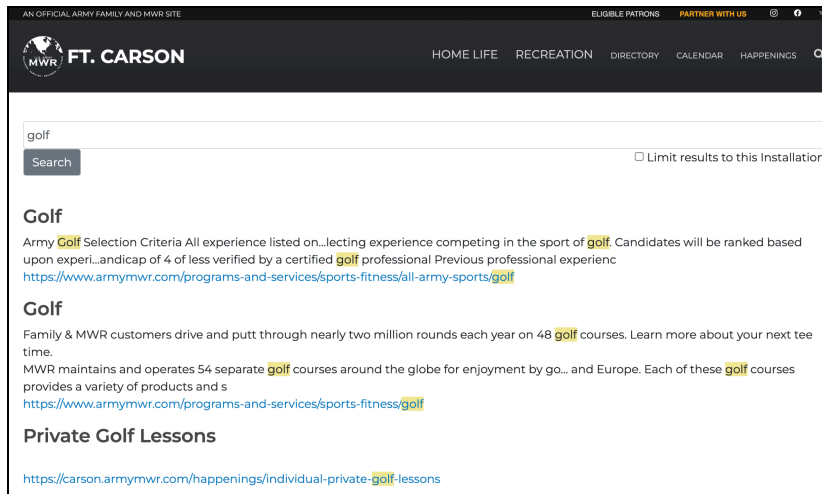
Figure 4: increase in traffic is observed after the launch of new golf pages, marked by the pink arrow



Recommendations:

1. It is recommended to strategically utilize '[sticky search](#)' for the term golf, ensuring the most relevant and frequently accessed information is prominently displayed at the top of search results.

Figure 5: Search results for "golf" on the Fort Carson



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.

PortlandLabs has been actively participating in monthly discussions with Priceline throughout 2023 and will continue into 2024. These meetings focus on collaboratively enhancing the effectiveness of the American Forces Travel program. Key initiatives already implemented include:

- A structured approach to reporting,
- Regular updates to program pages and URLs,
- In-depth analysis of click performance and analytics.

Notably, the program has observed a **significant milestone with 13,811 link clicks** recorded to initiate a travel reservation. This achievement, highlighted during our most recent interaction with Priceline, **marks the highest level of sales observed to date**. This success can be directly attributed to the synergistic collaboration between G9, Priceline, and PortlandLabs, coupled with the strategic updates made to the installation pages. This collective effort has evidently played a crucial role in optimizing the user experience and driving unprecedented levels of engagement.

Table 3: Top installations with the highest number of link clicks on pages

Installation	Clicks ▾
www.armymwr.com	9,333
belvoir.armymwr.com	740
grafenwoehr.armymwr.com	483
jblm.armymwr.com	415
bliss.armymwr.com	275
gregg-adams.armymwr.com	274
leonardwood.armymwr.com	257
meade.armymwr.com	247
drum.armymwr.com	240
redstone.armymwr.com	236

Arts & Crafts

The Arts & Crafts program achieved a substantial increase in new users by +31.9% to 2,740, underscoring its growing appeal. Views have risen by +5.4% to 16,409, and sessions by +3.7% to 14,397, indicating heightened user engagement and content consumption. Total users also saw an increase of + 4.2% to 11,956, while the average session time slightly decreased by -0.1% to 1:53, suggesting that users are finding relevant information more efficiently.

Remarkably, the engagement rate soared to 83%, highlighting an exceptionally high level of user interaction with the Arts & Crafts content.

Table 4: Top installations sorted by total users

Installation	Total users ▾
www.armymwr.com	11,273
campbell.armymwr.com	79
belvoir.armymwr.com	72
jblm.armymwr.com	49
hawaii.armymwr.com	48
zama.armymwr.com	43
westpoint.armymwr.com	33
cavazos.armymwr.com	29
drum.armymwr.com	27
liberty.armymwr.com	25

Auto Skills

The program's site traffic is on a positive trend, with total users surging by +49.9% year-over-year to 65,429. New users have seen an even more impressive increase of +58.3%, totaling 48,793. This growth is supported by a significant rise in views and sessions, up +50.6% and 54.9% respectively, suggesting not only more visits but also more extensive engagement with the content.

The average session time has decreased by -16.5% to just over two minutes, which could indicate issues with user retention or content engagement depth. The engagement rate has increased by +31.6% to 56%.

The primary traffic drivers for the Auto Skills program are organic search, which brought in 36,356 users, followed by organic social media with 14,393 users, and direct visits amounting to 13,181 users. These channels indicate that SEO efforts and social media strategies are effectively attracting a substantial audience.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total user
auction	76	65
auto	71	43
auto auction	60	15
vehicle	25	9
vehicle auction	24	13
auto skills	19	18
vehicle registration	18	8
auto repair books	15	1

Better Opportunities for Single Soldiers (BOSS)

The BOSS program's site traffic is trending positively, with a year-over-year increase in total users by +2.9% to 16,998. New users have risen slightly by +1.4%, totaling 8,307. The program has also experienced modest growth in views and sessions, with a +4.2% increase in views to 28,729 and a +1.9% rise in sessions to 20,957, indicating steady interest and engagement from the audience.

Most notably, the engagement rate has surged to 71%, demonstrating a significant enhancement in how effectively the content resonates with and retains users. Additionally, the average session time has increased by +4.5% to just over two minutes, suggesting improvements in content quality or relevance that better capture user interest.

The primary traffic drivers are organic search, which contributed 9,921 users, and direct traffic, with 4,000 users. Organic social media and referrals also played significant roles, bringing in 1,816 and 1,478 users, respectively. This distribution highlights the effectiveness of the program's SEO and direct outreach strategies.

Table 6: Top installations sorted by total users

Installation	Total Users...	% Δ
www.armymwr.com	2,415	17.6% ↑
humphreys.armymwr.com	1,940	26.8% ↑
bliss.armymwr.com	1,143	76.7% ↑
cavazos.armymwr.com	1,143	-
liberty.armymwr.com	936	-
hawaii.armymwr.com	923	480.5%...
jblm.armymwr.com	767	15.2% ↑
stewarthunter.armymwr.com	697	-5.8% ↓
carson.armymwr.com	623	-9.8% ↓
drum.armymwr.com	524	0.2% ↑

Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google. The questions to include are:
2. The questions to include are:

Figure 6: PASF Feature In Search Results

People also ask :

What are the basic opportunities for single Soldiers? ▼

Can you live off post as a single soldier? ▼

What does boss stand for in the military? ▼

Who is the boss of Soldiers? ▼

[Feedback](#)

Food and Beverage

The Food and Beverage program has faced a slight decline in new users by -2.3% to 281,586, indicating a minor drop in attracting fresh audiences. Total users saw a decrease of 2.5% to 393,392, reflecting the broader trend of reduced site traffic.

The engagement rate stood out at 68%, a substantial increase of +34.6% year-over-year. However, the average session time increased marginally by +0.7% to 2:38, suggesting that users who do engage with the site are spending slightly more time per session, potentially indicating deeper content exploration or engagement.

The "Chow Now" link clicks, which have surged from 5,099 to 8,761, marking a remarkable +71.8% increase. This significant uptick underscores an expanding interest in MWR's online food ordering capabilities.

Table 7: Top Army Installations by Number of Chow Now Order Clicks

Installation	Total Clicks
knox.armymwr.com	3453
gregg-adams.armymwr.com	1216
redstone.armymwr.com	1178
jackson.armymwr.com	871
carlisle.armymwr.com	868
sill.armymwr.com	602
rockisland.armymwr.com	290
eisenhower.armymwr.com	243
jblm.armymwr.com	35
jbmhh.armymwr.com	3

Leisure Travel (LTS)

The Leisure Travel Program witnessed a slight decrease in new users by -4.0% to 99,440. The total views experienced a -5.5% change, settling at 301,129, and sessions dipped by -3.3% to 227,212, indicating a slight decrease in content interaction and user sessions.

The engagement rate presented a positive aspect, climbing by +57.0% to an impressive 75%, signifying a significant improvement in the quality of user interaction and the content's resonance with its audience.

Table 8: Comprehensive Downloads of Pricing Lists

Downloads	Total ▼
2024 Leisure Travel Services (LTS) Pricelist	9,273
Price List	9,005
Click here for downloadable ticket brochure.	6,829
here	6,719
Attractions and Amusement Park Ticket List	6,294
Click here for ticket prices.	5,969
(not set)	5,880
Leisure Travel Services Ticket Price List	5,084
Disney: Magic Your Way Pricing	4,829
Texas Attractions	4,710
Victory Travel Price Guide	4,594

Table 9: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	221	200	1.11	1.95%
2.	tickets	197	166	1.19	0.6%
3.	disneyland	109	100	1.09	0%
4.	disney tickets	98	87	1.13	0%
5.	disney world	77	71	1.08	2.78%
6.	universal studios	62	56	1.11	1.79%
7.	cruise	49	43	1.14	2.22%
8.	rental	43	34	1.26	0%
9.	camping	43	40	1.08	0%
10.	rentals	37	35	1.06	0%

Libraries

The Libraries program's site traffic is showing mixed trends with a slight increase in total users by +1.5% year-over-year, totaling 42,236. Despite this increase, there has been a decrease in new users by -6.8%, suggesting some challenges in attracting first-time visitors. The program also experienced a slight decrease in views by -4.6% and a virtually stable session count, decreasing only by -0.2%.

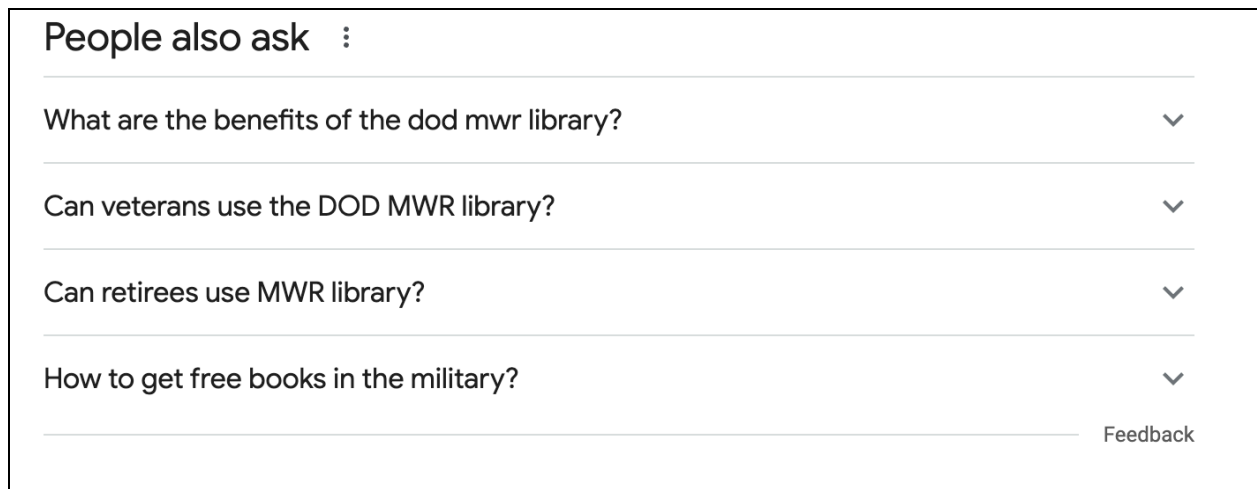
Despite the slight drops in some metrics, the engagement rate has seen a substantial increase, rising by +37.3% to 62%. This indicates that while fewer new users are coming to the site, those who do are engaging more deeply with the content. Additionally, the average session time has decreased slightly by -0.5% to 2 minutes and 19 seconds.

The primary sources driving traffic to the Libraries program are overwhelmingly from organic search, accounting for 30,011 users, followed by direct traffic at 8,003 users. Referral and organic social media channels contributed significantly less, with 3,459 and 1,681 users respectively, indicating that search engine optimization (SEO) and direct access are the most effective channels for attracting visitors to library pages.

Recommendations:

1. To enhance the informational value of the libraries and improve search engine optimization, it's recommended to integrate a frequently asked questions (FAQ) section that addresses common queries indicated by the "People also ask" feature. The questions to include are:

Figure 7: PASF Feature In Search Results



Sports and Fitness

Aquatics

The Aquatics program is experiencing a strong and positive traffic trend, as evidenced by the total user count of 51,316. The distribution of users across the months, with notable installations like jblm.armymwr.com leading with 6,049 users, suggests a widespread and sustained interest in aquatic activities across various Army installations. This trend underlines the program's appeal and relevance to the Army community, likely driven by seasonal interests in aquatic activities as well as ongoing marketing efforts to promote the program.

The engagement rate reached 65%, showing a substantial increase of +88.5% 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 34,985 users, indicating the effectiveness of SEO strategies in driving traffic to the site. Direct traffic contributed

9,115 users, suggesting a solid base of returning visitors or those with a direct intent to visit the Aquatics page.

Table 10: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	swim lessons	74	59	1.25	0%
2.	pool	62	47	1.32	2.08%
3.	swimming lessons	18	18	1	0%
4.	swim	18	16	1.13	5.88%
5.	pools	14	7	2	20%
6.	lifeguard	12	11	1.09	9.09%
7.	aquatics	9	8	1.13	0%
8.	scuba	9	6	1.5	0%
9.	swimming	8	7	1.14	0%

All Army Sports

The All Army Sports program has a slight year-over-year decrease in total users -0.7% with 10,109 total users, but views have increased by +32.6% to 26,920 views, indicating growing content engagement despite a slight drop in user count.

Engagement has significantly increased by +49.7% with an engagement rate of 69%, and average session time also saw a positive change, increasing by +5.0% to 2 minutes and 14 seconds. This points to improved content engagement and possibly more compelling and relevant information being presented to users.

The URLs associated with the application process have accumulated a total of 6,435 clicks. This indicates a considerable interest in participating in the All Army Sports program, with the main application link receiving 2,502 clicks, signifying it as the primary entry point for potential athletes.

Table 11: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	boxing	2	2	1	0%
2.	tickets	2	1	2	0%
3.	try outs	2	1	2	0%
4.	softball	2	2	1	0%
5.	us open	1	1	1	0%
6.	volleyball registration	1	1	1	0%
7.	bowling	1	1	1	0%
8.	all army	1	1	1	0%
9.	commanders cup	1	1	1	0%
10.	cys	1	1	1	0%

Recommendations:

1. Implement 301 Redirects: For the URLs listed, set up 301 redirects to the selection criteria page <https://www.armymwr.com/allarmysports/criteria>. If there are updated versions of these sports criteria pages, direct users there. This preserves user experience and SEO value.
 - a. <https://www.armymwr.com/programs-and-services/sports-fitness/all-army-sports/all-army-sports-selection-criteria/volleyball>

- b. <https://www.armymwr.com/programs-and-services/sports-fitness/all-army-sports/all-army-sports-selection-criteria/marathon>
- c. <https://www.armymwr.com/programs-and-services/sports-fitness/all-army-sports/all-army-sports-selection-criteria/basketball>

Bowling

The Bowling program saw a decline in site traffic over the past year, with total users decreasing by -11.3%, new users by -12.6%, and views by -9.1%.

Despite this downturn, the engagement rate improved significantly, rising by +33.0%. Additionally, the average session time increased slightly by +0.9%, indicating that although fewer individuals are visiting the site, the ones who do are engaging more deeply with the content.

Table 12: Installations contributing to the traffic loss

Installation	Total use...	% Δ
hawaii.armymwr.com	4,067	-20.1% \downarrow
campbell.armymwr.com	3,781	-17.9% \downarrow
jbmhh.armymwr.com	3,370	1.0% \uparrow
stewarhunter.armymwr...	2,997	11.1% \uparrow
stuttgart.armymwr.com	2,532	-1.4% \downarrow
bliss.armymwr.com	2,526	-0.3% \downarrow
redstone.armymwr.com	2,511	-12.2% \downarrow
belvoir.armymwr.com	2,480	-32.8% \downarrow
liberty.armymwr.com	2,262	-
cavazos.armymwr.com	2,238	-

Table 13: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	bowling	75	51	1.47	5.56%
2.	menu	29	25	1.16	7.41%
3.	food	17	17	1	0%
4.	hours	9	9	1	0%
5.	bowling alley	7	3	2.33	0%
6.	cosmic bowling	7	6	1.17	0%
7.	pro shop	6	6	1	0%
8.	jobs	6	5	1.2	0%
9.	boss	5	4	1.25	0%
10.	price	5	5	1	0%

Fitness Centers

The Fitness Centers experienced a modest decrease in traffic, with new users falling by 2.4% and total users by 1.1%, indicating challenges in attracting new visitors and retaining current ones. However, there was a significant increase in the engagement rate, up by 45.1%, and the average session time also grew by 5.7%. These improvements suggest that while fewer people are visiting the site, those who do are engaging more intensely and spending more time per session.

Table 14: Downloads Report for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	2,199
Fitness Centers Location Map	1,732
Orientation/Release of Liability Form	1,172
downloaded here	1,082
(Read bio here)	926
Get the latest Fitness Calendar here!	830
January 2024 class schedule	794
here	758
Ivy Fitness Center Equipment Use Guidelines	718
February 2024 class schedule	689
March 2024 class schedule	666

Warrior Zone

The Warrior Zone program has experienced a slight decline in traffic over the past year, with new users decreasing by 6.4%, total users by 1.7%, views by 2.8%, and sessions by 1.7%. Despite these reductions, there has been a substantial improvement in engagement, with the rate increasing by 66.0%. This indicates that although fewer people are visiting the site, those who do are significantly more engaged with the content.

Table 15: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1. menu	13	9	1.44	30.77%
2. warrior zone	11	4	2.75	0%
3. food	6	5	1.2	16.67%
4. poker	4	3	1.33	0%
5. karaoke	4	3	1.33	0%
6. bass fishing tournament	3	1	3	0%
7. boss	3	1	3	33.33%
8. warrior adventure quest	3	3	1	0%
9. good	2	2	1	0%
10. movie theater	2	2	1	0%

Table 16: Downloads on WAC pages

Downloads	Total ▾
Warrior Zone Lunch & Dinner Menu	528
See our menu here!	474
View the full menu here.	174
WAQ trips here	158
Available movies	58
reservation form	32

Army Ten Miler (ATM)

The Army Ten Miler (ATM) website showcases new users has increased by 16.4%, indicating successful outreach and attraction of first-time visitors to the site. There has been a significant increase of 12.3% in sessions, pointing to an overall increase in site visits. The total user count has grown by 18.0%, aligning with the increase in new users and sessions, suggesting successful marketing efforts in driving traffic.

Despite the increase in new users and sessions, there is a noticeable decrease in the engagement rate by -12.8%. This could indicate that while more people are visiting, their interaction with the site content has declined.

Recommendations:

1. To enhance the informational value of ATM and improve search engine optimization, it's recommended to integrate a frequently asked questions (FAQ) section that addresses common queries indicated by the "People also ask" feature. The questions to include are:

Figure 8: PASF Feature In Search Results

People also ask :

How long do you have to run the Army 10 miler? ▼

How many people run the Army Ten-Miler? ▼

Can civilians run the Army 10 miler? ▼

How much does the Army 10 Miler cost? ▼

[Feedback](#)

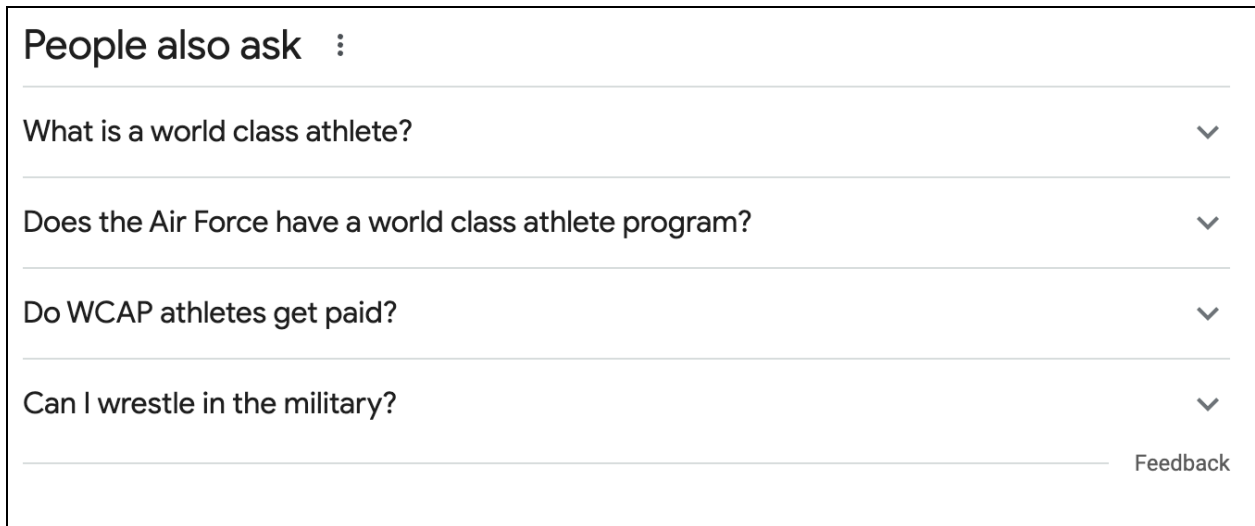
World Class Athlete Program (WCAP)

The World Class Athlete Program (WCAP) has shown a significant increase in site traffic and user engagement over the past year. There is a notable increase of 53.8% in new users and a parallel increase in total users by 53.4%, signaling successful acquisition and interest generation strategies. The website also experienced a substantial increase in views by 35.4% and sessions by 50.2%, indicating higher content consumption and repeated visits.

Recommendations:

1. To enhance the informational value of WCAP and improve search engine optimization, it's recommended to integrate a frequently asked questions (FAQ) section that addresses common queries indicated by the "People also ask" feature. The questions to include are:

Figure 9: PASF Feature In Search Results



By providing clear and comprehensive answers to these questions directly on the WCAP site, we can better meet the needs of users seeking specific information, increase the site's utility, and potentially improve its search rankings. This addition will likely enhance user experience and encourage longer engagement on the site.