



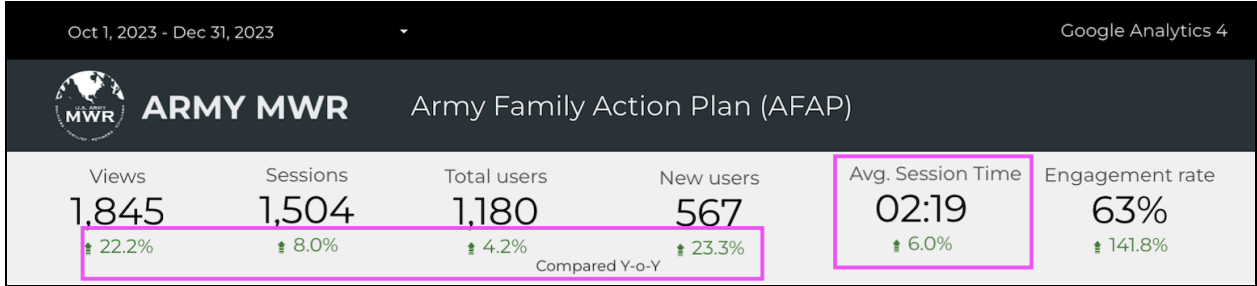
ACS Insights and Recommendations

First Quarter FY24

New Dashboard Features

Adding "Average Session Duration" and a Year-over-Year (YoY) comparison to your reports offers a more nuanced understanding of user engagement over time. The "Average Session Duration" is a metric that indicates the average length of time users spend on your site during a session. This metric is crucial as it helps gauge how effectively the content captures and retains the audience's attention. A longer duration typically suggests that users find the content relevant and engaging. Conversely, a shorter duration might indicate a need for more captivating or pertinent content.

Figure 1: New Avg. Session Time Metric and Year-Over-Year (YoY) Comparison



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 calendar events, and directory pages.

- 25 pages were added to ACS.

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

Name	Record Count ▾
Army Family Action Plan (AFAP)	2
2024 AER Dependent Child Scholarship	1
FRP & AER at Monti Warrior Zone	1
Employment Readiness Program	1
College Readiness Sign up	1
Survivor Outreach Services	1
Family Advocacy Program	1
Exceptional Family Member Program	1
Army Volunteer Corps	1
Army Family Team Building	1
Army Family Action Plan	1
Army Volunteer Corps, Volunteer Information System	1
New Parent Support Program	1

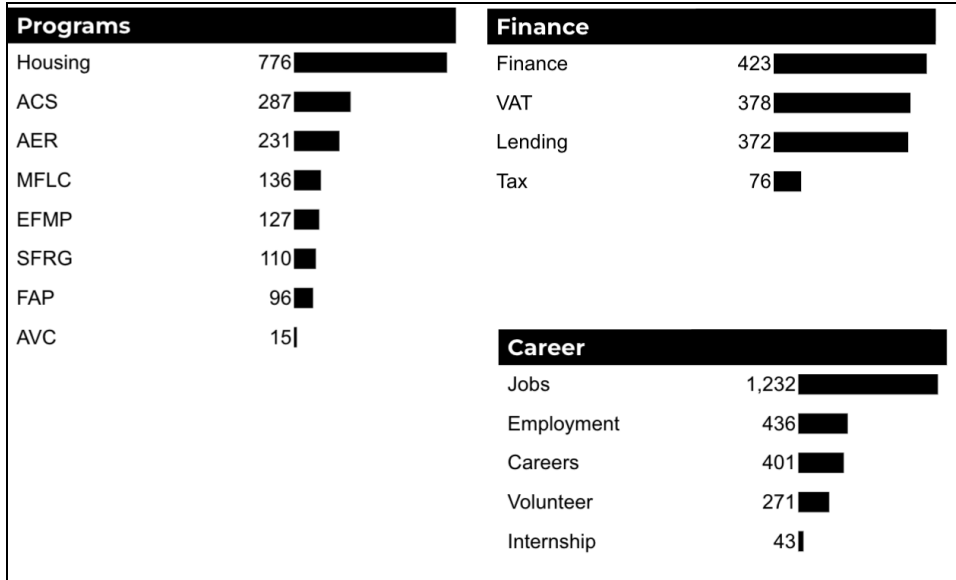
Search

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

Most Searched Topics:

- "Finance" is the most searched term with 63 searches by 49 users, indicating high interest in financial topics.
- "ACS" (Army Community Service) and "MFLC" (Military Family Life Counselor) are also frequently searched, suggesting a need for information on community services and family support.
- Specific programs like "AER" (Army Emergency Relief) and "EFMP" (Exceptional Family Member Program) are common searches, pointing to interest in these areas.

Figure 2: Top Search Topics by Search Volume



User Engagement:

Low bounce rates for top search terms like "finance," "acs," and "aer" suggest that users are finding relevant content after their searches. The high search count per user for terms like "financial" and "relocation readiness" indicates a deep interest in these topics.

Summary:

The search data indicates a strong user interest in financial matters, community services, and specific Army programs. To effectively cater to these interests, content should be

regularly updated, optimized for search engines, and should include user-friendly tools and resources.

Table 2: Top Search Terms by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	finance	63	49	1.29	3.92%
2.	acs	42	18	2.33	0%
3.	mflc	41	32	1.28	0%
4.	aer	37	31	1.19	2.94%
5.	volunteer	25	23	1.09	0%
6.	sfrg	21	19	1.11	0%
7.	efmp	19	17	1.12	5.88%
8.	financial	17	9	1.89	0%
9.	jobs	17	14	1.21	12.5%
10.	lending closet	13	12	1.08	7.69%

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.

Army Family Team Building (AFTB)

Army Family Team Building (AFTB) reveals a consistent online presence with 1,218 total users. The engagement rate is at 64%, which is relatively high, suggesting that the content is resonating well with the audience. The total number of views (1,826) and sessions (1,542) indicates consistent user interaction.

Table 3: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
mflc	3	2	1.5	0%
aftb training	3	1	3	0%
rod and gun club	3	1	3	0%
etiquette class	1	1	1	0%
family advocacy program	1	1	1	0%
what kind of leader are y...	1	1	1	0%
acronyms	1	1	1	0%
afap	1	1	1	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - AFTP
 - AFTB training
 - Army Family Team Building

Army Family Action Plan (AFAP)

Army Family Action Plan (AFAP) shows a total of 1,180 users. With an engagement rate of 63% and 1,504 sessions, it's clear that users are actively engaging with the AFAP content.

There were 237 clicks on outbound links, suggesting that users are not just engaging with the content but also pursuing additional information or related resources provided by AFAP.

Table 4: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
afap	5	2	2.5	0%
ice complaint	2	1	2	0%
babysitter	1	1	1	0%
car seat	1	1	1	0%
donate	1	1	1	0%
efmp	1	1	1	100%
fap	1	1	1	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms" or "Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - AFAP
 - Army Family Action Plan

Army Family Web Portal (AFWP)

Army Family Web Portal (AFWP) has a total of 208 users, indicating a relatively low online presence.. The engagement rate of 73% demonstrates that visitors actively interact with the content.

Organic Search is the primary driver with 130 users, showing the effectiveness of SEO and the portal's visibility in search engine results.

Table 5: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
army family team building	1	1	1	0%
army family web portal	1	1	1	0%
army sos	1	1	1	0%
karate	1	1	1	0%
santa	1	1	1	0%
utap	1	1	1	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:

- o Army Family Web Portal
- o AFWP

Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program reveals a consistent online presence with 1,487 total users. With 851 new users, the site is attracting a substantial number of first-time visitors, which is crucial for expanding the volunteer base. The engagement rate stands at 69%, which is relatively high, suggesting that the content is resonating well with the audience.

Organic Search is the leading channel with 1,132 total users, highlighting strong SEO performance.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
avc	1	1	1	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - Army Volunteer Corps
 - AVC

Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) received a total of 33,756 users, encompassing both new and returning users. With 17,959 new users, the ERP is attracting a large number of first-time visitors, indicating its effectiveness in reaching a broader audience.

Organic Search is the dominant traffic channel with 20,918 total users, suggesting strong search engine optimization and high visibility in search results. Direct Traffic with 7,181 users indicates a solid base of users who directly access the site, likely repeat visitors or those with a specific interest in the ERP.

An engagement rate of 72% is impressive, showing that a majority of the visitors find the site content relevant and engaging.

Search

The positive impact of updating the search function in FY23 to be more relevant can be inferred from the data trends in FY24 Q1:

The introduction of new, more specific search terms (like "local national employment," "transition employment assistance for military spouses," and "erp calendar") suggest that users are now able to find and use more targeted search options. This is likely a direct result of the improvements made to the search function.

The low or zero bounce rates for most search terms indicate that users are finding the search results relevant and engaging with the content. This is a strong indicator that the updated search function is effectively directing users to the information they need.

Decrease in Broad Term Searches: The decrease in searches for broad terms like "jobs" and "employment" might indicate that users are quickly finding what they need without having to rely on these general terms. This suggests an improved ability to find specific information.

In summary, the data from FY24 Q1 suggests that the updates made to the search function in FY23 have had a positive impact. Users are engaging with more specific search terms, finding relevant content (as shown by low bounce rates), and generally seem to be making better use of the search function on the ERP website. This aligns with the goals of making search more relevant and user-friendly.

Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
jobs	38	36	1.06	2.78%
career	30	11	2.73	0%
employment	26	18	1.44	0%
careers	21	15	1.4	0%
job	15	14	1.07	0%
job fair	12	11	1.09	0%
employment readiness	11	9	1.22	0%
local national employment	10	1	10	0%
career fair	9	5	1.8	0%
cys	9	8	1.13	11.11%
transition employment assistance for military spouses	8	1	8	0%
erp calendar	6	1	6	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - o Employment Readiness
 - o ERP calendar
 - o Employment Readiness Program
 - o ERP

Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) attracted a total of 7,260 users. The program successfully reached 4,887 new users, reflecting a strong and growing interest in its services and resources. The engagement rate improved to 61%, indicating an active and involved user base.

Organic Search is the leading channel with 4,955 users, demonstrating strong SEO performance and high visibility in search results.

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
efmp	12	8	1.5	0%
efmp point of contact	3	1	3	0%
parent training efmp	2	1	2	0%
acs	2	2	1	0%
5k	1	1	1	0%
cocerts	1	1	1	0%
demo coordinator	1	1	1	0%
efmp photos with santa	1	1	1	0%

Recommendations:

- To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - Exceptional Family Member Program
 - Exceptional Family Member
 - EFMP
 - EFMP photos with Santa
 - Parent training efmp
 - EFMP point of contact

Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) has seen a notable increase in traffic. This is indicated by the total user count of 7,483, a +15.9% increase. The views and sessions have also increased by 9.6% and 11.8%. The engagement rate of 57% shows that over half of the visitors are actively engaging with the content.

The primary source of traffic is organic search, accounting for 4,810 users. This suggests that many users are finding the FAP pages through search engines like Google. The second major source is direct traffic, with 1,455 users, indicating returning visitors or those who are already aware of the program.

Table 9: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
fap	13	6	2.17	0%
afap	5	2	2.5	0%
crossroads	2	2	1	0%
fort campbell family advocacy program weekly book	2	1	2	0%
ice complaint	2	1	2	0%
employment	2	1	2	0%
family advocacy program	2	2	1	0%

New Parent Support Program (NPSP)

The NPSP pages have accumulated a total of 807 users over the analyzed period. A consistent growth in views, with a total of 1,263 views, indicates increasing interest or awareness of the program. The engagement rate of 69% is relatively high, suggesting that the content on these pages is relevant and engaging to the audience.

Victim Advocacy Program (VAP)

The VAP pages have seen a total of 892 users, suggesting a strong interest or need for this program. The engagement rate is 61%, which is quite substantial, indicating that a significant portion of visitors are interacting with the content.

Recommendations:

- 1. Develop and share engaging content that educates and informs Soldiers and Families about the challenges of military lifestyles and how FAP can assist. This could include blog posts, articles, and videos on topics like stress management, conflict resolution, and relationship support.
- 2. Share real-life stories and testimonials from Soldiers and Families who have benefited from FAP services. This personal touch can be highly effective in encouraging others to seek help.

Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) has a total of 7,291 users, indicating interest in financial readiness topics among the Army community.

The majority of traffic comes from Organic Search (4,501 users), suggesting that many users actively seek financial readiness information through search engines. Direct Traffic is also significant with 1,960 users, indicating a strong base of returning users or those already aware of the program.

The engagement rate is 62%, which is relatively high, showing that the content is relevant and engaging for the audience. The most common actions are link clicks (5,923), downloads (2,539), and phone calls (1,772). This indicates active engagement with the resources provided, especially for downloadable content and direct communication.

Table 10: Top Downloads Sorted by Total

Downloads	Total
CLICK HERE TO DOWNLOAD THE AER REQUEST PACKET FOR A LOAN OR GRANT.	1,104
CLICK HERE TO VIEW THE AER INSTRUCTION GUIDE	504
AER FM 101 Application	388
Fillable blank budget	88
AER Form 101 Application and Checklist for AER Assistance (pdf)	62
AER Form 101	58
AER Application Packet	38
Grand total	2,539

Army Emergency Relief (AER)

The Army Emergency Relief (AER) page recorded a total of 5,888 users, which is an 11% decrease compared to the previous year. This decline in user numbers may indicate a reduced need for emergency funds within the Army community during that period.

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
aer	11	7	1.57	12.5%
aerobic fitness class calender	6	1	6	0%
aer loan	3	1	3	0%
aerator	3	1	3	0%
water aerobics	3	1	3	0%
emergency relief	2	2	1	0%
grants	2	2	1	0%
loan	2	1	2	0%
flying club	1	1	1	0%

Recommendations:

1. Start with a simpler, more engaging introduction on the [HQ page](#). Highlighting the key benefit – "Take charge of your finances with the Army's Financial Readiness Program" – can immediately capture the reader's interest.
2. Add infographics, icons, or images that represent different aspects of financial readiness, like budgeting, savings, or debt management. Visual aids can make the content more engaging and easier to understand.
3. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing "[Pinned Search Terms](#)" or "[Sticky Search.](#)" This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - AER
 - AER Loan
 - Emergency Relief
 - Loan

Information and Referral

The Information and Referral program had a decrease in total users by 15.9% YoY, totaling 535 users. New users decreased by 26.0%, and views also decreased by 18.7%. The engagement rate is notably high at 76%, indicating that the content is relevant and engaging for the audience.

Table 12: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
divorce	1	1	1	0%
family service	1	1	1	0%
liaison	1	1	1	0%
jobs	1	1	1	0%

Recommendations:

1. Share the content on social media platforms, which can help in spreading awareness about the resources available.

MD&SSO

The Mobilization, Deployment & Stability Support Operations (MD&SSO) program experienced a significant increase in online engagement by 275.7% year-over-year (Y-o-Y). This remarkable growth can be largely attributed to a strong flow of organic search traffic, which brought in 1,102 users. This dominance of organic search as a channel, accounting for 889 users, underscores the program's robust presence in search engine results.

The engagement rate for the MD&SSO program stands at an impressive 68%. This high level of engagement is further evidenced by user interactions with the content, including 198 link clicks and 204 downloads.

Table 13: Top Link Text Clicks Sorted by Total

Click Text	Total ▼
Click here to access Plan My Deployment	38
virtual SFRG (vSFRG)	27
Click here to access the Army's Social Media site	23
Click here to access YRRP	18
Army Disaster Personnel Accountability and Assessment System (ADPAAS)	7
Grand total	198

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
deployment	3	2	1.5	0%
rotation and deployment tracking	2	1	2	0%
care	1	1	1	0%
care team	1	1	1	0%
casualty response team	1	1	1	0%
sfrg training	1	1	1	0%
acs	1	1	1	0%
afcs	1	1	1	0%

Recommendations:

1. High engagement rates, especially in downloads and link clicks, indicate that users find the content valuable. Focus on maintaining and updating these resources.
2. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - Deployment
 - Deployment tracking
 - Deployment benefits
 - Redeployment
 - Rotation and deployment tracking
 - Mobilization Deployment and Stability and Support Operations

Relocation Readiness

The Relocation Readiness Program attracted a total of 3,431, with an increase of 13.9% compared to the previous year. There is a significant increase in new users (30.7%), indicating growing interest in the program.

Common user actions include link clicks (828), downloads (794), and email inquiries (328), indicating active engagement. Popular click texts like "Plan My Move" and "Housing Services" suggest specific areas of interest among users.

Table 15: Most Popular Link Clicks

Click Text	Total
Plan My Move	62
Where to check in	45
Housing Services	33
Military OneSource	33

Table 16: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
levy brief	2	2	1	0%
pcs	2	2	1	0%
lending closet	2	1	2	50%
spa	2	1	2	0%
aer	1	1	1	0%
base entry for a ti instructor	1	1	1	0%

Recommendations:

1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - a. Relocation
 - b. Relocation Readiness Program
 - c. Relocation Readiness

Survivor Outreach Services (SOS)

The Survivor Outreach Services (SOS) program saw a significant increase in new users (23.6%). Total users stand at 2,430, with an increase of 19.0% compared to the previous year.

The engagement rate of 61% indicates that users are actively engaging with the content, reflecting a high level of interest and satisfaction.

Table 17: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
1965 nco academy	1	1	1	0%
death of a child	1	1	1	0%
fap solely	1	1	1	0%
fort carson legal office	1	1	1	0%
jodeen mccormack	1	1	1	0%
veronica duran	1	1	1	0%
dunlop	1	1	1	0%
gold star base access	1	1	1	0%
hangar	1	1	1	0%
katrina pemberton	1	1	1	0%
rafa	1	1	1	0%
sfrg	1	1	1	0%
town hall	1	1	1	0%

Recommendations:

1. Broken Links: It's crucial to fix any broken links on the [HQ page](#), particularly those that are meant to provide more information or resources to survivors. Broken links can be frustrating and may deter users from seeking further assistance.

Figure 3: Broken Links on the SOS HQ Page

SOS also honors survivors with Gold Star and Next of Kin lapel buttons. They are symbols of your sacrifice, widely recognized throughout the country. Find more about Gold Star and Next of Kin lapel buttons [here](#). ← Broken Link

The Gold Star and Surviving Family Member (GSSFM) Representative is the Army advocate for surviving Family members – and any survivor can contact an Army GSSFM Representative directly any time for any reason. These representatives are available to

2. Content Structure and Clarity: Organize the content into clearly defined sections using subheadings. This will make it easier for users to find specific information, such as grief counseling, financial counseling, benefits coordination, and events.
3. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing "[Pinned Search Terms](#)" or "[Sticky Search.](#)" This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - a. SOS
 - b. Army SOS
 - c. Survivor Outreach Services
 - d. Survivor Outreach
 - e. Survivor benefits

Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) program recorded a total of 1,433, with a 16.3% increase compared to the previous year. There's a noticeable increase in new users (32.3%), indicating growing interest or awareness of SFAC.

Engagement rate is high at 74%, indicating that the content is relevant and engaging for the audience.

Table 18: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
loans	2	1	2	0%
3392 magruder ave	1	1	1	0%
food pantry	1	1	1	0%
id card	1	1	1	0%
security forces assistance command	1	1	1	0%
shuttle	1	1	1	0%
education	1	1	1	0%
family care plab	1	1	1	0%
flights	1	1	1	0%
sfac phone	1	1	1	0%

Recommendations:

1. Clear Calls-to-Action: Ensure that calls-to-action for downloads, inquiries, and other interactions are clear and easily accessible.
2. Visual Aids and Infographics: Use visual aids and infographics to make complex information more digestible and engaging.
3. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing ["Pinned Search Terms"](#) or ["Sticky Search."](#) This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
 - a. SFAC
 - b. SFAC phone