



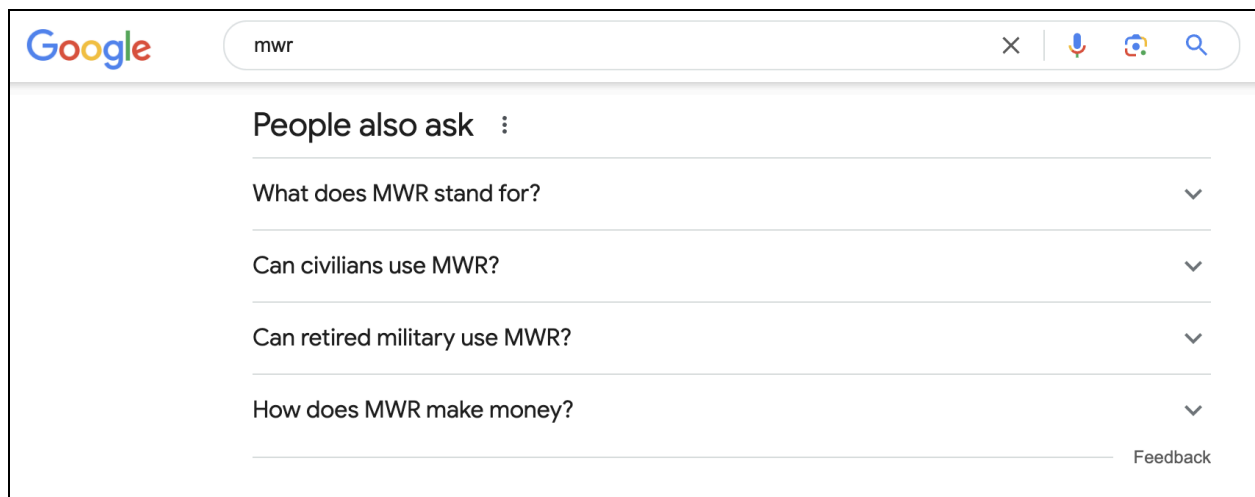
# CYS Insights and Recommendations

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 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.<sup>1</sup>

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.

<sup>1</sup> 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 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.

- 32 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name	Total ▾
1. Youth Sports & Fitness is now Open to Off-Post Communities	1
2. SKIES Unlimited Archery & Martial Arts Classes	1
3. School Age Care: Spring Break Camp	1
4. Middle School & Teen Spring Break Camp	1
5. Epic Expressions Art Contest	1
6. Month of the Military Child Bowling Specials	1
7. SAC Summer Camp	1
8. Youth Sports - Flag Football	1
9. Youth Sports - Volleyball	1
10. Youth Sports - Soccer	1
11. Youth Sports - Running Club	1
12. Youth Sports - Functional Fitness	1
13. Spring Break Summer Camps 2024	1
14. Field Day for Tri-Community Exceptional Children	1
15. Youth Sports and Fitness	1
16. Youth Sports & Fitness Instructional Programs	1
17. Unlimited Bowling	1
18. 2024 Youth Spring Sports Registration	1
19. Youth Sports - Baseball & Softball	1
20. CYS Spring 2024 Youth Sports	1
21. Summer Youth Sports	1
22. Sports Summer Camps	1
23. Kids Bowl Free Program at the West Point FMWR Bowling Center	1

# Search

This analysis can highlight user engagement, content relevance, and potential areas for improvement on the website or platform these searches were performed on.

## Key Observations:

- **High Search Volume but Low User Engagement:** Terms like "cys," "soccer," and "youth sports" have high search volumes, indicating strong interest in these areas. However, the relatively high search count per user for some terms (e.g., "baby" with 3.09 and "parent handbook" with 4.00) suggests users may need to search multiple times, possibly due to not finding what they were looking for on their first attempt.
- **Low Bounce Rates:** Low bounce rates across the board, especially for searches like "youth sports," "sports," and "webtrac," indicate that once users land on the page from their search, they tend to stay and engage with the content. This is a good indicator of content relevance to the user's search intent.
- **Specific Interests:** Searches with high specificity such as "babysitting class," "swim lessons," and "youth soccer" show targeted interests among users. These areas may represent opportunities to expand or highlight related content and programs.
- **Potential Areas for Content Optimization:** Searches with higher bounce rates, like "daycare" (13.04% bounce rate) and "child" (33.33% bounce rate), suggest that users might not be finding the content engaging or relevant enough to their search query. Reviewing and optimizing content for these terms could improve user satisfaction and engagement.
- **Engagement Opportunities:** The searches with high counts per user but lower total searches (e.g., "respite childcare for deployment" and "new baby") indicate niche but potentially highly engaged audience segments. Creating more content or services tailored to these needs could foster deeper engagement.

## Recommendations:

- **Improve Search Functionality:** Ensuring users find what they are looking for the first time they search by adopting the new [Sticky Search](#). For terms with high bounce rates or multiple searches per user, review and enhance the content to better meet user needs and expectations.
  - Baby
  - Parent handbook
  - New Baby

- Respite Child Care
- Free Child Care
- Employment in Child Care
- Child
- Daycare
- User Feedback: Consider gathering direct feedback from users about their search experience and the relevance of search results to better understand their needs and refine content strategy accordingly.

## WebTrac

Over the last quarter, the CYS pages have demonstrated remarkable performance, attracting a total of 254,841 users. The conversion rate has notably increased to 12.8%. This represents an impressive improvement of +84.7% over the previous quarter's conversion rate of 6.93%.

- 32,641 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total
<a href="https://campbell.armymwr.com/programs/cys-s/parent-central-services">https://campbell.armymwr.com/programs/cys-s/parent-central-services</a>	1,502
<a href="https://liberty.armymwr.com/programs/cys-services-sports-fitness">https://liberty.armymwr.com/programs/cys-services-sports-fitness</a>	1,486
<a href="https://jblm.armymwr.com/programs/cysreg">https://jblm.armymwr.com/programs/cysreg</a>	1,361
<a href="https://jackson.armymwr.com/programs/cys-services">https://jackson.armymwr.com/programs/cys-services</a>	1,311
<a href="https://kaiserslautern.armymwr.com/programs/instructional-programs">https://kaiserslautern.armymwr.com/programs/instructional-programs</a>	1,280
<a href="https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons">https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons</a>	926
<a href="https://jblm.armymwr.com/programs/youth-sports">https://jblm.armymwr.com/programs/youth-sports</a>	903
<a href="https://stuttgart.armymwr.com/programs/cys-sports-fitness">https://stuttgart.armymwr.com/programs/cys-sports-fitness</a>	824
<a href="https://kaiserslautern.armymwr.com/programs/cys-sports">https://kaiserslautern.armymwr.com/programs/cys-sports</a>	814
<a href="https://carson.armymwr.com/CYS/parent-central-services">https://carson.armymwr.com/CYS/parent-central-services</a>	765
<a href="https://stuttgart.armymwr.com/programs/instructional-programs">https://stuttgart.armymwr.com/programs/instructional-programs</a>	715
<a href="https://campbell.armymwr.com/programs/cys-s">https://campbell.armymwr.com/programs/cys-s</a>	662
<a href="https://humphreys.armymwr.com/programs/parent-central-services">https://humphreys.armymwr.com/programs/parent-central-services</a>	662
<a href="https://meade.armymwr.com/programs/youth-sports">https://meade.armymwr.com/programs/youth-sports</a>	662
<a href="https://moore.armymwr.com/programs/youth-sports-fitness">https://moore.armymwr.com/programs/youth-sports-fitness</a>	566

# Month of the Military Child (MOMC)

The MOMC Campaign has a noticeable increase in total users, reaching 5,168, marking a +29.5% rise. The new users' count has surged to 3,167, reflecting a substantial +52.1% increase. This significant growth in new users indicates successful outreach efforts, attracting a fresh audience to the platform.

The engagement rate has improved remarkably to 62%, up by +83.9%. This higher engagement rate underscores an enhanced user interaction level, indicating that the content is engaging and resonates well with the audience.

Table 3: MOMC Traffic Statistics by Installation

Installation	Views ▾	Sessions	Total users	New users	Engagement rate
www.armymwr.com	2,305	1,333	1,052	687	71.64%
stewarhunter.armymwr.com	1,702	1,135	954	642	54.71%
leonardwood.armymwr.com	881	733	617	390	67.8%
campbell.armymwr.com	854	687	575	389	55.46%
cavazos.armymwr.com	804	567	429	255	46.03%
westpoint.armymwr.com	586	479	373	195	69.73%
knox.armymwr.com	538	457	391	245	52.3%
bliss.armymwr.com	254	222	191	33	81.98%
miami.armymwr.com	193	156	117	82	60.26%
stuttgart.armymwr.com	89	44	26	8	70.45%

# Child Development Centers (CDC)

Child Development Centers (CDC) have observed a slight decline in total users at 13,846, marking a -2.0% decrease year-over-year. Despite the slight drop in user numbers, the engagement rate remains robust at 72%, a notable climb from the previous year and reflective of the content's continued resonance with the audience.

Table 4: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
cys	5	5	1	0%
ein	4	4	1	0%
strong beginnings	4	4	1	0%
cdc	3	3	1	0%
prices	3	2	1.5	0%
swim	3	1	3	33.33%
unauthorized	3	1	3	0%
jobs	3	3	1	0%
webtrac	3	3	1	0%
forms	3	3	1	0%
tax	3	2	1.5	0%

### Recommendations:

1. To enhance user engagement and improve the search engine optimization for Child Development Centers (CDC) across various installations, it is highly recommended to create a comprehensive FAQ section that directly addresses the common inquiries captured in the "[People also ask](#)" feature.

Figure 2: PASF Feature In Search Results



This can be done in two strategic ways:

1. Installation-Specific FAQ Addition:
  - a. Each installation can add a FAQ section on their respective CDC web pages. This will not only provide immediate answers to the most pressing questions potential users have but also tailor the content to address specific services and details relevant to each location.
2. Centralized FAQ Stack:
  - a. Alternatively, creating a centralized FAQ resource that compiles all common questions across installations could streamline the search experience and provide uniform answers for general questions. This could live on the main Army MWR website as a centralized resource, which would also enhance SEO by providing authoritative and comprehensive answers to common search queries.

In both approaches, ensuring that the content is clear, concise, and easily navigable is essential. This will improve the user experience and could potentially lead to higher engagement rates, as users are more likely to find the information they need and may feel encouraged to explore the CDC offerings further.



## CYS Careers

The CYS Careers campaign has experienced a significant downturn in site traffic with a -52.8% reduction in new users, likely influenced by the competing CHARA campaign. The engagement rate on the site remains high at 72%.

There have been 1,099 clicks to USAJOBS.gov, indicating a sustained interest among visitors in pursuing career opportunities. Additionally, the CYS Career Guide has been downloaded 621 times, and the Rack Card 73 times, signaling active user engagement with the available resources.

## Child Care Fee Assistance

Child Care Fee Assistance program total users have reached 1,309, a growth of +4.7% year-over-year. Site traffic is on an upward trend, with total views at 1,903, marking a +3.0% increase. Sessions paralleled this growth at 1,571, also up by +3.0%.

The engagement rate stands impressively at 69%, more than doubling compared to last year. This suggests that the content and services offered are highly resonant and successfully meet the community's needs.

Google overwhelmingly leads with 768 users, confirming its dominance in organic search. Direct entries with 262 users and other search engines like Bing with 95 users and Yahoo with 13 users also contribute to a lesser extent.

Table 5: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
number	2	1	2	50%
cdc	1	1	1	0%
fort johnson	1	1	1	0%
gi bill bah	1	1	1	100%
before school care cost	1	1	1	0%
skies	1	1	1	0%
summer programs	1	1	1	0%

**Recommendations:**

1. To enhance user engagement and improve the search engine optimization for Child Care Fee Assistance across various installations, it is highly recommended to create a comprehensive FAQ section that directly addresses the common inquiries captured in the "[People also ask](#)" feature.

Figure 3: PASF Feature In Search Results

**People also ask** :

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What is the military child care Act? ▼

---

Does the Army pay for a nanny? ▼

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What is the military child care tax credit? ▼

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How long does it take to get Mccyn approval? ▼

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[Feedback](#)

# Family Child Care (FCC)

Year-over-year site traffic for the Family Child Care (FCC) shows a marginal decline with total users down by -2.4%. Downloads of the DA 5219 form have surged by almost double compared to the previous year, with a total of 825 downloads this quarter.

Despite the slight decreases in new users, views, and sessions, the engagement rate is notably high at 69%, suggesting the content is effectively engaging those who do visit.

### Recommendations:

1. To enhance user engagement and improve the search engine optimization for FCC across various installations, it is highly recommended to [update FAQ section](#) that directly addresses the common inquiries captured in the "People also ask" feature.

Figure 4: PASF Feature In Search Results

**People also ask** :

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Does the Army pay for a nanny? ▼

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What is the military child care Act? ▼

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What is MCC in the military? ▼

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Is daycare better than staying home with mom? ▼

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[Feedback](#)

### Other questions from web

- Definition
  - What is considered family child care
- Overview
  - What is a family care plan (army)?
- How it works
  - How does military child care work?
- Requirements
  - Family child care plan requirements army

Table 6: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
<a href="http://www.armymwr.com">www.armymwr.com</a>	336	51.35%
<a href="http://campbell.armymwr.com">campbell.armymwr.com</a>	65	116.67%
<a href="http://liberty.armymwr.com">liberty.armymwr.com</a>	62	N/A
<a href="http://drum.armymwr.com">drum.armymwr.com</a>	42	500.00%
<a href="http://hawaii.armymwr.com">hawaii.armymwr.com</a>	38	15.15%
<a href="http://carson.armymwr.com">carson.armymwr.com</a>	36	63.64%
<a href="http://riley.armymwr.com">riley.armymwr.com</a>	26	550.00%
<a href="http://bliss.armymwr.com">bliss.armymwr.com</a>	24	500.00%
<a href="http://cavazos.armymwr.com">cavazos.armymwr.com</a>	22	N/A
<a href="http://stewarhunter.armymwr.com">stewarhunter.armymwr.com</a>	22	46.67%
<a href="http://meade.armymwr.com">meade.armymwr.com</a>	18	N/A
<a href="http://wainwright.armymwr.com">wainwright.armymwr.com</a>	18	-18.18%
<a href="http://belvoir.armymwr.com">belvoir.armymwr.com</a>	16	-38.46%
<a href="http://sill.armymwr.com">sill.armymwr.com</a>	14	N/A
<a href="http://westpoint.armymwr.com">westpoint.armymwr.com</a>	14	N/A
<a href="http://knox.armymwr.com">knox.armymwr.com</a>	12	200.00%
<a href="http://irwin.armymwr.com">irwin.armymwr.com</a>	10	N/A
<a href="http://johnson.armymwr.com">johnson.armymwr.com</a>	10	N/A
<a href="http://leonardwood.armymwr.com">leonardwood.armymwr.com</a>	10	150.00%
<a href="http://gregg-adams.armymwr.com">gregg-adams.armymwr.com</a>	8	N/A
<a href="http://eisenhower.armymwr.com">eisenhower.armymwr.com</a>	6	N/A
<a href="http://novosel.armymwr.com">novosel.armymwr.com</a>	6	N/A
<a href="http://baumholder.armymwr.com">baumholder.armymwr.com</a>	4	0.00%
<a href="http://jackson.armymwr.com">jackson.armymwr.com</a>	4	N/A
<a href="http://huachuca.armymwr.com">huachuca.armymwr.com</a>	2	N/A

# Parent Outreach Services (PO)

The Parent Outreach Services (PO) section of the Army MWR program has seen a year-over-year decrease, with an -11.2% reduction in total users and declines in new users, views, and sessions.

The engagement rate shows a significant increase of +145.9%. This suggests that while there are fewer visitors, the content is engaging those who do visit more effectively than in the previous year.

The slight decrease in overall site traffic could be due to various factors, including seasonal changes or external events affecting user behavior.

Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
sports	21	20	1.05	0%
parent handbook	21	5	4.2	0%
youth sports	16	14	1.14	0%
webtrac	15	14	1.07	0%
child	14	12	1.17	64.29%
summer camp	14	11	1.27	8.33%
skies	14	14	1	0%
cys	13	13	1	0%
parent central	9	8	1.13	0%
parents day out	9	7	1.29	0%
parent night out	8	6	1.33	14.29%
cdc	7	5	1.4	0%
daycare	7	5	1.4	0%
parent central services	6	4	1.5	0%
cys parent handbook 2023	5	1	5	0%
acs	5	5	1	0%
soccer	5	5	1	0%
cys sports	5	5	1	0%

# School-Age Centers

The School Age Centers have experienced significant increases across several key metrics year-over-year. Total users have reached 2,428, marking a substantial +20% rise in traffic, indicating successful outreach and growing interest in the program. The overall views have increased by +15%, and sessions have also seen impressive upticks of +25%, underscoring an enhancement in site traffic and user engagement. New users totaled 649, reflecting a +7.4% increase compared to the previous year, further demonstrating the expanding reach and appeal of the program.

The engagement rate has improved to 69%, a notable increase of +30%, emphasizing the content's resonance and interactivity with the audience.

The primary traffic channels driving this growth are Organic Search with 1,970 users, Direct with 304 users, Referral with 95 users, and Organic Social with 48 users, highlighting the effectiveness of SEO efforts and the importance of direct and referral traffic in enhancing user engagement.

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
unauthorized	3	1	3	0%
strong beginnings	2	2	1	0%
airborne	1	1	1	0%
airborne sac	1	1	1	0%
cys	1	1	1	0%
cys ein	1	1	1	0%
cys rates	1	1	1	0%
care fair	1	1	1	0%
hourly care	1	1	1	0%
part day preschool	1	1	1	0%
skies	1	1	1	0%
special k	1	1	1	0%
sports	1	1	1	0%
summer	1	1	1	0%
americas gridiron youth	1	1	1	0%
barkley before and after care	1	1	1	0%
child and youth services sac program	1	1	1	0%

# School Support Services

School Support Services are experiencing positive growth, with a +13.2% increase in total users to 7,104 and a +9.9% rise in new users, indicating effective engagement and outreach. Views and sessions have also increased by 15.8% and 16.5%, respectively.

The engagement rate remains strong at 69%. With the average session time up by 8.8%, it's clear users are finding value in the content, marking a successful period for the School Support Services' online presence.

- The video "What is a School Liaison Anyway?" has 120 video starts .

Table 9: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
school	4	4	1	0%
soccer	3	2	1.5	0%
slo	2	2	1	0%
career	2	1	2	0%
parent handbook	2	1	2	0%
piano lesson	2	1	2	0%
solarium	2	1	2	0%
schools	2	2	1	0%
school liezone	1	1	1	0%
tutor	1	1	1	0%
cpac	1	1	1	0%
college	1	1	1	0%
college prep	1	1	1	0%
courses	1	1	1	0%
darby school	1	1	1	0%
driving	1	1	1	0%
dual language	1	1	1	0%
family support center	1	1	1	0%

# Youth Centers

Youth Centers program pages have experienced a slight decline in overall traffic, with total users at 7,338, marking a -2.1% decrease, and new users down by -8.6%.

The engagement rate has improved to 72%, signaling that the content continues to resonate well with visitors.

Table 10: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
sports	7	7	1	0%
cys stuttgart	6	1	6	83.33%
cys	5	5	1	0%
youth center	5	5	1	0%
volleyball	5	3	1.67	0%
staff	4	4	1	0%
cdc	3	3	1	0%
hub	3	3	1	0%
babysitting	2	2	1	0%
summer camp	2	2	1	0%
job	2	2	1	0%
summer	2	2	1	0%
youth sports	2	2	1	0%
aquarium	2	1	2	0%
cys sports	2	1	2	0%
sacs	2	1	2	0%
sport	2	1	2	0%



# Youth Sports

Youth Sports sections on the ARMY MWR website have shown remarkable growth over the past year, with a +15.8% increase in total users to 28,647 and a notable +22.6% increase in new users, indicating effective outreach and growing interest. Views and sessions have also seen significant upticks, with a +20.6% increase in views to 53,816 and a +16.1% increase in sessions to 40,414, further emphasizing the content's appeal.

The engagement rate's substantial rise to 70% points towards the content's high relevance and engaging nature for the audience.

Organic Search and Organic Social are the leading channels for traffic, showcasing the strength of search engine optimization and social media in engaging users. These positive trends underscore the continued interest in Youth Sports and the effectiveness of ARMY MWR's digital marketing strategies.

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search Count Per User	Bounce rate
soccer	51	40	1.28	2.38%
youth sports	27	23	1.17	0%
gymnastics	17	15	1.13	0%
baseball	14	13	1.08	0%
cys	12	9	1.33	0%
basketball	10	9	1.11	0%
volleyball	10	10	1	0%
sports	9	9	1	0%
wrestling	9	6	1.5	0%
swim	9	9	1	0%
webtrac	8	7	1.14	0%
flag football	7	4	1.75	28.57%
swimming	6	6	1	16.67%
ballet	6	4	1.5	20%
dance	5	5	1	0%
karate	5	4	1.25	0%