



Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



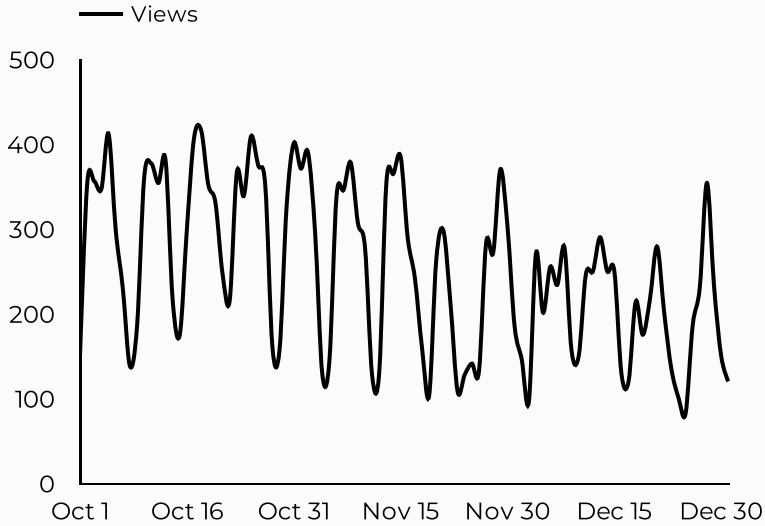
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	11,901	8,100	14,172	65.53%
CEAT	2,867	467	3,316	82.57%
Home Based Business	4,604	2,118	5,669	69.78%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
23,406	14,172	11,901	8,100	02:31	66%
↓ -29.3%	↓ -32.3%	↓ -32.8%	↓ -34.9%	↑ 43.2%	↑ 63.5%

Compared Y-o-Y

How is site traffic trending?

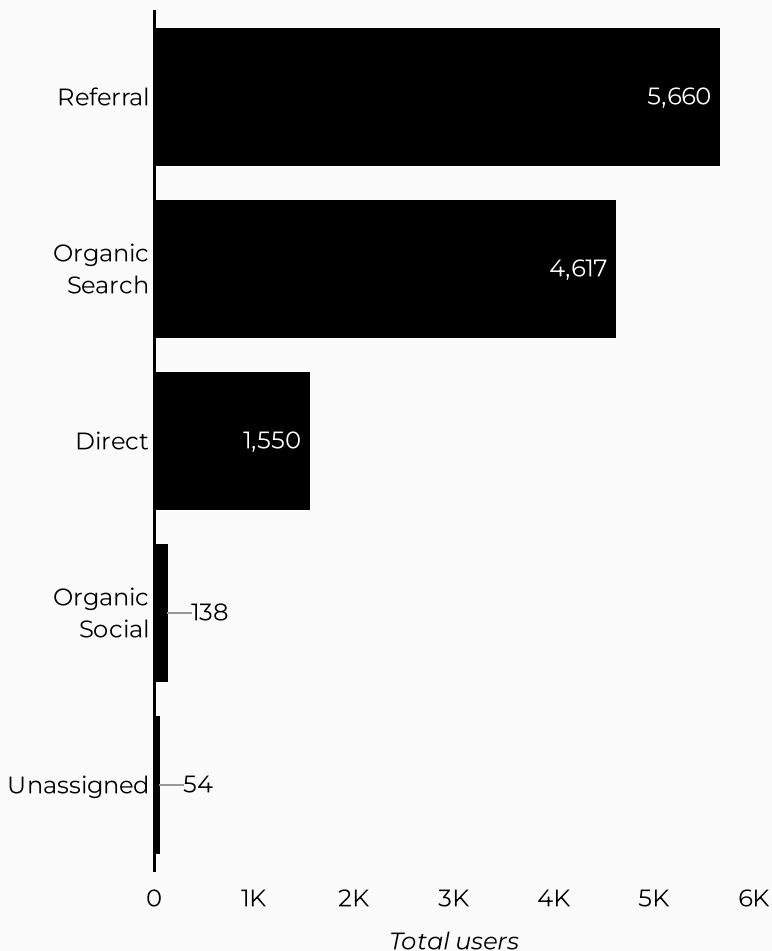


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	7,102
/employee-portal/naf-personnel-services/naf-retirement	2,118
/employee-portal/naf-personnel-services/health-insurance	1,099
/employee-portal/naf-personnel-services/human-resources/come-work-us	951
/employee-portal/naf-personnel-services/office-locations	764
/employee-portal	687
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	549

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	5,341
google	4,099
(direct)	1,550
bing	385
m.facebook.com	90
yahoo	77
usajobs.gov	66
home.army.mil	60
duckduckgo	47
mwrresourcecenter.com	39



ARMY MWR NAF Personnel Services Search

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	jobs	10	10	1	0%
2.	employment	9	9	1	0%
3.	job	8	7	1.14	14.29%
4.	employee benefits online	8	6	1.33	0%
5.	retirement	4	4	1	0%
6.	change of address	3	2	1.5	0%
7.	naf retirement calculation	3	1	3	0%
8.	payroll	3	1	3	0%
9.	naf	3	3	1	0%
10.	career	3	3	1	0%
11.	careers	3	3	1	0%
12.	da form 3473	2	2	1	0%
13.	email	2	2	1	0%
14.	employee benefits	2	2	1	0%
15.	forms	2	2	1	0%
16.	retirement calculator	2	2	1	0%
17.	1099-r	2	1	2	0%
18.	346	2	1	2	0%
19.	calculator	2	1	2	0%
20.	if you are fired can you get rehired for a different job	2	1	2	0%
21.	projection spreadsheet	2	1	2	0%
22.	design	2	1	2	0%
23.	naf retirement	2	1	2	0%
24.	pd# 18908	1	1	1	0%
25.	widow services	1	1	1	0%
26.	401	1	1	1	0%
27.	401k	1	1	1	0%
28.	7426	1	1	1	0%
29.	7426 form	1	1	1	0%
	Grand total	176	152	1.16	0.65%



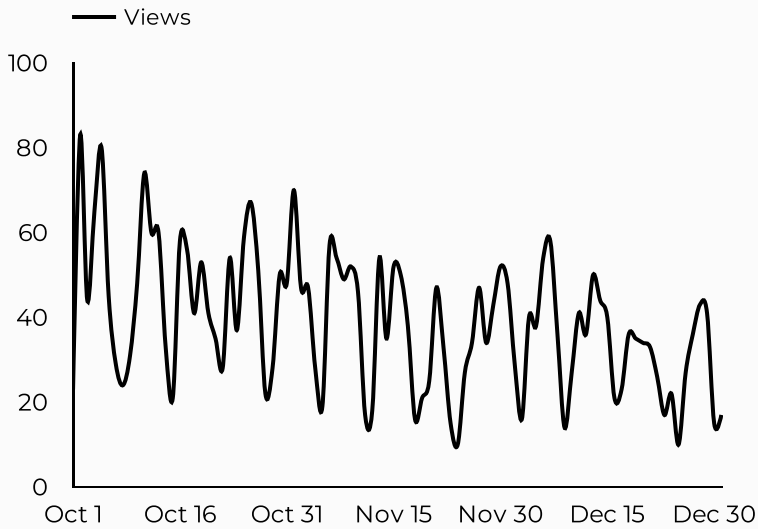
ARMY MWR

CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,592	3,316	2,867	467	01:23	83%
↑ 3.7%	↑ 2.4%	↑ 0.4%	↓ -24.9%	↓ -16.9%	↑ 712.9%

Compared Y-o-Y

How is site traffic trending?

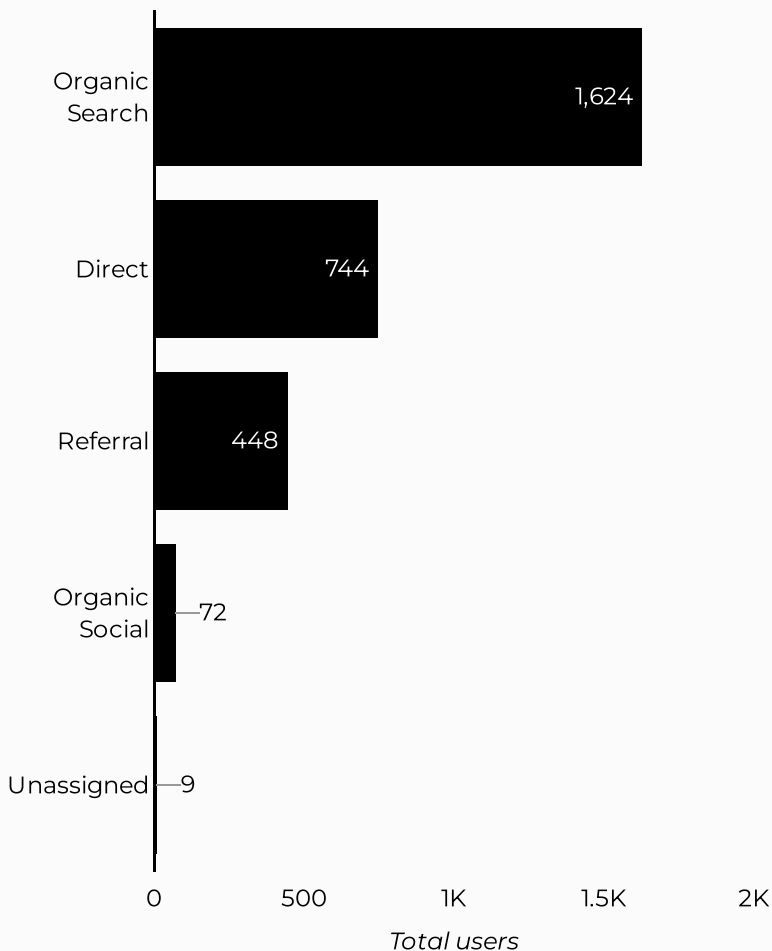


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,223
stewarthunter.armymwr.com	117
liberty.armymwr.com	114
cavazos.armymwr.com	72
humphreys.armymwr.com	63
bliss.armymwr.com	57
redstone.armymwr.com	53
hawaii.armymwr.com	51
kaiserslautern.armymwr.com	50
jackson.armymwr.com	45

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,400
(direct)	744
bing	164
nafbenefits.com	158
home.army.mil	107
yahoo	39
usajobs.gov	38
m.facebook.com	31
l.facebook.com	25
installations.militaryonesource.mil	21



	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	jobs	6	5	1.2	0%
2.	employment	4	2	2	0%
3.	cys	2	1	2	50%
4.	if you are fired can you get rehired for a different job	2	1	2	0%
5.	sports director	2	1	2	0%
6.	military spouse	1	1	1	0%
7.	careers	1	1	1	0%
8.	child dev center	1	1	1	0%
9.	childcare	1	1	1	0%
10.	civilian employment	1	1	1	0%
11.	hiring	1	1	1	0%
12.	home	1	1	1	0%
13.	job	1	1	1	0%
14.	mwr apparel	1	1	1	0%
15.	benefits	1	1	1	0%
16.	pd# 18908	1	1	1	0%
17.	transition assistance	1	1	1	0%
18.	alexa	1	1	1	0%
19.	can civilians who work on ft k nox use the gym?	1	1	1	0%
20.	ceat request form	1	1	1	0%
21.	classifieds	1	1	1	0%
22.	disc golf	1	1	1	0%
23.	dod contractors	1	1	1	0%
24.	dollywood	1	1	1	0%
25.	handbook	1	1	1	0%
26.	hotel accommedations	1	1	1	0%
27.	resume	1	1	1	0%
28.	training video	1	1	1	0%
29.	universal studios tickets	1	1	1	0%
	Grand total	40	34	1.18	2.86%



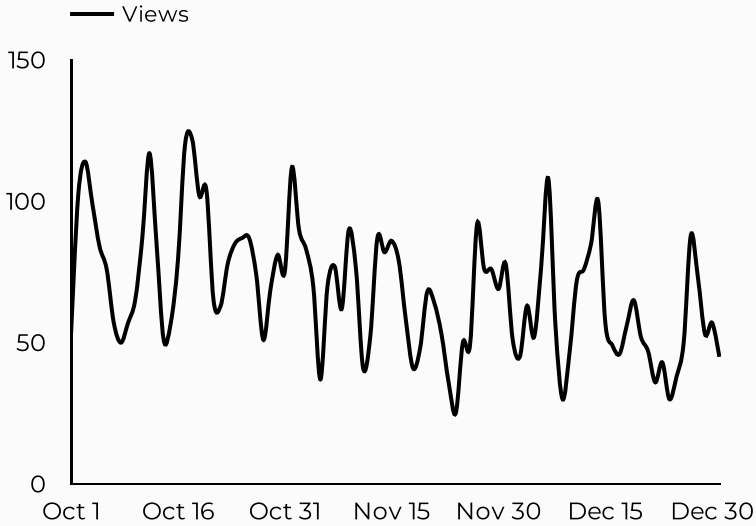
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Home Based Buisness (HBB)

Views 6,320 ↑ 23.2%	Sessions 5,669 ↑ 23.5%	Total users 4,604 ↑ 18.7%	New users 2,118 ↑ 38.0%	Avg. Session Time 01:58 ↑ 1.7%	Engagement rate 70% ↑ 175.4%
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Compared Y-o-Y

How is site traffic trending?

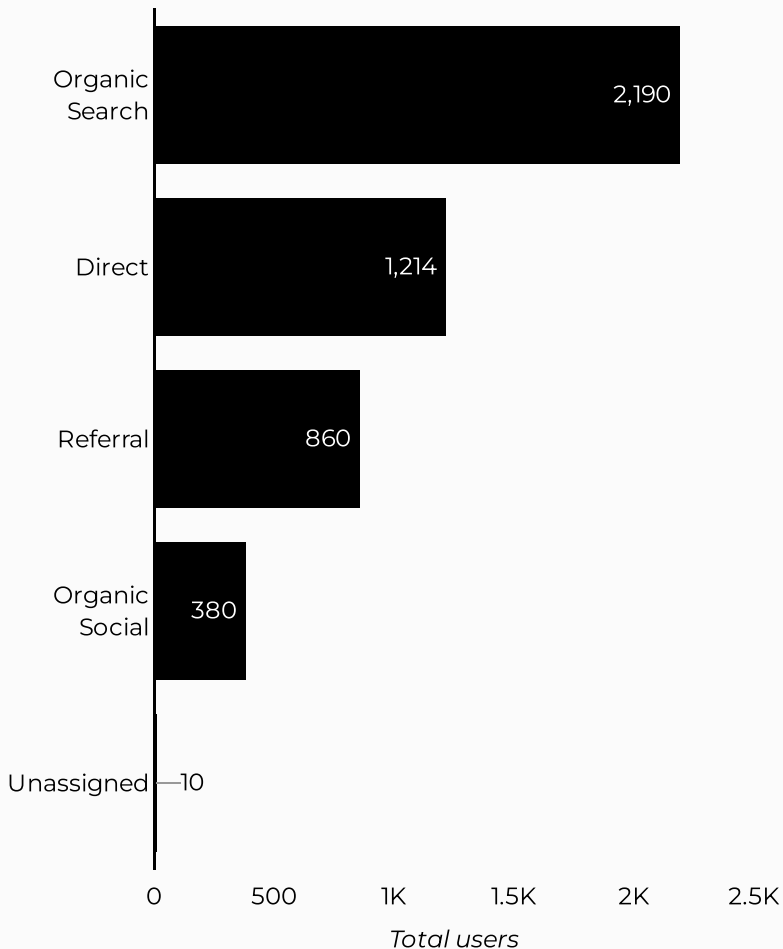


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,053
grafenwoehr.armymwr.com	488
stuttgart.armymwr.com	321
jblm.armymwr.com	253
johnson.armymwr.com	253
irwin.armymwr.com	245
stewarthunter.armymwr.com	229
campbell.armymwr.com	165
humphreys.armymwr.com	141
hawaii.armymwr.com	138

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,040
(direct)	1,214
home.army.mil	707
m.facebook.com	247
bing	111
lm.facebook.com	62
l.facebook.com	59
installations.militaryonesource.mil	27
yahoo	21
military.com	17



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HBB Search

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	hbb application	3	2	1.5	0%
2.	financial management	2	1	2	0%
3.	report hbb	2	1	2	0%
4.	mwr	1	1	1	0%
5.	unit finds	1	1	1	0%
6.	frg	1	1	1	0%
7.	food	1	1	1	0%
8.	fort moore	1	1	1	0%
9.	fpcon	1	1	1	0%
10.	hbb	1	1	1	0%
11.	home based business babysitting	1	1	1	0%
12.	jennifer evans	1	1	1	0%
13.	job	1	1	1	0%
14.	jobs	1	1	1	0%
15.	kentucky hourly	1	1	1	0%
16.	business license	1	1	1	0%
17.	mwr approved businesses	1	1	1	0%
18.	quiet hours	1	1	1	0%
19.	sop	1	1	1	0%
20.	sasquatch	1	1	1	0%
21.	arts	1	1	1	0%
22.	education	1	1	1	0%
23.	fcc	1	1	1	0%
24.	food truck	1	1	1	0%
25.	food trucks	1	1	1	0%
26.	home	1	1	1	0%
27.	licenses	1	1	1	0%
28.	safety contract	1	1	1	0%
29.	sponsorship	1	1	1	0%
30.	taxes	1	1	1	0%
	Grand total	35	32	1.09	0%