



Program Roll-Up

Oct 1, 2022 - Sep 30, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	50,763	30,054	66,116	44.7%
CYS Careers	14,983	8,611	18,956	34.65%
Family Child Care	31,669	15,730	40,609	36.16%
Parent Outreach Services	30,355	12,404	42,288	34.38%
School Age Centers	9,063	3,920	12,353	35.81%
School Support Services	25,340	14,963	31,430	43.58%
Youth Centers	30,559	15,209	40,077	39.58%
Youth Sports	85,619	41,445	126,763	36.54%



ARMY MWR

Child & Youth Services

Views
2,174,610

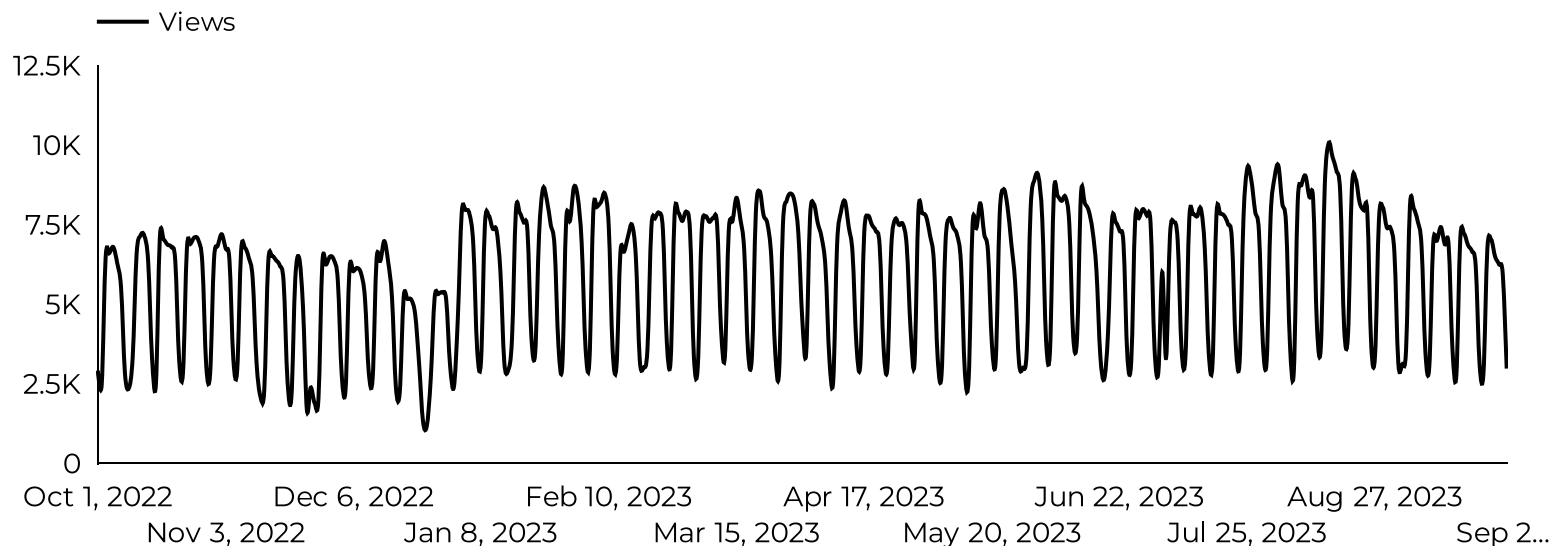
Visits (pageviews) to your page

Engagement rate
43%

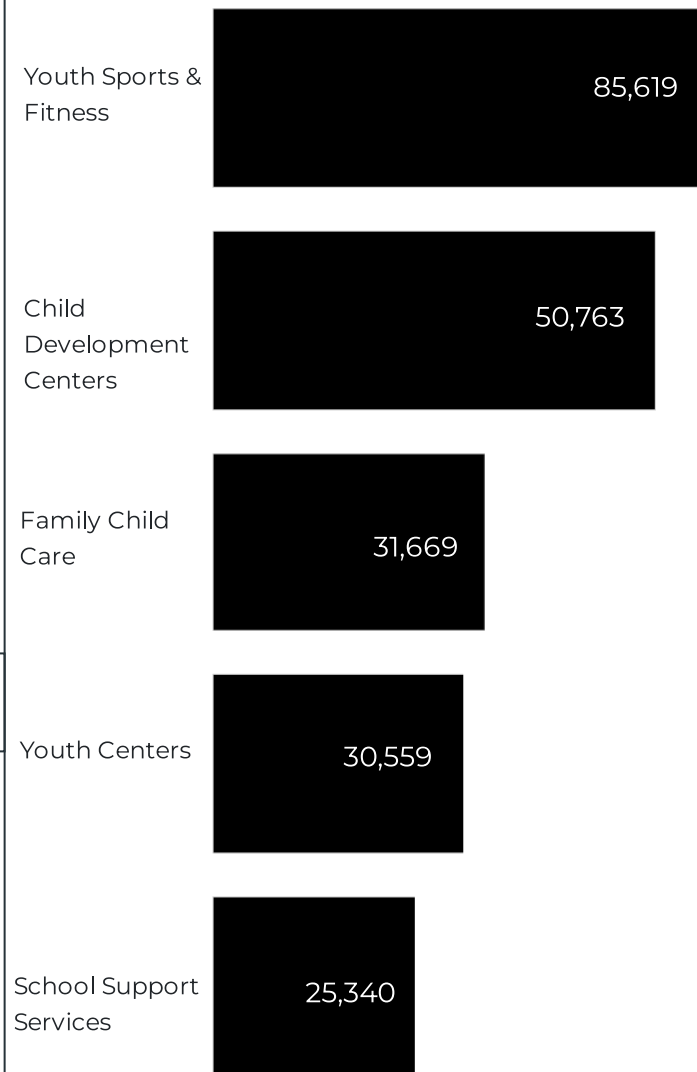
Average time people are engaged on your website

Total users
1,045,124

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	4,575
YouTube	342
Other	126
Instagram	51
Twitter	5
LinkedIn	2



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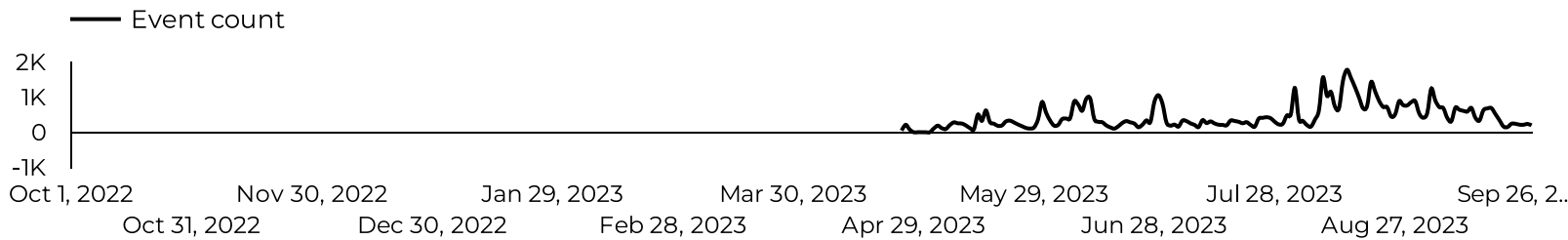
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

70,974

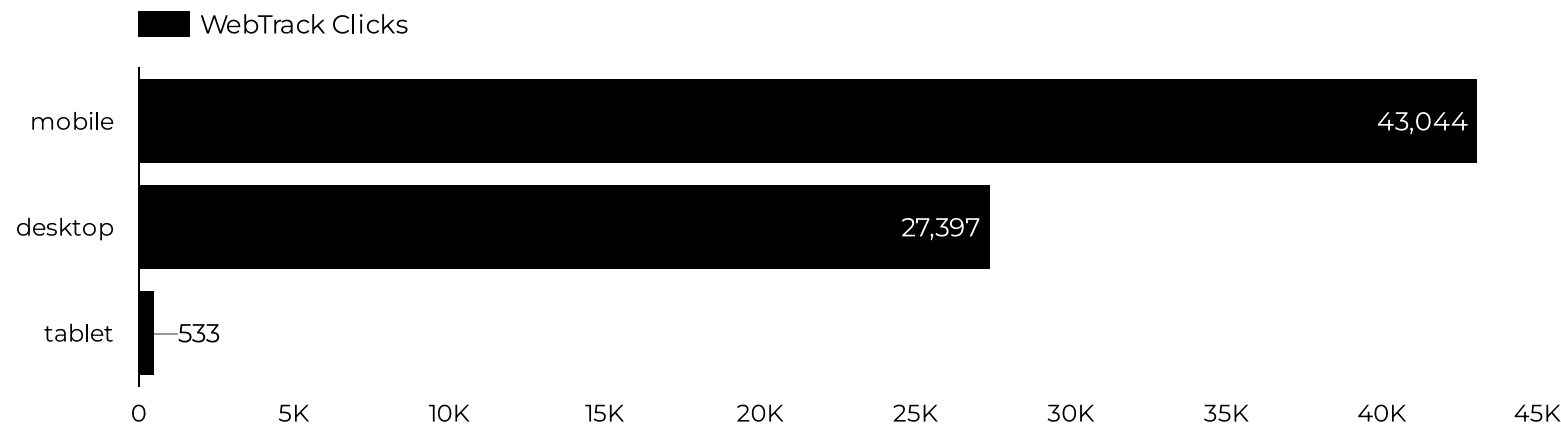
WebTrac trends

Total WebTrac clicks per day.

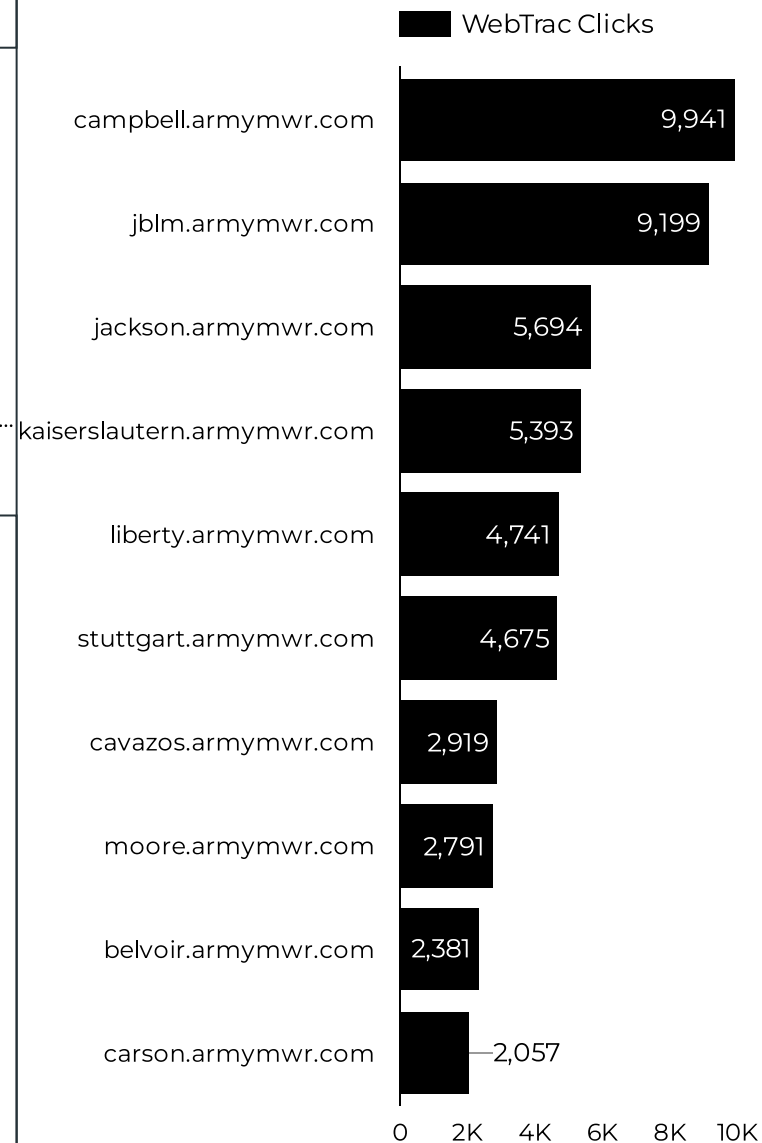


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?

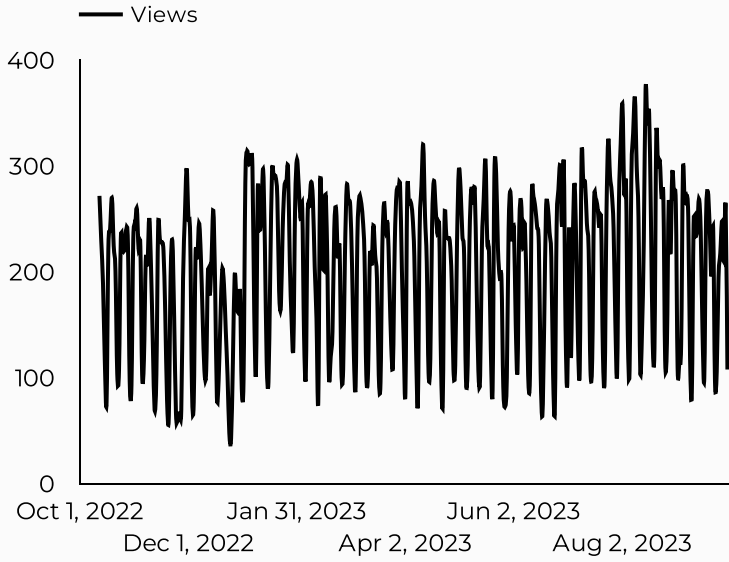




ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Engagement rate
72,328	66,116	50,763	30,054	45%

How is site traffic trending?

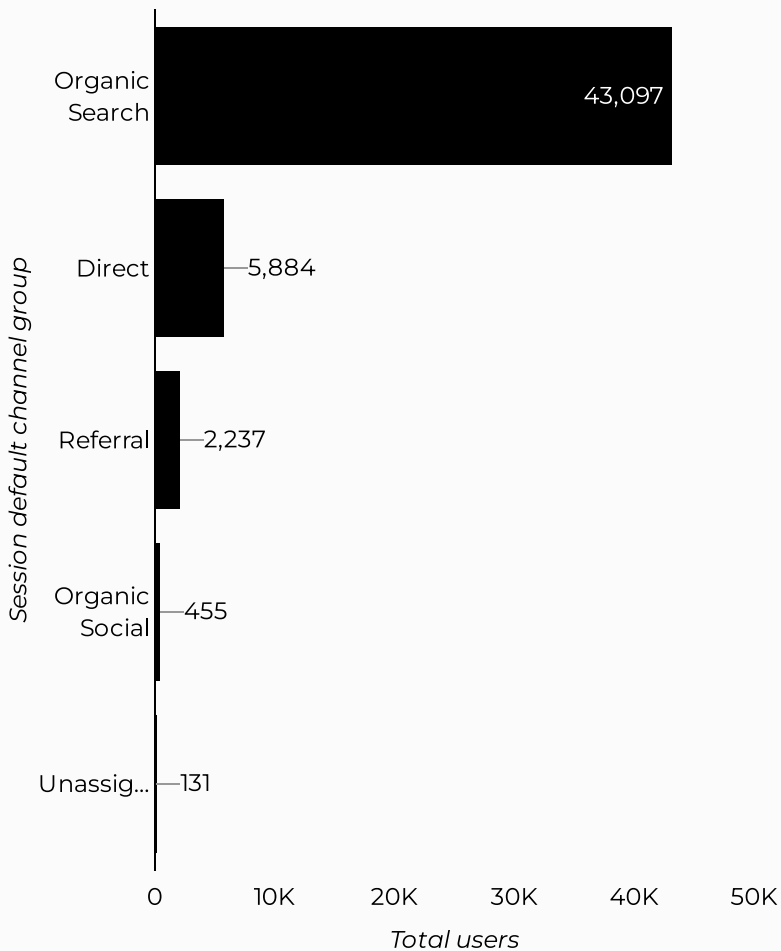


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	7,819
campbell.armymwr.com	5,849
bliss.armymwr.com	5,388
bragg.armymwr.com	5,051
riley.armymwr.com	3,755
www.armymwr.com	3,418
liberty.armymwr.com	3,247
benning.armymwr.com	2,656
drum.armymwr.com	2,605
aberdeen.armymwr.com	2,188

Which channels are driving traffic?



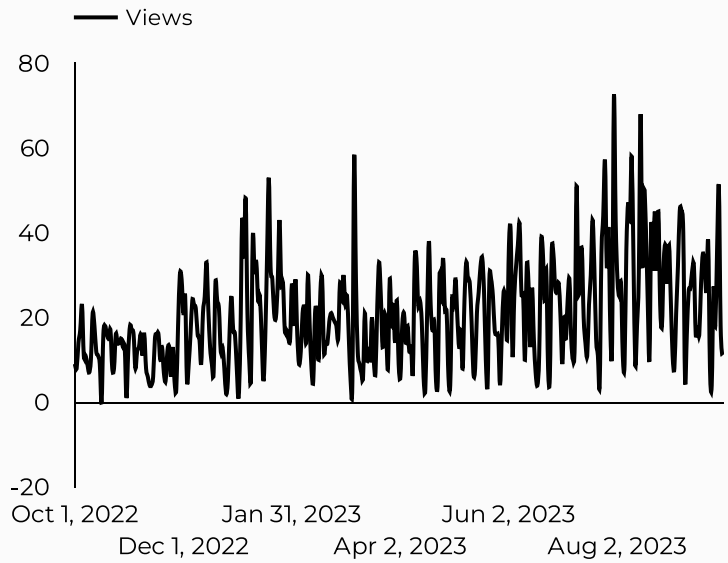
What are the top sources?

Source	Total users
google	2,389
(direct)	222
bing	116
installations.militaryonesource...	43
military.com	40
l.facebook.com	33
home.army.mil	30
m.facebook.com	22
yahoo	18
duckduckgo	14



Views	Sessions	Total users	New users	Engagement rate
7,581	6,496	5,081	2,905	36%

How is site traffic trending?

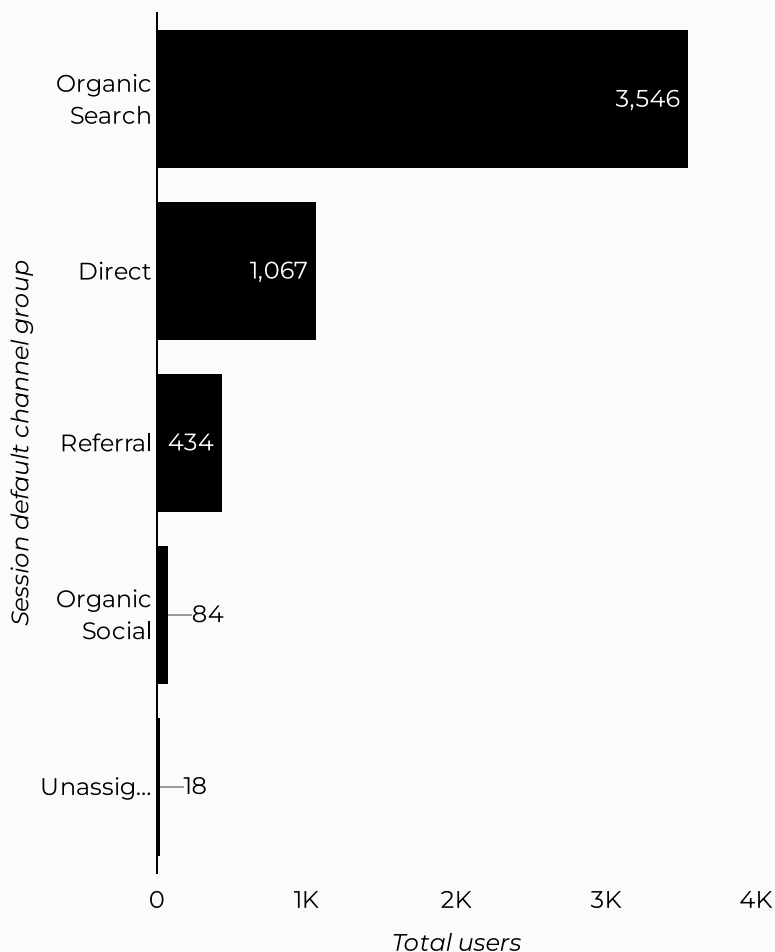


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,066
parks.armymwr.com	16
aberdeen.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,980
(direct)	1,067
bing	473
myarmybenefits.us.army...	250
m.facebook.com	59
yahoo	59
army.mil	32
duckduckgo	30
militaryonesource.mil	24
(not set)	18

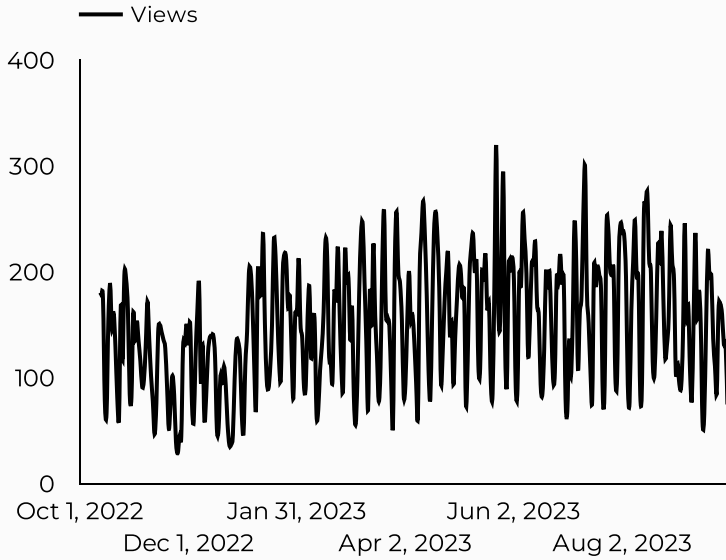


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Family Child Care (FCC)

Views	Sessions	Total users	New users	Engagement rate
53,496	40,609	31,669	15,730	36%

How is site traffic trending?

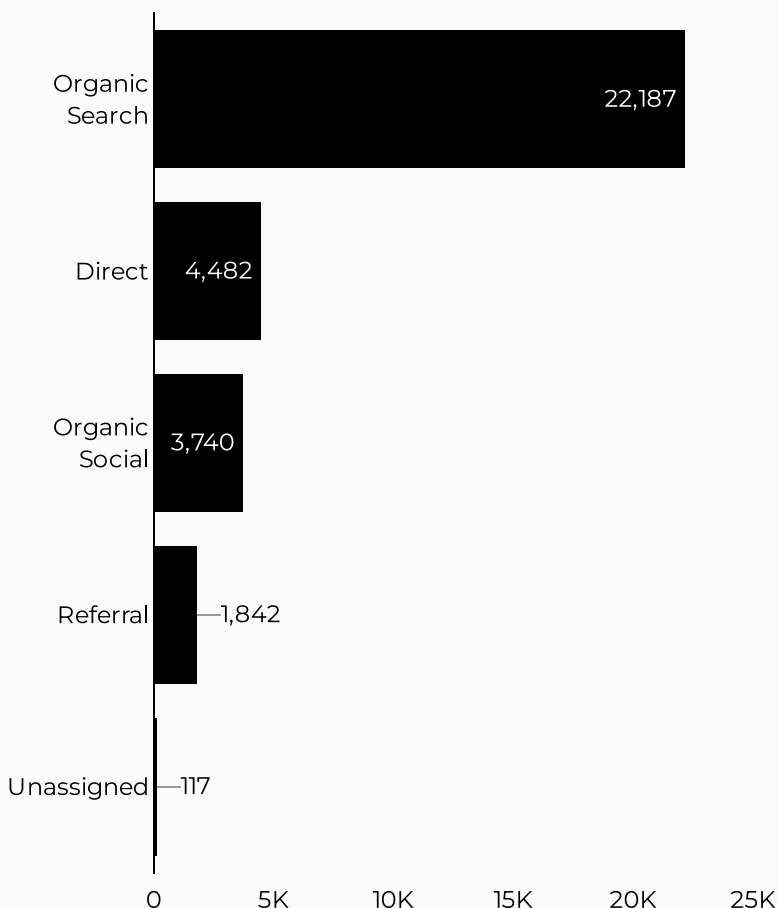


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Conversions
www.armymwr.com	688
campbell.armymwr.com	370
bliss.armymwr.com	192
carson.armymwr.com	186
hawaii.armymwr.com	176
hood.armymwr.com	158
wainwright.armymwr.com	132
riley.armymwr.com	121
bragg.armymwr.com	118
drum.armymwr.com	117
stewarthunter.armymwr.com	96
belvoir.armymwr.com	72
leonardwood.armymwr.com	68
liberty.armymwr.com	68
cavazos.armymwr.com	56
polk.armymwr.com	54
meade.armymwr.com	44
huachuca.armymwr.com	36
irwin.armymwr.com	36
sill.armymwr.com	32
johnson.armymwr.com	28
knox.armymwr.com	25
lee.armymwr.com	22
gordon.armymwr.com	18
gregg-adams.armymwr.com	18
rucker.armymwr.com	18
baumholder.armymwr.com	14
Grand total	3,011

Which channels are driving traffic?





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Parent Outreach Services (PO)

Views
46,068

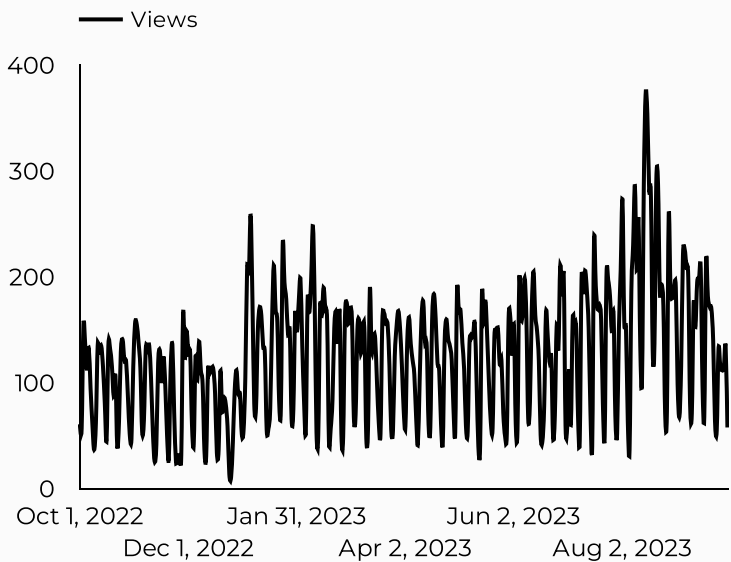
Sessions
42,288

Total users
30,355

New users
12,404

Engagement rate
34%

How is site traffic trending?

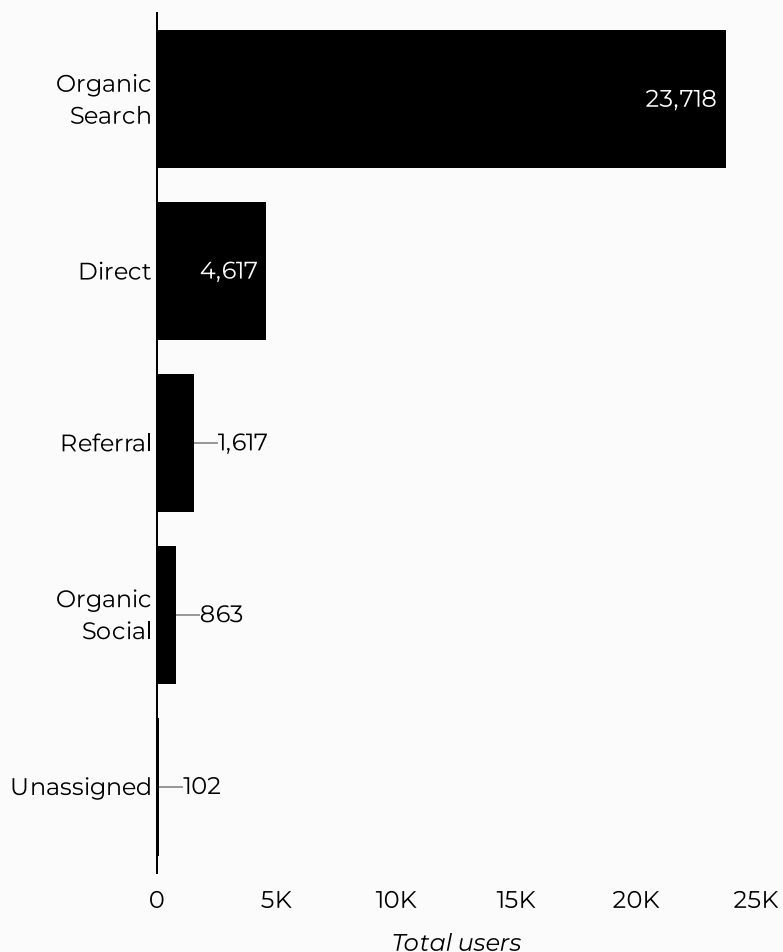


Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	3,778
riley.armymwr.com	3,630
bragg.armymwr.com	2,565
meade.armymwr.com	2,553
belvoir.armymwr.com	2,449
liberty.armymwr.com	1,766
jackson.armymwr.com	1,727
hood.armymwr.com	1,467
cavazos.armymwr.com	1,359
gordon.armymwr.com	1,044

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	4,024
(direct)	440
installations.militaryonesource...	308
bing	285
m.facebook.com	154
home.army.mil	98
l.facebook.com	89
yahoo	73
military.com	42
duckduckgo	36

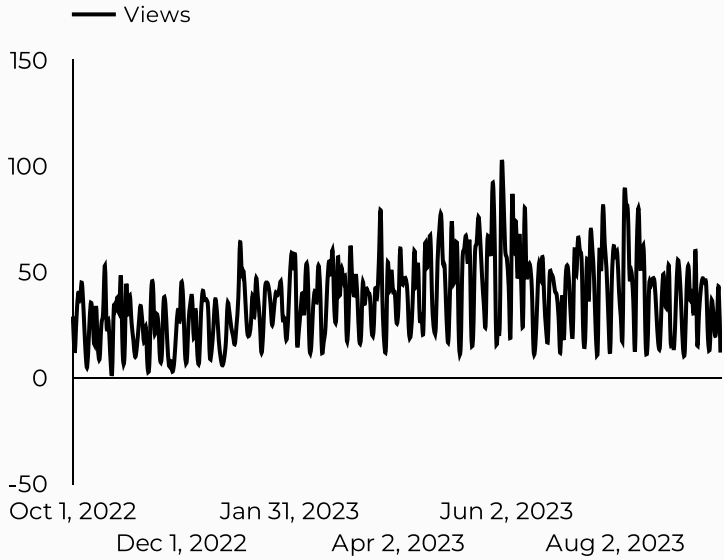


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School Age Centers

Views	Sessions	Total users	New users	Engagement rate
13,602	12,353	9,063	3,920	36%

How is site traffic trending?

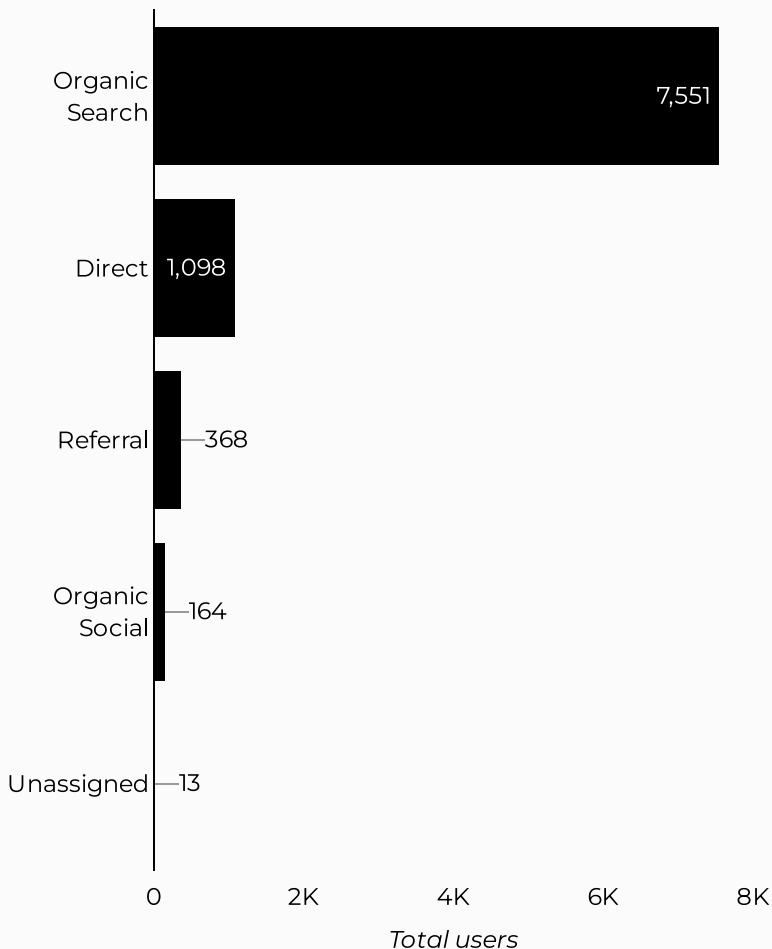


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	2,031
campbell.armymwr.com	2,025
bragg.armymwr.com	1,353
www.armymwr.com	1,090
stewarhunter.armymwr...	1,014
liberty.armymwr.com	926
bliss.armymwr.com	817
hohenfels.armymwr.com	4
carson.armymwr.com	3

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	297
(direct)	21
bing	15
l.facebook.com	7
military.com	6
yahoo	5
home.army.mil	4
installations.militaryonesource...	3
m.facebook.com	3
basedirectory.com	1



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School Support Services

Views
37,857

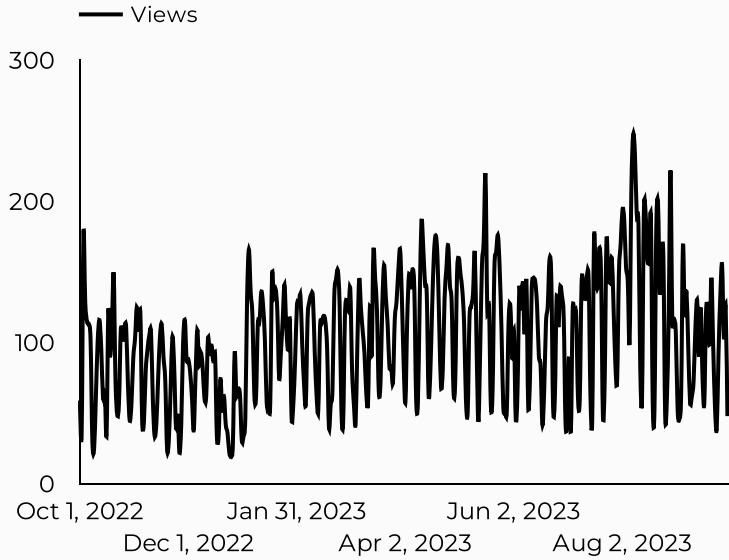
Sessions
31,430

Total users
25,340

New users
14,963

Engagement rate
44%

How is site traffic trending?

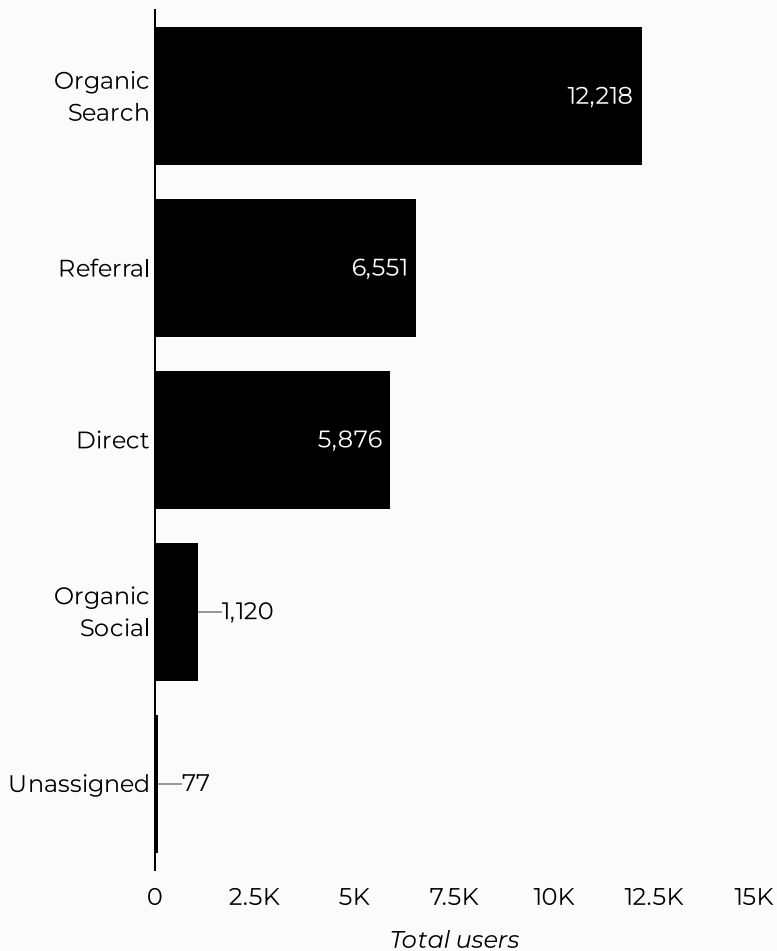


Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	1,866
carson.armymwr.com	1,711
stuttgart.armymwr.com	1,682
jblm.armymwr.com	1,649
bragg.armymwr.com	1,346
hawaii.armymwr.com	1,186
italy.armymwr.com	1,158
belvoir.armymwr.com	1,099
leonardwood.armymwr...	1,089
drum.armymwr.com	1,074

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	1,355
(direct)	520
installations.militaryonesource...	365
home.army.mil	246
m.facebook.com	110
bing	82
l.facebook.com	73
hawaiipublicschools.org	64
military.com	54
fcps.edu	36

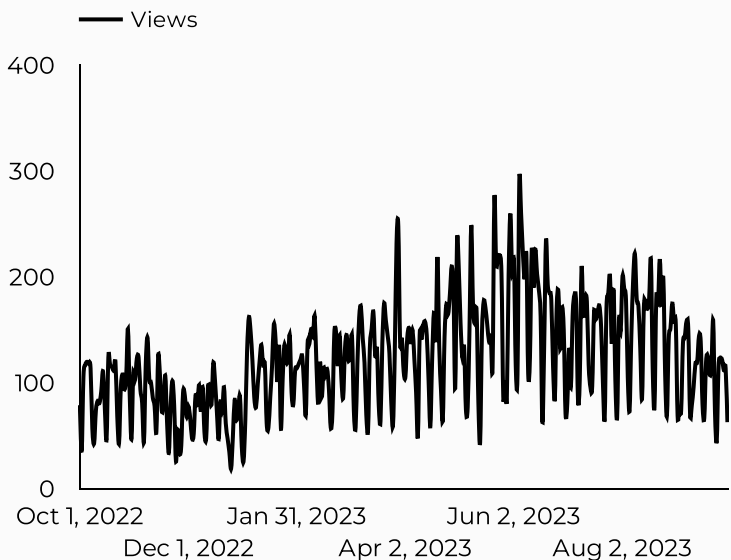


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Youth Centers

Views	Sessions	Total users	New users	Engagement rate
44,886	40,077	30,559	15,209	40%

How is site traffic trending?

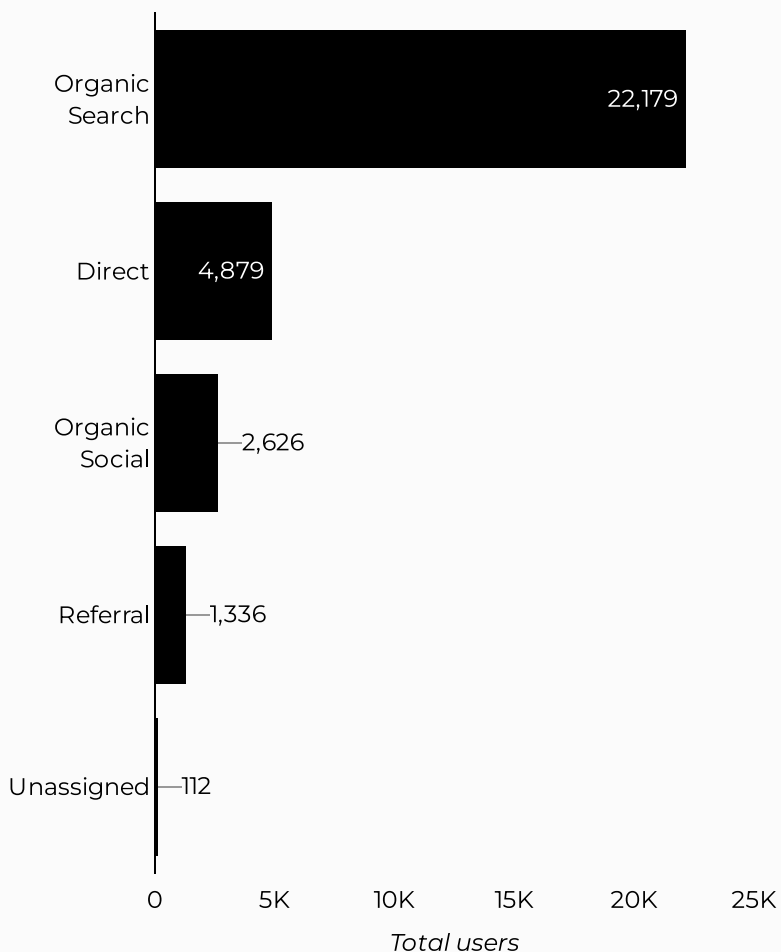


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	2,050
stuttgart.armymwr.com	1,636
bliss.armymwr.com	1,627
bragg.armymwr.com	1,626
carson.armymwr.com	1,595
hawaii.armymwr.com	1,413
kaiserslautern.armymwr.com	1,406
stewarhunter.armymwr.com	1,254
grafenwoehr.armymwr.com	1,242
presidio.armymwr.com	1,132

Which channels are driving traffic?



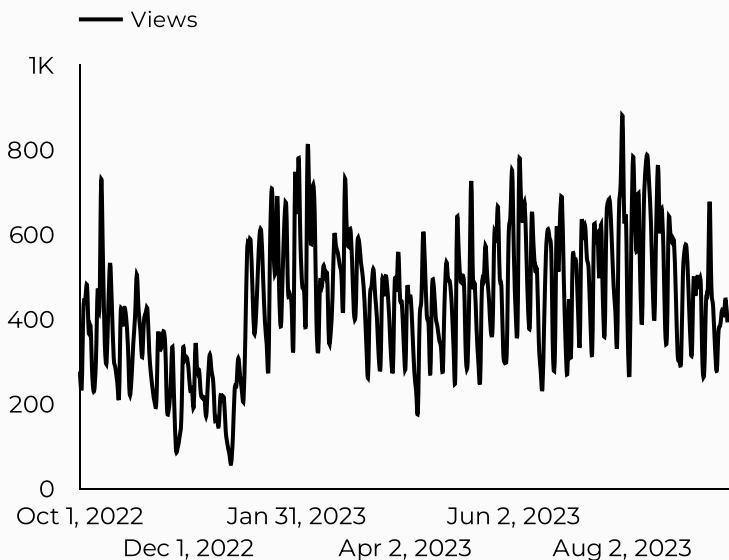
What are the top sources?

Source	Total users
google	1,983
(direct)	274
bing	124
m.facebook.com	124
l.facebook.com	99
home.army.mil	60
lm.facebook.com	42
yahoo	27
military.com	21
installations.militaryonesource...	20



Views	Sessions	Total users	New users	Engagement rate
160,497	126,763	85,619	41,445	37%

How is site traffic trending?

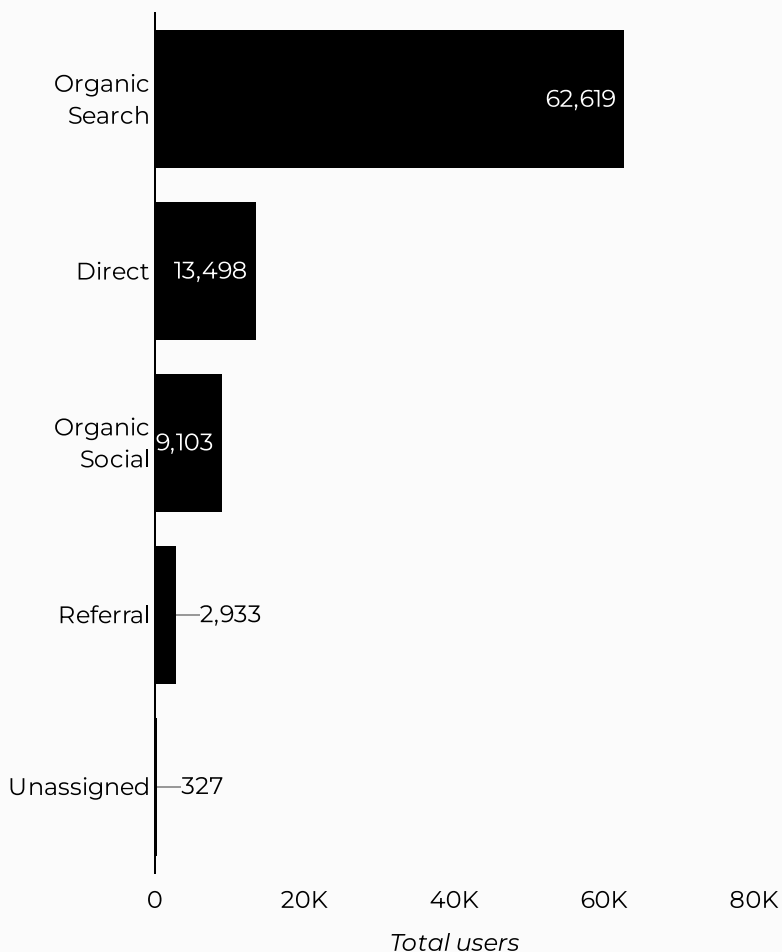


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	9,190
campbell.armymwr.com	6,846
hawaii.armymwr.com	6,495
bliss.armymwr.com	4,761
belvoir.armymwr.com	4,533
bragg.armymwr.com	3,047
humphreys.armymwr.com	3,034
meade.armymwr.com	2,718
benning.armymwr.com	2,664
carson.armymwr.com	2,615

Which channels are driving traffic?



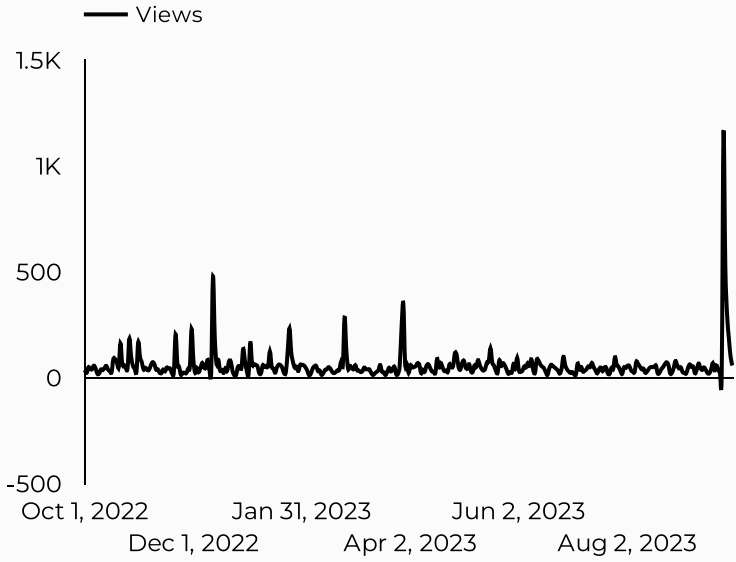
What are the top sources?

Source	Total users
google	11,355
(direct)	1,367
m.facebook.com	783
bing	544
l.facebook.com	377
home.army.mil	251
yahoo	176
lm.facebook.com	131
duckduckgo	84
nflflag.com	81



Views	Sessions	Total users	New users	Engagement rate
21,854	18,742	15,014	9,929	39%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

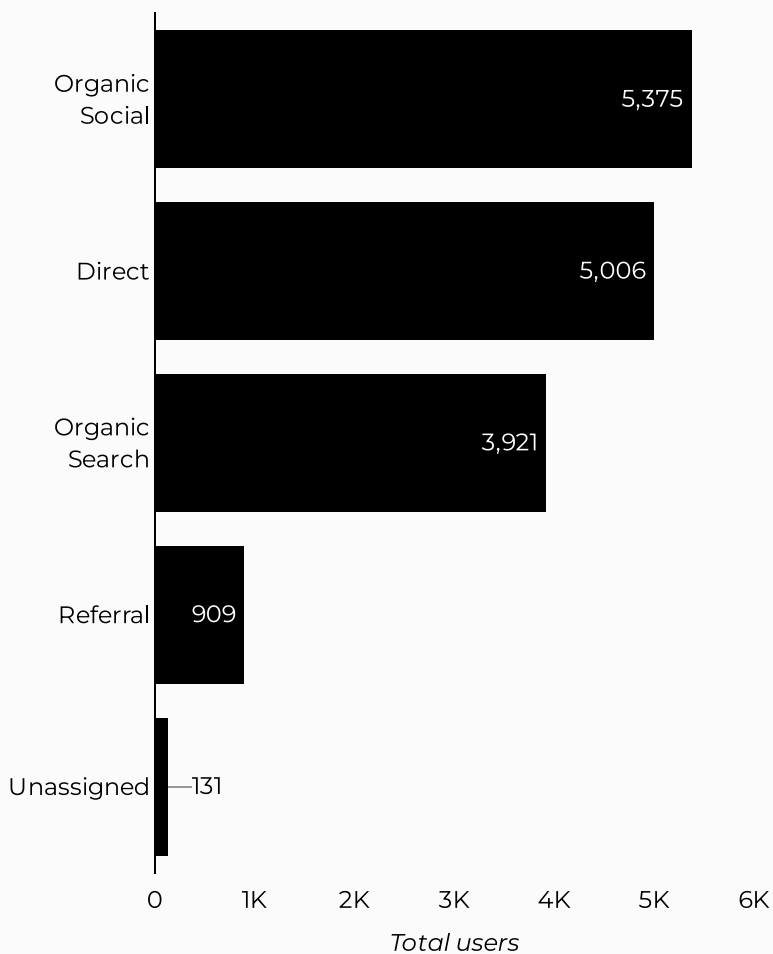
Name	Link Clicks
USAJOBS.gov	3,042

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	2,019
Rack Card	240

Which channels are driving traffic?





Views
2,136

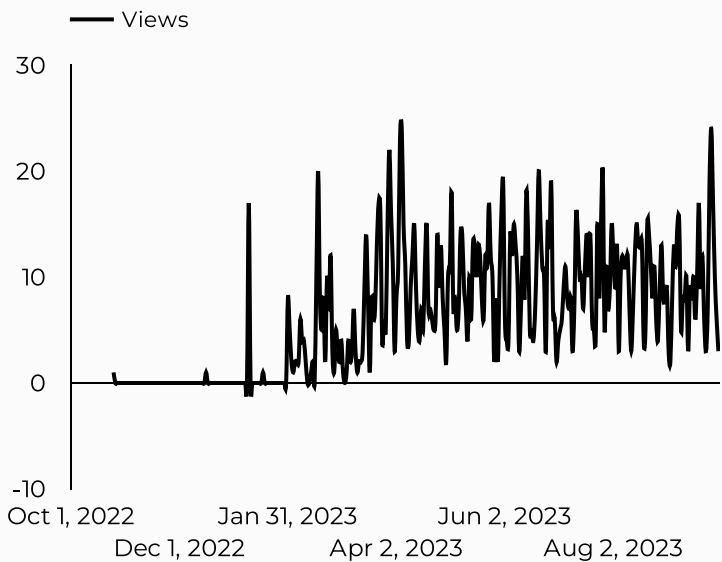
Sessions
1,942

Total users
1,677

New users
908

Engagement rate
48%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

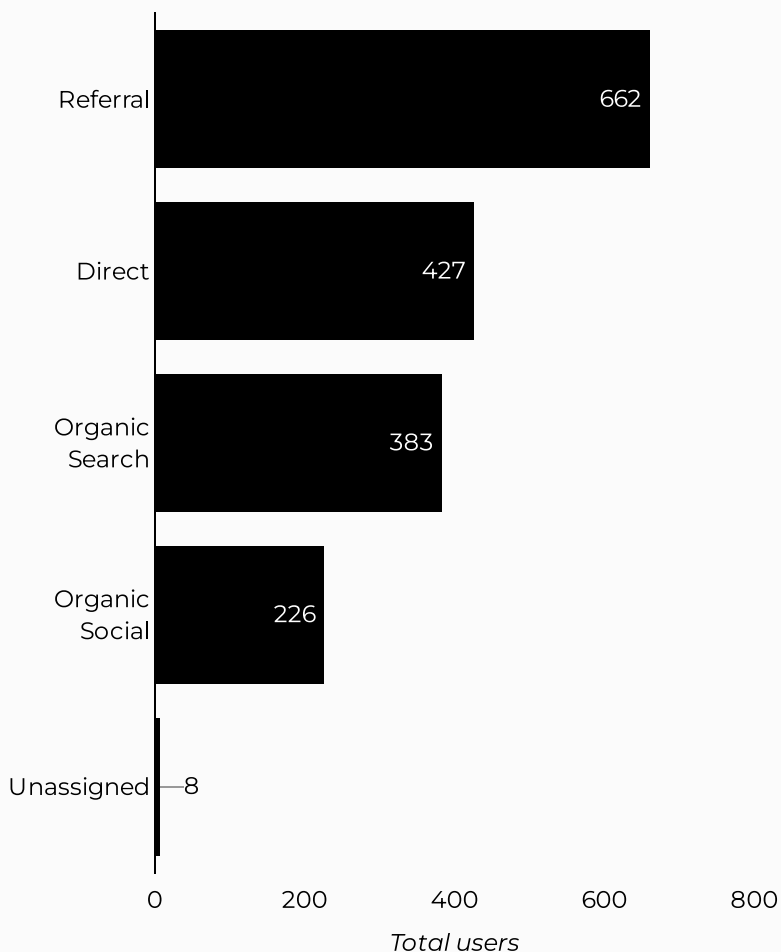
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	224
https://www.usajobs.gov/	15

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	286
CYS Profession Video - Compilation	104
CYS Profession Video_1 minute Compilation Open Captions F	4

Which channels are driving traffic?





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Month of the Military Child

Views
19,608

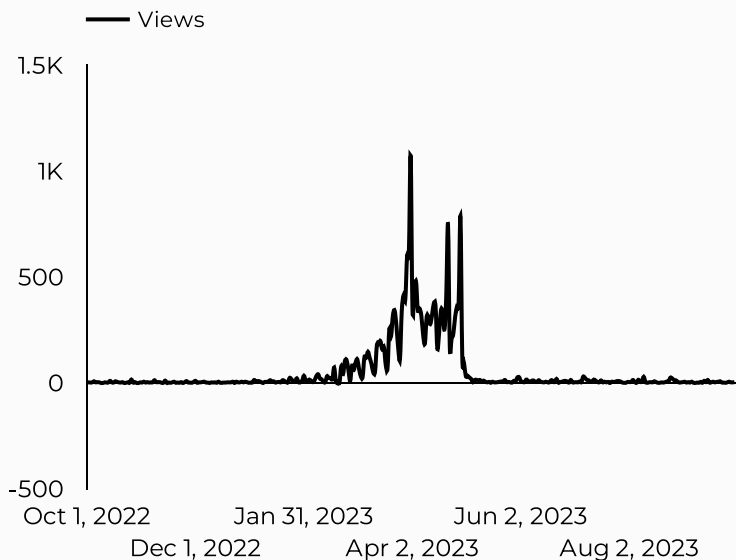
Sessions
15,163

Total users
11,640

New users
5,942

Engagement rate
30%

How is site traffic trending?

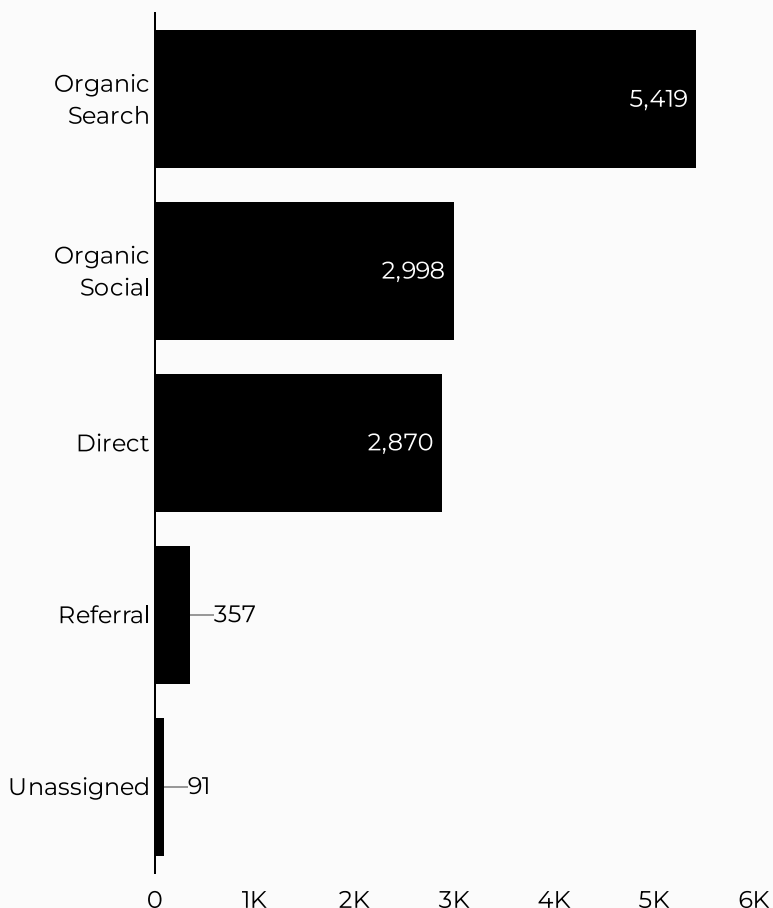


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,774
campbell.armymwr.com	1,467
stewarhunter.armymwr.com	1,449
leonardwood.armymwr.com	1,062
jblm.armymwr.com	785
kaiserslautern.armymwr.com	482
wainwright.armymwr.com	386
riley.armymwr.com	369
hood.armymwr.com	356
miami.armymwr.com	325

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	456
m.facebook.com	172
(direct)	86
lm.facebook.com	71
l.facebook.com	37
bing	18
home.army.mil	18
installations.militaryonesource...	6
military.com	4
webtrac.mwr.army.mil	4



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	cys	712	499	1.43	94.96%
2.	webtrac	322	275	1.17	95.34%
3.	sports	310	274	1.13	93.99%
4.	youth sports	308	219	1.41	90.75%
5.	summer camp	285	241	1.18	100%
6.	jobs	259	222	1.17	95.13%
7.	soccer	230	195	1.18	96.98%
8.	skies	187	166	1.13	95.91%
9.	cdc	159	140	1.14	98.6%
10.	child care	154	109	1.41	94.64%
11.	gymnastics	147	129	1.14	93.28%
12.	google	139	97	1.45	97.78%
13.	basketball	138	116	1.19	95.08%
14.	parent central	119	99	1.2	92.66%
15.	teaching strategies	116	88	1.32	97.3%
16.	childcare	111	89	1.25	97.83%
17.	careers	109	105	1.04	98.1%
18.	babysitting	105	91	1.15	91.49%
19.	registration	101	81	1.25	91.76%
20.	parent central services	100	78	1.28	94.94%
21.	employment	96	88	1.09	92.39%
22.	child	94	52	1.81	92.45%
23.	crazy games	93	62	1.5	100%
24.	fcc	90	84	1.07	96.55%
25.	youth center	86	64	1.34	97.14%
26.	swim lessons	84	75	1.12	94.74%
27.	family	83	54	1.54	93.75%
28.	youth	80	41	1.95	97.62%
29.	baseball	74	63	1.17	95.38%
30.	forms	73	64	1.14	98.44%
31.	parents night out	73	40	1.83	85.71%
	Grand total	22,392	14,668	1.53	95.74%