



Support Services Insights and Recommendations

First Quarter FY24

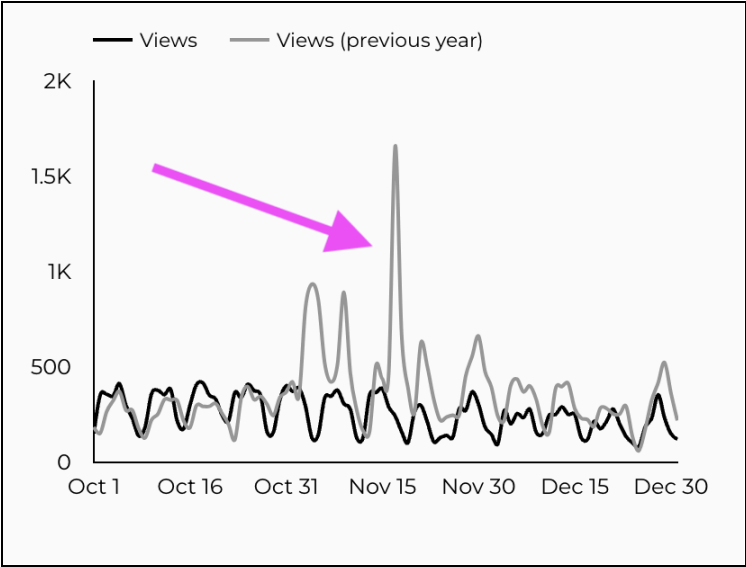
NAF Personnel Services

The latest data from the NAF Personnel Services section highlights significant trends and shifts in website traffic patterns. These are influenced notably by the repositioning of the ['Come Work With Us'](#) page and the primary ['Employee Portal'](#) page.

Organic Search traffic increased by 31.2%. This rise suggests enhanced visibility and discoverability of the site on search engines, potentially due to improved SEO strategies or increased relevance of site content to user search queries. Direct Traffic experienced a significant decrease (-47.7%). This decline might be attributed to the relocation of key pages, which could have temporarily disrupted direct access by users.

Specific marketing or outreach campaigns were active during FY23, analyzing their impact could provide valuable insights into effective strategies and areas for improvement.

Figure 1: Displays the shifts in NAF Personnel Services website traffic, contrasting the current year's data with the previous year. It highlights the impact of last year's marketing efforts.



Quarterly search terms

Table 1: Top Search Terms by Search Volume.

	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%

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:

- NAF
- Employee Benefits
- Retirement
- Change of Address
- NAF Retirement Calculation
- Payroll
- Benefits

CEAT

The overall number of total users is relatively stable with a slight increase of 0.4% compared to the previous year.

Organic Search has seen a positive increase of 13.5%, indicating successful SEO and content relevance. Direct Traffic has decreased by -17.8%, suggesting a decline in brand recall or bookmarked visits. Referral Traffic and Organic Social both show a decrease, with organic social experiencing a notable drop of -36.8%.

Quarterly search terms

Table 2: Top Search Terms by Search Volume.

	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%

Recommendation:

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 CEAT

Home Based Business (HBB)

There is a general uptrend in traffic to the HBB pages across various installations, with Stewart Hunter showing the most significant increase (+387.2%), due to specific local initiatives or increased interest in home-based business opportunities at this location.

Organic Search is the leading traffic source, which has grown by +16.2%. This suggests that SEO efforts are effective and should continue to be a focus. Direct traffic and Referral have also shown significant increases, indicating brand recognition and effective cross-promotion or partnerships.

The overall engagement rate is high at 70%, which is substantially higher compared to the previous year (175.4% increase). The new search configuration has effectively improved user engagement.

Quarterly search terms

Table 3: Top Search Terms by Search Volume.

	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%

Recommendations

1. Downloads are the most common action, with "Approved Commercial Solicitation Vendors" being the top downloaded document. This points to a strong interest in vendor opportunities and requirements for HBBs. Make sure all installations have an "Approved Commercial Solicitation Vendors" for download.

2. Phone calls and emails are also significant, suggesting that users are seeking further engagement or clarification, which could be an opportunity to enhance the FAQs or information provided online.
3. To enhance discoverability and accessibility of key content on the HQ MWR website, implement the ["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:
 - HBB
 - HBB Application
 - Report HBB
 - Home Based Business
 - Home Based Business Babysitting