

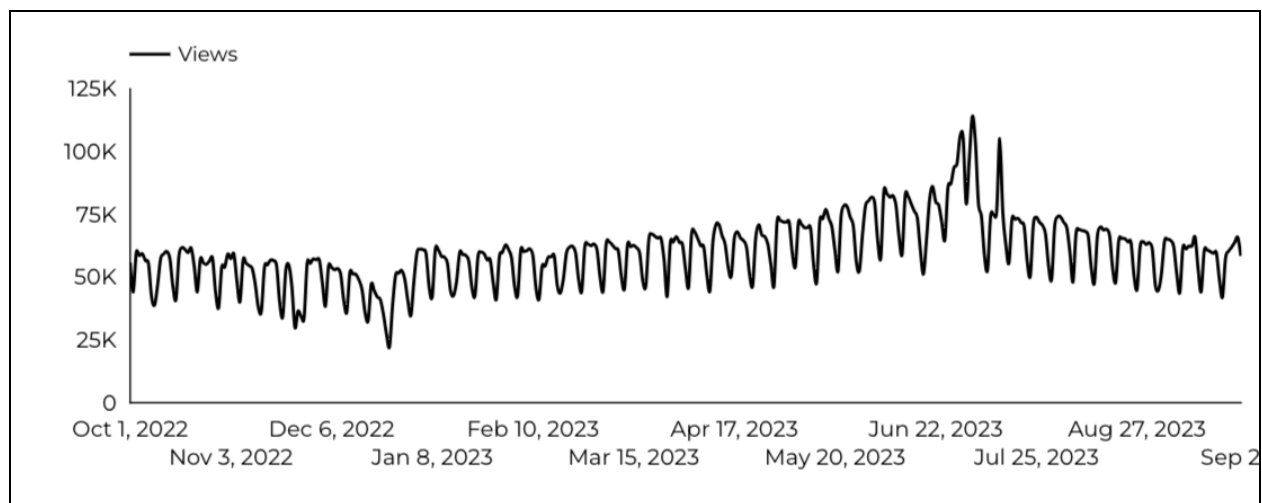


ACS FY23 Annual Website Insights and Recommendations

Traffic To All ACS Pages

- Over the past year **326,051 users made a visit** to an ACS page.
- The bounce rate (measured by the percentage of users that entered and left the website from the same page) 53%, and an average session duration of 2 minutes 46 seconds.
- On average, users visited 1.33 pages per session.
- 62.9% of the traffic to ACS was generated through web searches. Users actively sought information related to ACS services, sharp, and installation specific search queries. These search terms indicate that users were actively seeking a wide range of ACS services, resources, and programs through organic search, highlighting the importance of the online presence and search engine optimization efforts.

Figure 1: Traffic trends across ACS pages.













Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▾
/programs/army-community-service	26,805
/programs/acs/family-advocacy	21,763
/programs/acs/exeptional-familymember-program	20,961
/categories/community-support	20,084
/programs/acs/employment-readiness-program	19,723
/programs-and-services/personal-assistance	18,823
/programs/acs	17,422
/programs-and-services/personal-assistance/employment-readiness-program/army-spouse-employment-career-and-education	16,253
/programs/army-community-service-acs	14,040
/programs/army-community-services	11,134

Top 10 Content Creators

Table 2: Lists the top 10 Authors creating content.

Author	Total ▾
ryanmmagnusonaf	155 
jessica_e_gomez_civ	10 
monica_r_young12_naf	4 
cynthiakclacknaf	3 
lisaehartmannaf	2 
sarah_m_webb15_naf	2 
richardjgerkenaf	1 
whitneylgambinonaf	1 
karljweiselnaf	1 
stormie_n_tippit_naf	1 

New Pages

- Web managers created 191 new ACS pages, program pages, and happenings on EPW last year. (Data from EPW Page Report)

Figure 2: Shows total pages broken down by page type.

Type	Total ▾
Program	168
Happening	13
Program Content	8
Program Category	2

Remove or update outdated content

Agencies should address outdated and inaccurate content as soon as possible. At the same time, agencies should be cognizant of potentially relevant obligations and policies, such as the need to provide adequate notice when initiating, substantially modifying, or terminating significant information that the public may be using (such as historical information); removal of information that is useful to the public can also negatively impact trust. When removing content, where appropriate, agencies should create redirects (e.g., an HTTP 301) to direct the public and search engines to new or more accurate content.

[Follow this link to view the entire list pages that need updating.](#)

Table 3: HQ ACS Pages that need updating.

	Address	Last Update Year
1.	https://www.armymwr.com/programs-and-services/personal-assistance/information-and-referral	2020
2.	https://www.armymwr.com/programs-and-services/personal-assistance/volunteer-corps	2021
3.	https://www.armymwr.com/programs-and-services/personal-assistance/employment-readiness-program/army-spouse-employment-career-and-education	2021
4.	https://www.armymwr.com/programs-and-services/personal-assistance/army-community-service	2021
5.	https://www.armymwr.com/programs-and-services/personal-assistance/customer-rights-and-responsibilities	2021
6.	https://www.armymwr.com/programs-and-services/personal-assistance/army-family-action-plan	2021
7.	https://www.armymwr.com/programs-and-services/personal-assistance/army-family-team-building	2021
8.	https://www.armymwr.com/programs-and-services/personal-assistance/financial-readiness	2022
9.	https://www.armymwr.com/programs-and-services/personal-assistance/employment-readiness-program	2022
10.	https://www.armymwr.com/programs-and-services/personal-assistance/family-advocacy/vap	2022
11.	https://www.armymwr.com/programs-and-services/personal-assistance/family-advocacy	2022
12.	https://www.armymwr.com/programs-and-services/personal-assistance/family-advocacy/mflc	2022
13.	https://www.armymwr.com/programs-and-services/personal-assistance/family-advocacy/tc	2022

Do not publish duplicate content

Avoid unnecessary duplication and repetition of content or similarly related content and should establish processes to review and deduplicate content across websites within their agency as well as across government for cross-agency information and services, whenever possible. Similar content on multiple websites may be appropriate when those websites serve different audiences or user needs. However, duplication can create confusion when the information is not consistent, and can impose extra cost and effort to maintain.

Duplicate Content:

- <https://www.armymwr.com/employee-portal/naf-personnel-services/civilian-employment-assignment-tool>
- <https://www.armymwr.com/programs-and-services/cys/civilian-employment-assignment-tool>

Search

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

- jobs (1643 searches): The high number of searches for "jobs" suggests that many users are interested in employment opportunities within the Army community. It's essential to provide clear and accessible information about job openings and career opportunities through ACS.
- employment (785 searches): Similar to "jobs," users are actively seeking employment-related information. Ensure that ACS offers resources, guidance, and support for individuals looking for employment.
- aer (532 searches): "AER" likely refers to Army Emergency Relief. Users searching for AER might be looking for financial assistance or support during emergencies. Make sure that information about AER is easily accessible and well-documented on the ACS website.
- acs (483 searches): The search term "acs" suggests that some users may be looking for general information about Army Community Service. Ensure that the ACS landing page is optimized to provide comprehensive information about the services offered.
- efmp (363 searches): "EFMP" stands for Exceptional Family Member Program. Users searching for EFMP are likely interested in support and resources for family members with special needs. Provide clear information about EFMP services and eligibility criteria.
- fap (193 searches): "FAP" probably refers to the Family Advocacy Program. Users searching for FAP may be seeking resources related to family support and advocacy. Ensure that FAP information and services are prominently featured.
- lending closet (121 searches): The search for "lending closet" indicates an interest in resources like lending closets, which provide essential items to military families. Make sure that information about lending closet services is accessible.
- new parent support (109 searches): Users searching for "new parent support" may be looking for resources and assistance for new parents within the military community. Provide information about parenting support programs.

- aftb (85 searches): "AFTB" might refer to the Army Family Team Building program. Users searching for AFTB are likely interested in building family skills and knowledge. Ensure that AFTB resources are accessible.

These search terms provide valuable insights into user intent and interests. To enhance user experience, optimize your website to address these topics and ensure that relevant information and services are easily discoverable. Additionally, consider conducting user surveys or feedback sessions to gather more specific information about user needs related to these search terms.

Bounce Rate Improvement in Search Functionality

In the past year, **the ACS program pages experienced an average bounce rate of 81%** after a person searches, indicating that a significant portion of users would conduct a search and then exit the website without taking any further action. However, we have recently implemented important changes to our search functionality, and the results have been remarkable.

After just two weeks with the new search system in place, we have observed a substantial decrease in the bounce rate. It has plummeted to a mere 3%. This remarkable improvement signifies that the recent modifications to our search feature have had a profoundly positive impact on user engagement and interaction with our website.

This drastic reduction in bounce rate suggests that the enhanced search functionality is now successfully delivering more relevant search results. Users are not only finding the information they seek more efficiently but are also more inclined to explore further within the website after conducting a search.

We will continue to monitor these metrics to ensure that this positive trend persists and to identify further opportunities for enhancing user experience.

Forms

Digitize paper forms

Agencies should establish internal review processes to routinely identify non-digital forms and expedite the digitization of forms related to serving the public. Agencies should prioritize the digitization of those forms that have the greatest impact on the public. Consistent with section 4(d) of the 21st Century IDEA and as described in OMB Memorandum M-22-10, Improving Access to Public Benefits Program Through the Paperwork Reduction Act, if a particular form cannot be made available in a digital format, an agency is expected to document through its Paperwork Reduction Act approval process:

1. The office responsible for receiving the form
2. The reasons the form cannot be made available in a digital format
3. Any potential solutions, such as implementing existing technologies or making procedural, regulatory, or legislative changes, that could allow the form to be made available to the public in a digital format.