



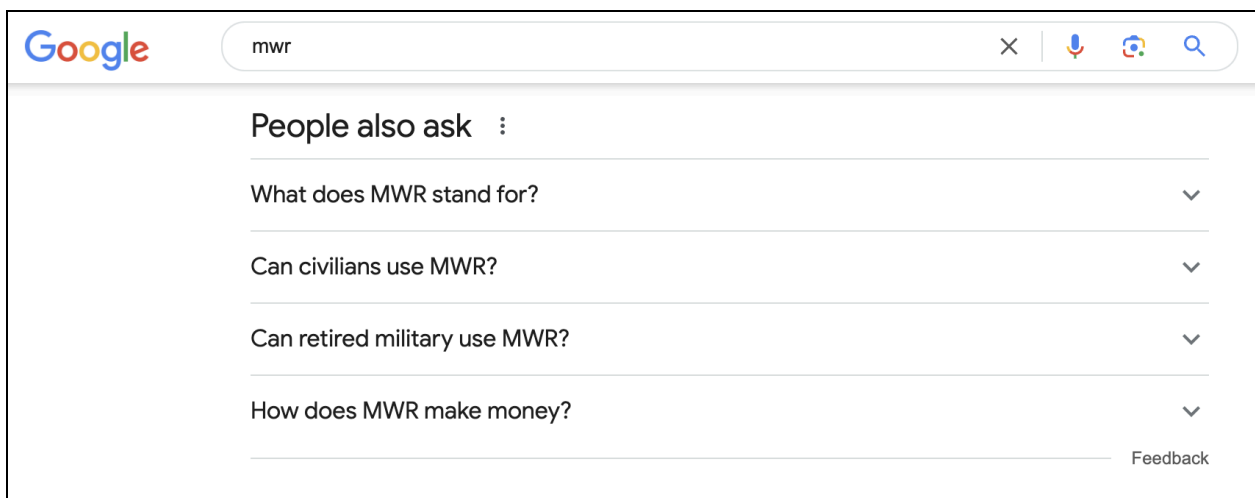
# ACS Insights and Recommendations

Second Quarter FY24

# Google's 'People Also Search For' (PASF)

PASF is a feature in Google 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



As part of our analytical process, we have pulled all available data from Google's 'People Also Search For' (PASF) feature for the ARMY MWR programs. This addition significantly enriches our understanding of user interests and search behavior, providing a directional compass for your content strategy. 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 have 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 is important to note that the total excludes data from calendar events and directory pages.

- 15 pages were added to ACS.

Table 1: Total number of new pages added to ACS last quarter.

Name	Total ▾
Financial Readiness Program	2
Army Emergency Relief (AER)	1
Army Family Action Plan (AFAP)	1
Army Volunteer Corps (AVC)	1
Army Family Team Building (AFTB)	1
Annual AER Fundraising Campaign	1
AER Campaign 2024	1
Family Advocacy Program Workshops	1
Donate Now to the Army Emergency Relief (AER) Fund!	1
Military Spouse and Soldier Employment Readiness Workshop	1
ACS Volunteers Needed!	1
Financial Readiness Program Homebuying Class	1
ACS	1
Relocation Readiness Program (RRP)	1
Upcoming Events at ACS	1

# Search

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

- The most searched term, "finance," which had 97 searches and a low bounce rate of 1.35%, indicates high user interest and good content relevance
- "AER" and "ACS" follow closely in search frequency, suggesting strong user interest in Army Emergency Relief and Army Community Service programs, yet the higher bounce rate for "AER" hints at possible content gaps or user navigation issues.
- Notably, "employment readiness group" has a high search count per user (3.29), but relatively few total users, which may suggest a specific yet strong interest that is not fully catered to on the current site.
- "European out" has an exceptionally high bounce rate (61.54%) despite a moderate number of searches, indicating that users do not find what they are looking for or encounter unrelated content.

Table 2: Top Search Topics by Search Volume

	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	finance	97	74	1.31	1.35%
2.	aer	38	29	1.31	6.25%
3.	acs	37	27	1.37	0%
4.	sfrg	32	28	1.14	6.67%
5.	jobs	30	23	1.3	0%
6.	volunteer	28	25	1.12	0%
7.	mflc	26	25	1.04	0%
8.	employment readiness group	23	7	3.29	0%
9.	efmp	21	19	1.11	0%
10.	housing	19	16	1.19	5.88%

## Recommendations:

- Enhance Finance Content: Given the high interest in finance-related searches, expanding content around financial counseling, literacy classes, and resources could further satisfy user queries and lower the bounce rate.

By addressing these insights, ACS can better meet user needs, reduce bounce rates for high-interest topics, and enhance overall content relevance and user experience on their web platform.

# Army Family Team Building (AFTB)

The total users for the AFTB program pages were 1,282, an increase of 9.6% year-over-year. The engagement rate is impressively high at 65%. This growth is accompanied by a 19.5% increase in sessions. This suggests that the content and resources available on the AFTB program pages are resonating well with the audience.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
aftb instructor training	16	1	16	0%
aftb	3	2	1.5	0%
aftb level k	2	1	2	0%
aftb levels	2	1	2	0%
care team training	2	1	2	0%
g12	2	1	2	0%
opsec	2	1	2	0%

## Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 2: PASF Feature In Search Results

People also ask :
What is the Army Family team building Program? ▾
What is team building in army? ▾
How can we improve the army? ▾

# Army Family Action Plan (AFAP)

The Army Family Action Plan (AFAP) program's overall user base has declined, with total users reduced by 20.6% to 1,036 and new users decreasing by 25.5% to 410.

There has been a significant improvement in the engagement rate, soaring to 71%, suggesting that the content is resonating strongly with those who are visiting the program pages. Views and sessions have experienced declines of 18.3% and 22.0%, respectively, indicating fewer interactions with the content.

The average session time has increased substantially by 33.6% to 2 minutes and 25 seconds, which may reflect more in-depth engagement from the current user base.

Table 4: Year-Over-Year Percentage Decrease in User Traffic for Army MWR Installations

Installation	Decrease in Traffic
<a href="http://carson.armymwr.com">carson.armymwr.com</a>	-31.58%
<a href="http://humphreys.armymwr.com">humphreys.armymwr.com</a>	-27.91%
<a href="http://sill.armymwr.com">sill.armymwr.com</a>	-38.24%
<a href="http://stuttgart.armymwr.com">stuttgart.armymwr.com</a>	-59.18%
<a href="http://jblm.armymwr.com">jblm.armymwr.com</a>	-76.36%
<a href="http://riley.armymwr.com">riley.armymwr.com</a>	-53.33%
<a href="http://aberdeen.armymwr.com">aberdeen.armymwr.com</a>	-42.86%
<a href="http://rockisland.armymwr.com">rockisland.armymwr.com</a>	-60.00%
<a href="http://yuma.armymwr.com">yuma.armymwr.com</a>	-33.33%
<a href="http://belvoir.armymwr.com">belvoir.armymwr.com</a>	-50.00%
<a href="http://drum.armymwr.com">drum.armymwr.com</a>	-66.67%
<a href="http://miami.armymwr.com">miami.armymwr.com</a>	-87.50%

These installations have shown a negative percentage change in total users YoY, which indicates they are primarily responsible for the overall decrease in program traffic. Addressing these issues with targeted interventions could help to mitigate the decrease and improve user traffic from these installations in the future.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
afap conference	1	1	1	0%
afap issue books	1	1	1	0%
options	1	1	1	0%
vims	1	1	1	0%
carseat grant	1	1	1	0%
couple	1	1	1	0%
family care plan	1	1	1	0%
resilience	1	1	1	0%

**Recommendations:**

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 3: PASF Feature In Search Results

**People also ask** :

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What is the Army Family Action Plan process? ▾

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What is an Army family care plan? ▾

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What is the US Army Action Plan? ▾

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What is the Army family? ▾



2. For enhanced user engagement, it is recommended to create a dedicated main page for the Army Family Action Plan (AFAP) with comprehensive program information. The issue submission form should then be linked as a subpage, providing a clear and structured path for user interaction and access to full program details.

Figure 4: AFAP Main Page and Issue Submission

The screenshot displays the AFAP main page layout. On the left, the title "Army Family Action Plan" is prominently displayed. Below it, a paragraph explains that AFAP is a platform for voicing quality-of-life issues, feedback, and suggestions. A second paragraph states that since 1983, over 700 issues have been raised, resulting in over 500 improvements. A link for "Pay and Leave" is provided, followed by a bullet point for "Soldier paternity leave". On the right side, there is a "Find My Installation" section with a "Location" input field. Below this is a photograph of a family sitting at a picnic table outdoors. At the bottom right, a blue button labeled "ARMY FAMILY ACTION PLAN" is highlighted with a pink border, with a white button labeled "AFAP Issue Submission" directly beneath it.

## Army Family Web Portal (AFWP)

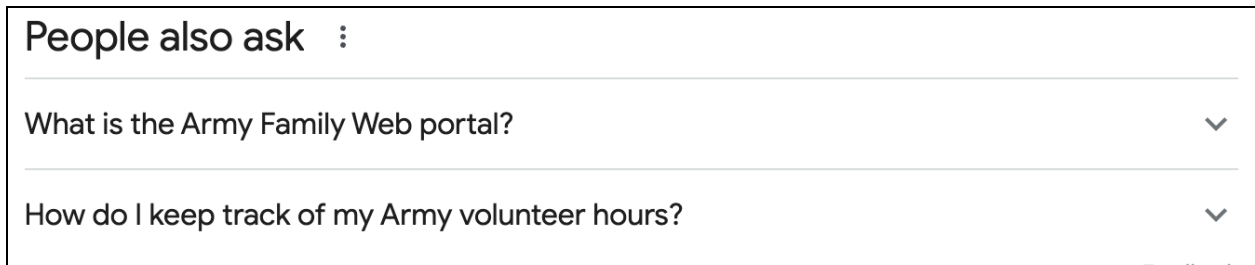
The Army Family Web Portal (AFWP) has seen a considerable increase in engagement metrics. Total users have grown by 44.7% to 230. Despite this positive trend, there has been a 10.0% decrease in new users, now at 90, and a 19.6% decline in average session time, which is now 1 minute and 22 seconds.

The engagement rate showed a notable increase of 201.0% to 76%, indicating highly effective user interaction with the portal's content.

### Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 5: PASF Feature In Search Results



## Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program page is experiencing a robust upward trend in site traffic. New users increased significantly to 1,585, reflecting a 52.4% rise; total users also grew to 2,558, an increase of 36.6%. Site traffic has shown positive trends with an overall increase in views by 28.9% and sessions by 34.6%.

Engagement rates saw a substantial boost to 69%, up by 60.7%, indicating higher content interaction and user engagement. However, the average session time decreased by 17.4% to 2 minutes and 34 seconds, suggesting a potential area for optimization to enhance user retention.

Organic search has been the primary channel driving traffic with 1,937 users; it is followed by direct access with 409 users, and smaller contributions from referrals and social media.

Table 6: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
volunteer	4	3	1.33	0%
acs	1	1	1	0%
adopt	1	1	1	0%
awards	1	1	1	0%
free childcare when volunteering	1	1	1	0%
red cross	1	1	1	0%
volunteer of the year	1	1	1	0%
volunteer corps	1	1	1	0%
volunteer recognition ceremony	1	1	1	0%
volunteer of the year nomination	1	1	1	0%
volunteer opportunities	1	1	1	0%

**Recommendations:**

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 6: PASF Feature In Search Results



# Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) demonstrated significant growth in user engagement last quarter. The total user count for the ERP web program pages stands at 43,610, marking a 16.2% increase Year-over-Year (YoY). With a considerable 23.1% increase in new users and a 16.0% increase in average session time, the data underscores the ERP's success in expanding its reach and enhancing user interaction.

The engagement rate has surged by 128%, which indicates that the content's relevance and user interest are exceptionally high.

Organic search leading the traffic sources at 27,790 users. Direct traffic and referrals also contribute effectively, ensuring a diverse and healthy traffic influx.

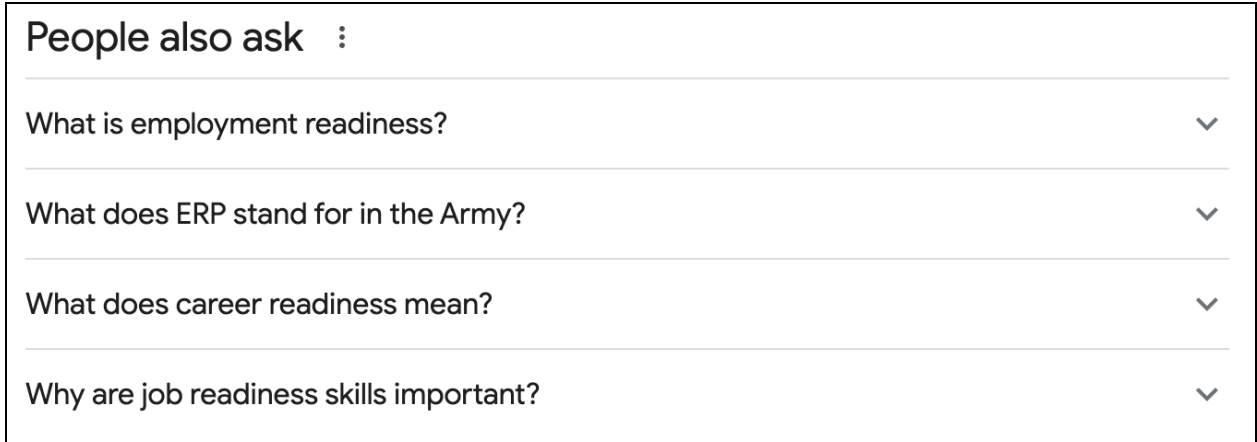
Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
jobs	49	44	1.11	0%
careers	38	26	1.46	0%
employment	34	22	1.55	8%
career	24	17	1.41	0%
employment readiness group	23	7	3.29	0%
career center	19	2	9.5	0%
career fair	17	9	1.89	0%
employment readiness	14	13	1.08	0%
job	12	9	1.33	10%
career counselors	11	1	11	0%
pre employment physical	8	1	8	0%
job fair	8	8	1	0%
cys	8	8	1	0%
employment handbook	6	1	6	0%
disney	6	6	1	0%
past employment records	5	1	5	0%

**Recommendations:**

- 1. Highly specific searches such as "pre employment physical" and "employment benefits" had low search counts but may represent niche user needs. These search patterns suggest an opportunity to further optimize ERP-related content by focusing on high-impact search terms and addressing the queries with targeted information and resources, thus improving the SEO performance and relevance of the ERP site.
- 2. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 7: PASF Feature In Search Results



## Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) has experienced a substantial uptick in user traffic, with a total user count of 10,128, marking a significant increase of 26.5% Year-over-Year (YoY).

Dominating the influx is organic search, which accounted for 6,910 users, indicative of the site's strong SEO and visibility in search results. Direct traffic also contributed a notable 1,946 users, suggesting a considerable number of users with direct knowledge of the EFMP or returning visitors. Referral traffic and organic social sources were also instrumental, adding 879 and 569 users respectively, with social media platforms like Facebook contributing to new user engagement.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
homes for efmp	20	1	20	0%
efmp	11	11	1	0%
easter	3	2	1.5	0%
efmp bowling	3	1	3	0%
efmp classes	3	1	3	0%
black history	2	1	2	0%
command sponsorship	2	1	2	0%
soldier training	2	1	2	0%
overseas physical	2	1	2	0%
housing	1	1	1	0%

**Recommendations:**

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the ["People also ask"](#) section and related search trends on Google.

Figure 8: PASF Feature In Search Results

People also ask :	
What qualifies for exceptional family member program?	▾
What is the purpose of the EFM program?	▾
What qualifies a dependent for EFMP?	▾
What medical conditions fall under EFMP?	▾
Does ADHD qualify for EFMP?	▾
What does EFMP Category 5 mean?	▾

# Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) website under Army MWR has exhibited a solid performance in its digital presence over the past year. The site's user base has expanded, with a total of 8,780 users, representing a 20.4% increase year-over-year (YoY).

A significant number of these users are coming from organic search (6,194 users), which is a testament to the strong search engine optimization of the site. Direct access also contributed to a considerable extent with 1,623 users, showing a dedicated number of visitors who are likely returning or familiar with the FAP services.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
fap	56	9	6.22	9.09%
internship	2	2	1	0%
anger management	2	2	1	0%
efmp	2	2	1	0%
pool	2	1	2	50%
salzburg	2	1	2	0%
tours	2	1	2	0%
blended family	2	1	2	0%

## New Parent Support Program (NPSP)

The New Parent Support Program (NPSP) has observed significant web traffic with organic search leading at 780 users, underscoring the efficacy of SEO practices.

Direct traffic follows with 327 users, indicating a well-established user base. Other channels such as referrals and social media are also contributing to the site's traffic, albeit to a lesser extent. Google emerges as the primary source with 694 users. These insights suggest the NPSP's online presence is robust, with ample room for growth in user engagement and outreach.

## Victim Advocacy Program (VAP)

The Victim Advocacy Program has seen a year-over-year increase of 13.0% in total users, reaching 1,116, along with a 15.6% rise in new users, pointing towards effective outreach and growing awareness of the VAP services.

Engagement metrics further reinforce this positive trend with an engagement rate of 66%, a considerable increase of 92.4% from the previous year, suggesting that the content is highly relevant and resonating with the audience. The average session time has seen a slight uptick of 1.6%, reinforcing the relevance and user retention capabilities of the VAP website content.

## Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the ["People also ask"](#) section and related search trends on Google.

Figure 9: PASF Feature In Search Results for FAP

People also ask :	
What is FAP in military?	▼
What is Army FAP training?	▼
How does fap work?	▼
What army regulation covers fap?	▼



Figure 10: PASF Feature In Search Results for NPSP

**People also ask** :

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What is the new parent support program NPSP? ▼

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How can I support new parents? ▼

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What do first time parents struggle with the most? ▼

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What are 3 pieces of advice you would give first time parents? ▼

Figure 11: PASF Feature In Search Results for VAP

**People also ask** :

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What are the best programs to help victims of crime? ▼

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What is an organization that helps victims? ▼

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What is victim advocacy and why is it important? ▼

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What is a victim advocate in Florida? ▼

## Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) has attracted a total of 8,905 users, a 3.9% increase Year-over-Year (YoY), and the new user count has also grown slightly by 1.5%. Session metrics reveal a 7.1% increase in sessions along with a slight increase in views by 2.5%.

The engagement rate has jumped significantly to 63%, up by 66.0% YoY, while the average session time has increased by 8.1%, indicating that users are spending more time and engaging more deeply with the FRP content. This positive trend underscores the program's success in providing valuable financial readiness resources and support to its audience.

Table 10: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
aer	17	13	1.31	7.14%
army emergency relief	4	3	1.33	0%
scholarship	3	3	1	0%
army emergency	2	2	1	0%
flight	2	2	1	0%
mg james ursano	2	1	2	0%
aer application	2	1	2	0%
sfrg	2	2	1	100%

### Army Emergency Relief (AER)

Army Emergency Relief (AER) has witnessed a downward trend in web traffic, with total users decreasing by 16.6% and a 15.0% reduction in new users. Views and sessions have followed suit with declines of 15.5% and 12.4%, respectively.

The increase in engagement rate by 50.6%, with a current rate of 61%, alongside a slight dip in average session time by 1.1%, indicates a smaller yet more engaged user group.

Organic search is the leading traffic source with 4,218 users, suggesting that SEO efforts remain strong despite the downturn in traffic. Direct traffic and organic social sources also contribute significantly.

The decline in traffic might be indicative of a reduced demand for AER services, which could correlate with shifts in economic conditions or changes in the user base's requirements. Addressing these shifts in demand will be key to adjusting outreach strategies and ensuring the AER's resources remain aligned with current user needs.

## Recommendations:

1. To improve user engagement, retention, and search engine optimization (SEO) for the program. Embed commonly searched questions and their respective answers within the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 12: PASF Feature In Search Results

People also ask :	
What is the financial readiness program?	▼
What is the meaning of financial readiness?	▼
What is the Office of financial Readiness?	▼
Does the Army provide financial advisors?	▼

Figure 13: PASF Feature In Search Results

People also ask :	
How does Army Emergency Relief work?	▼
Is Army Emergency Relief legitimate?	▼
How much does AER loan pay?	▼
What regulation covers Army Emergency Relief?	▼

# Information and Referral

The Information and Referral Services have witnessed a significant upward trend in web traffic and user engagement over the past year. Total users have increased by 33.5% to 734, accompanied by a substantial rise in new users by 70.7%, indicating an expanding interest in the services offered. Views and sessions have also seen notable increases of 27.1% and 30.4% respectively, further evidencing the growing demand and utilization of Information and Referral Services.

The engagement rate has impressively surged by 286.3% to 73%, showcasing the content's relevance and effectiveness.

Organic search remains the primary channel driving traffic, with direct traffic and referrals also contributing significantly to the user base. This upward trajectory in traffic and engagement highlights the program's success in meeting user needs.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
volunteer nomination	2	1	2	50%
army child care center	1	1	1	0%
house hood goods	1	1	1	0%
immigration	1	1	1	0%
joseph	1	1	1	0%
nutrition	1	1	1	0%
anger management	1	1	1	0%
mental health	1	1	1	0%

# MD&SSO

The Mobilization, Deployment & Stability Support Operations (MD&SSO) has experienced remarkable growth in web traffic and user engagement. Total users have surged to 1,724, marking an increase of 179.9% Year-over-Year (YoY), with new users growing by an impressive 200.3%.

The engagement metrics show a profound increase, with views up by 140.8% and sessions by 153.0%, alongside an engagement rate that has skyrocketed by 197.2% to 73%, demonstrating the content's relevance and resonance with the audience.

This significant uptrend is primarily fueled by organic search, contributing 1,080 users, highlighting the effectiveness of SEO strategies. Direct traffic also plays a crucial role, bringing in 451 users and indicating a strong base of recurring visitors. Referrals and organic social channels, though contributing smaller figures, complement the diverse traffic sources driving users to the site.

The surge in web traffic for the Mobilization, Deployment & Stability Support Operations (MD&SSO) suggests a correlation with increased deployments, underlining the importance of prioritizing content that supports these critical periods.

Table 12: Top Link Text Clicks Sorted by Total

Click Text	Total ▼
Click here to access Plan My Deployment	61
Click here to access the Army's Social Media site	22
virtual SFRG (vSFRG)	18
Click here to access Ready Army	12
Click here to access YRRP	12
Army Disaster Personnel	11
<b>Grand total</b>	<b>252</b>

## Recommendations:

1. To improve user engagement, retention, and search engine optimization (SEO) for the program. Embed commonly searched questions and their respective answers within the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 14: PASF Feature In Search Results for MD&SSO

### People also ask :

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What is the difference between deployment and mobilization? ▼

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What is deployment stabilization? ▼

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What Army regulation covers unit movement officer? ▼

# Relocation Readiness

The Relocation Readiness program has demonstrated a healthy growth in digital engagement and web traffic, with a total of 4,060 users, marking a 16.2% increase Year-over-Year (YoY). Notably, the program has seen a 14.0% rise in new users, coupled with increases in views by 22.1% and sessions by 19.2%, highlighting an expanding interest and awareness in the services offered.

The engagement rate has surged by 68.7% to 63%, underscoring the content’s relevance and the audience’s active engagement.

The uptick in traffic to the Relocation Readiness program indicates a growing need for relocation resources, possibly driven by deployment activities, emphasizing the necessity to enhance and prioritize this supportive content.

Table 13: Most Popular Link Clicks

Click Text	Total ▼
Plan My Move	83
Military OneSource	33
<a href="https://planmymove.militaryonesource.mil/">https://planmymove.militaryonesource.mil/</a>	30
Shipping Personal Items	27
Homes.mil	25
information about your new installation	20
Find information about your new installation	18

Table 14: Top Search Terms by Search Volume

Search	Total Searches	Total users	Search count per user	Bounce rate
levy brief	2	2	1	0%
pcs	2	2	1	0%
lending closet	2	1	2	50%
spa	2	1	2	0%
aer	1	1	1	0%
base entry for a ti instructor	1	1	1	0%

### Recommendations:

1. To improve user engagement, retention, and search engine optimization (SEO) for the program. Embed commonly searched questions and their respective answers within the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 15: PASF Feature In Search Results for Relocation Readiness

People also ask :	
What does relocation readiness mean?	▼
What is ACS relocation program?	▼
Will the military move you for free?	▼
How often does the army move you?	▼

## Survivor Outreach Services (SOS)

The Survivor Outreach Services (SOS) has seen a significant rise in web traffic, with a 29.6% increase in total users reaching 2,961, indicating heightened interest in the program. Notably, new users have surged by 28.7%, and session metrics show a substantial increase in both views and sessions by 30.0% and 25.0% respectively, demonstrating an expanding engagement with the SOS content.



Organic search leads the channels driving traffic, with 1,321 users, followed closely by referrals at 955 and direct access at 665. This uptick may reflect growing awareness and need for the supportive services SOS provides to military families.

Table 15: Top Search Terms by Search Volume

Search	Total Searches ▾
pets	2
hall of heros	1
i survived zombie apocalypse with flying colors...zip rip my smartplug...	1
long term casualty assistance	1
marriage counseling	1
sos	1
tutors	1
widows group	1
wow	1
bowling	1
death benefits	1
unit funds	1

# Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) has experienced a notable increase in web traffic, with a 22.9% rise in total users to 1,626, highlighting growing interest in the services provided. The uptick in new users by 22.7%, alongside increases in views by 18.9% and sessions by 20.5%, suggests an expanding audience engagement. Despite a decrease in average session time by 10.1%.

The engagement rate has significantly jumped by 152.8% to 75%, reflecting highly relevant content that resonates well with the audience.

The traffic is largely driven by organic search, with 1,035 users, followed by direct access at 349 and referrals at 213, indicating a comprehensive reach across different access points. Organic social channels and unassigned sources also contribute, albeit on a smaller scale.

Table 16: Top Search Terms by Search Volume

Search	Total Searches
dfac	2
ides and sru soldiers: sfac transition medical retirement brief	2
fishing	1
sato	1
transition	1
frg	1
inter service	1
taxes	1

## Recommendations:

1. To improve user engagement, retention, and search engine optimization (SEO) for the program. Embed commonly searched questions and their respective answers within the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 16: PASF Feature In Search Results

