



FY23 Annual Website Insights and Recommendations

Traffic to All G9 Websites

During the past year, a total of 13,309,014 users visited G9 websites. This figure reflects a year-over-year increase of 931,874 users, indicating a growth of approximately 7.51%.

Table 1: Summary of Analytics for G9 Websites in FY23.

Program	Total Users	New Users	Sessions	Engagement Rate
Army MWR EPW	7,555,379	7,531,206	12,192,122	55.54%
Army Ten Miler	264,474	257,813	422,913	56.32%
Brand Central	12,391	12,099	20,770	64.31%
Dragon Hill Lodge	265,698	261,601	391,438	58.55%
Edelweiss Lodge and Resort	540,937	549,351	889,477	64.46%
Hale Koa Hotel	1,899,237	1,879,663	3,252,303	56.47%
Kilauea Military Camp	145,540	144,538	233,120	66.18%
MWR Resource Center	38,457	38,176	45,938	56.81%
Shades of Green	2,515,982	2,463,381	4,648,820	56.79%
Seward Military	18,106	18,100	28,967	67.29%
World Class Athlete Program	52,813	52,785	66,268	61.26%

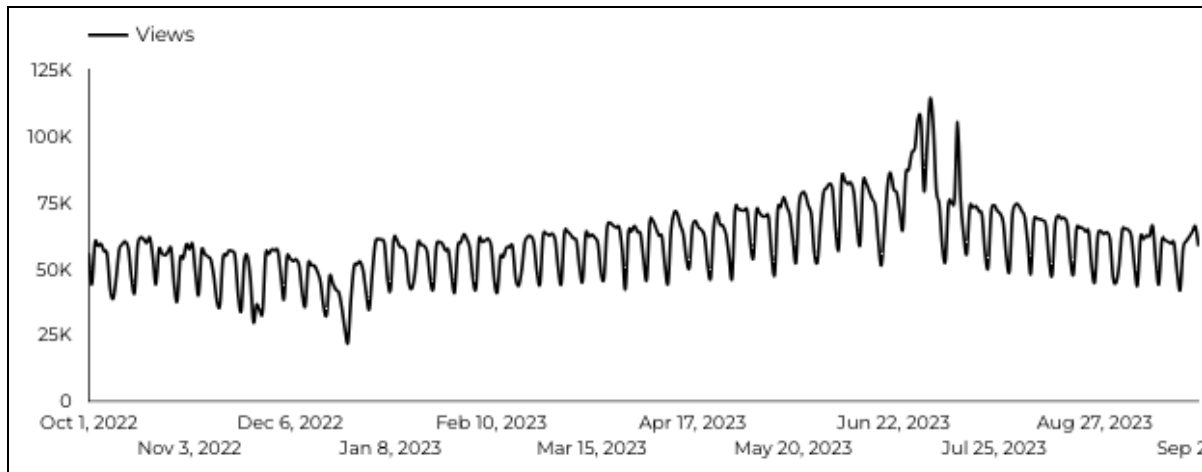
Traffic to EPW Websites

In the past year, there was a notable increase in users visiting EPW websites, with a growth rate of +5.08% compared to the previous year. Additionally, the number of sessions on EPW websites increased by +8.24% during the same period.

55.54% of EPW visits resulted in user engagement, indicating that many users quickly found the information they were seeking.

On average, users visited 1.7 pages per visit, and their average duration on the site was approximately 3 minutes per visit. .

Figure 1: Trends in Traffic Across EPW Websites.



Content Performance

Top Pages

Table 2: Top Pages sorted by total users.

Page path	Total users ▾
/	1,667,149
/calendar	362,264
/search	226,642
/directory	207,781
/programs/leisure-travel-services	176,314
/programs/outdoor-recreation	166,830
/categories/cys-services	149,835
/categories	107,522
/travel/armed-forces-hotels-resorts	91,177
/categories/sports-and-fitness	90,317

Top 10 Content Creators

Table 3: Lists the top 10 Authors creating content.

Author	Total
ryanmmagnusonnaf	209
christopher_b_mendez_naf	60
oldjoeladavis2naf	51
porsha_n_auzenne_naf	48
lisaehartmannnaf	48
cynthiakclacknaf	41
roywlee8naf	36
erin_p_mcnamara_naf	26
gregorypsuchanycnaf	21
bianca_m_sowders2_in	20
tobysbartleynaf	20
lisadgreconaf	19
jessica_s_williams_white_naf	19
bethany_m_lewis_naf	19
christopherrwojciechowskinaf	19

New Pages

Web managers created 1,133 new 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
Happening	767
Program	250
Program Content	82
General	19
Program Category	13

Matomo

To address the absence of heat mapping in GA4, we've been actively exploring alternative solutions to gather and visualize user interaction data. [Matomo](#) is an alternative solution for heat mapping.

With Matomo, you can track and visualize user interactions such as clicks, scrolls, and mouse movements to gain valuable insights into user behavior. It's a self-hosted analytics platform, which means you have control over your data and can ensure data privacy compliance.

Figure 3: Shows an example heatmap using Matomo.



Digital Experience (DX) guidance

OMB is releasing new policy guidance to agencies on delivering a [Digital-First Public Experience \(M-23-22\)](#), which will transform the way the Federal government communicates with the American people digitally to ensure it is providing information that is easy to use, trustworthy, and accessible.

As part of this process, we are examining the memorandum's provisions to identify areas that require attention and compliance within the Army MWR websites. This approach ensures that the websites align with the federal government's commitment to providing high-quality, user-friendly, and secure digital experiences to the public, in line with the [21st Century Integrated Digital Experience Act \(21st Century IDEA\)](#).

Recommendations:

Understand user perception

Agencies should conduct customer and user research, qualitatively and quantitatively, to better understand their customers' and users' interpretations.

To fulfill the recommendation of understanding user perception, we wrote an example survey and recommendations during Quarter 2. This survey is provided in full as Appendix A of this report. By referencing this survey in the report and making it available in the appendix, we aim to demonstrate our commitment to actively seek user feedback and utilize it to enhance the quality of our digital interactions.

Remove or update outdated content

G9 should address outdated and inaccurate content as soon as practical. 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 4: HQ Pages that need updating.

	Address	Last Update Year
1.	https://www.armymwr.com/ArmyEuropeEntertainment/picture-gallery	2017
2.	https://www.armymwr.com/ArmyEuropeEntertainment/toppers-awards	2018
3.	https://www.armymwr.com/global-privacy-information	2018
4.	https://www.armymwr.com/ArmyEuropeEntertainment/its-no-joke-act-against-bullying-army-europe-entertainment-workshop	2018
5.	https://www.armymwr.com/ArmyEuropeEntertainment/us-army-imcom-europe-one-actone-page-play-festival	2018
6.	https://www.armymwr.com/us/disclaimer	2019
7.	https://www.armymwr.com/ArmyEuropeEntertainment/2018-toppers-tournament-plays	2019
8.	https://www.armymwr.com/ArmyEuropeEntertainment/theatrix-costume-technical-garrison-support-element	2019
9.	https://www.armymwr.com/global-privacy-information/linking-policy-and-endorsement	2019
10.	https://www.armymwr.com/ArmyEuropeEntertainment/2019-toppers	2019

Do not publish duplicative content

Avoid unnecessary duplication and repetition of content. 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>

Get user feedback on content

Agencies should provide a feedback mechanism for users to report satisfaction or dissatisfaction with each web page or piece of web content, which enables the public to identify potentially inaccurate, outdated, confusing, or duplicative content. Agencies are encouraged to continuously monitor, measure, and optimize content for performance so the public gets the answers they need.

Promote resources to developers

OMB's new policy guidance under '[B. Digitization of Forms and Services](#)' mandates the establishment of a developer page. G9 is tasked with maintaining a developer page (e.g., www.armymwr.com/developer) aimed at centralizing crucial technical information for external developers. This comprehensive resource should encompass guidance on accessing and utilizing public web APIs, public source code repositories, and other relevant developer tools and technical documentation essential for enabling developers to create integrated digital experiences. Additionally, G9 should actively collaborate with PortlandLabs for content development.

Forms

Provide a digital option for forms

Agencies should make forms available to the public in a digital format to the greatest extent practicable. The design and development of digital forms should be prioritized over the creation of paper forms or electronic forms, whenever feasible. With limited resources, agencies should prioritize providing digital options for those forms that directly support the delivery of those services or benefits that have the greatest impact on the public.

Design digital forms first

When agencies need to revise forms that have both digital and paper versions, agencies should design the digital form first and then use the digital form as a baseline for the redesign of the paper form.

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.

User Intent

Understanding the organic search keywords used by visitors provides insights into their intent. Some keywords may indicate informational intent (e.g., "how to become a FCC provider"), while others suggest transactional intent (e.g., "Where to find food"). Tailoring your content to match user intent can enhance the user experience.

User intent plays a significant role in understanding how visitors arrive at a website and what they hope to find. Analyzing specific keywords and their associated intent provides valuable insights.

Recommendation:

Understanding user intent through organic search keywords is crucial for tailoring content and enhancing the overall user experience. It allows Army MWR to provide valuable and relevant answers to visitors' queries, ultimately improving user satisfaction and engagement. Analyzing keywords containing question words like "what," "why," "when," "where," and "how" offers insights into users' specific information needs. By aligning content with these intent-based keywords, Army MWR can better cater to its audience's diverse queries and ensure that the website meets their expectations. More insights on keywords related to "why," "when," "how," and more are provided in the subsequent pages.

Why

Keywords starting with "why" typically indicate a desire for explanations or reasons. Users want to understand the rationale or cause behind a certain phenomenon. For instance, a query like "Why is CYS important?" suggests that the user is interested in learning about the significance of CYS (Child and Youth Services).

Table 5: Why Keywords from Google Search Console.

Query	Impressions	Clicks ▾	Site CTR
why is fasclass restricted	47	9	19.15%
why is the seal trident called a budweiser	10	4	40%
why does sharp happen in the army	48	2	4.17%
why is sharp important in the army	4	2	50%
why wear blue for autism awareness day	10	2	20%
why do soldiers go to leavenworth	3	1	33.33%
why take ap biology	1	1	100%
why do soldiers ask for gift cards	1	1	100%
why are victim advocates important	1	1	100%
why purple for month of the military child	1	1	100%
why is it called rod and gun club	1	1	100%
why does the military say hoorah	1	1	100%
why is light it up blue offensive	2	1	50%
why not kaiserslautern	1	1	100%
why is sharp not working in the army	1	1	100%
why does the us call it soccer	9	0	0%
why is fort hood still open	163	0	0%
why blue for autism	69	0	0%
what is juneteenth and why is it a holiday	15	0	0%
why germany wild boar are	18	0	0%
why am i yawning at the gym	11	0	0%
why celebrate valentine's day	12	0	0%
know why germany wild boar are	75	0	0%

What

Keywords starting with "what" often indicate informational intent. Users are seeking answers or explanations about a particular topic. For example, "What are the 14 MRT skills?" suggests that the user is looking for information or a list of specific skills related to MRT (Master Resilience Training).

Table 6: What Keywords from Google Search Console.

Query	Impressions	Clicks ▾	Site CTR
what do you think of when you hear the word root family feud	399	98	24.56%
what are the 14 mrt skills	203	91	44.83%
what gates are open at fort belvoir	120	66	55%
what is cys	5,096	66	1.3%
what qualifies for efmp	97	54	55.67%
what is acs army	134	49	36.57%
what animals can you hunt in germany	64	46	71.88%
what is sharp army	282	44	15.6%
what is army community service	60	43	71.67%
what are the four goals of the warrior adventure quest program	71	40	56.34%
what is a military child	172	33	19.19%
what kind of deer are in germany	79	33	41.77%
what is sharp in the army	236	31	13.14%
what is an fcc provider	54	25	46.3%
what conditions qualify for efmp	36	25	69.44%
what can you hunt in germany	46	25	54.35%
what best describes the resiliency skill of active constructive responding	124	25	20.16%
what is armed forces vacation club	57	24	42.11%
what does sharp stand for	3,901	23	0.59%
what is a resilience skill used for confronting someone about a conflict or challenge	100	23	23%
what grade is ap biology	46	22	47.83%
what is frg army	44	21	47.73%

When

Keywords starting with "when" often denote informational intent related to time or schedules. Users seek specific timing or event details. For example, "When are the gates open at Fort Belvoir?" indicates that the user wants to know the operating hours of the gates at Fort Belvoir.

Table 7: When Keywords from Google Search Console.

Query	Impressions	Clicks ▾	Site CTR
name something you think of when you hear the word rover	647	253	39.1%
what do you think of when you hear the word root family feud	399	98	24.56%
when is the fort bragg fair	155	76	49.03%
when is the fort bragg fair 2023	280	60	21.43%
when is the murph challenge 2023	1,944	50	2.57%
when is the murph challenge	2,648	25	0.94%
name something you think of when you hear the word rover family feud	33	24	72.73%
when does blora lights open	57	21	36.84%
when is the army ball 2023	124	20	16.13%
when is marne week 2022	50	19	38%
when does the fort bragg fair close	66	19	28.79%
when does fort bragg fair open	28	13	46.43%
when does the fort bragg fair end	28	12	42.86%
when is murph workout 2023	616	12	1.95%
when is the fort bragg fair 2022	31	11	35.48%
when is mountain fest	24	10	41.67%
when does the fort bragg fair open	26	9	34.62%
when is the murph 2023	25	9	36%
when is oktoberfest in savannah georgia 2022	27	9	33.33%
when is the army ball 2022	178	8	4.49%
when is fort bragg fair 2023	12	7	58.33%
when is the army military ball 2023	20	6	30%

How

Keywords starting with "how" signify instructional or procedural intent. Users are looking for guidance on how to perform a specific task or achieve a particular outcome. For instance, "How to tie a tie" suggests that the user wants step-by-step instructions for tying a tie.

Table 8: How Keywords from Google Search Console.

Query	Impressions	Clicks ▾	Site CTR
how much are six flags tickets at the gate	11,218	101	0.9%
how does armed forces vacation club work	650	83	12.77%
how to become a fcc provider	114	71	62.28%
how much do fcc providers make	118	69	58.47%
how much is the fort bragg fair	116	61	52.59%
how to write an army sop	101	57	56.44%
how to become an fcc provider	80	54	67.5%
how to join army boxing team	91	46	50.55%
how is naf retirement calculated	50	32	64%
how to not lose muscle with covid	50	27	54%
how hard is it to get a compassionate reassignment in the army	99	26	26.26%
how much does military cdc cost	35	23	65.71%
how to play sports in the military	80	23	28.75%
how much is the cdc on base	38	23	60.53%
how much does the cdc cost	41	22	53.66%
how does naf retirement work	33	19	57.58%
how much are magic mountain tickets	129	19	14.73%
how to get a pass for fort bliss	23	17	73.91%
how to volunteer for the military	27	16	59.26%
how much is cdc on base	18	16	88.89%
how to join the army basketball team	23	15	65.22%
how to write an sop army	30	14	46.67%
how do you write a letter requesting permission to use a facility	31	14	45.16%
howard hotel camp humphreys	24	14	58.33%

Where

Keywords starting with "where" are primarily used for location-based queries. Users want to know the geographical or physical location of a particular entity, facility, or area. For example, "Where are the gates open at Fort Belvoir?" suggests that the user is interested in finding the specific locations of the open gates at Fort Belvoir.

Table 9: Where Keywords from Google Search Console.

Query	Impressions	Clicks ▾	Site CTR
where to get visitor pass for fort bliss	143	54	37.76%
where would you find sight and sound standards	178	50	28.09%
where to find army deployment checklist	52	22	42.31%
where to find deployment checklist army	39	22	56.41%
where is the fort bragg fair	62	20	32.26%
where to buy military disney tickets	241	20	8.3%
where is the army ball 2023	30	13	43.33%
where to play bingo near me	16	9	56.25%
where can i shoot outdoors in colorado	33	7	21.21%
where to get a pass for fort bliss	9	6	66.67%
where is edelweiss	20	6	30%
where to find deployment checklist	10	6	60%
where to get fort bliss visitor pass	12	6	50%
where are choice boards used to assist with child accountability	28	5	17.86%
deployment checklist where to find	5	5	100%
where to get fishing license near me	7	5	71.43%
where is the army ball 2022	18	4	22.22%
where to swim near me	4	4	100%
where is the beretta factory in italy	8	4	50%
where to buy military universal tickets	7	4	57.14%
where to find pcs orders army	6	4	66.67%
where can i go shooting near me	5	4	80%
where to buy fishing license near me	8	4	50%
where can i go skeet shooting near me	6	4	66.67%

Appendix A

Survey Example:

The Suicide Prevention and Response Independent Review Committee (SPRIRC) has recommended that the DoD conduct a program evaluation of its sports and fitness programs. We want to hear from you about your experiences and opinions regarding these programs. Your feedback will help us identify areas of improvement and develop new programs that better serve the needs and wishes of service members.

Instructions:

Please answer the following questions based on your experiences with the DoD sports and fitness programs. Your responses will be kept anonymous and confidential.

Have you participated in any DoD sports and fitness programs?

- a. Yes
- b. No

If you answered yes to question 1, which programs have you participated in? (Check all that apply)

- a. Intramural sports
- b. Fitness classes
- c. Outdoor recreation activities (hiking, camping, etc.)
- d. Sports tournaments or competitions
- e. Other (please specify)

On a scale of 1 to 5, how satisfied are you with the quality of the sports and fitness programs offered by the DoD?

1 (not satisfied at all) - 5 (very satisfied)

How frequently do you participate in DoD sports and fitness programs?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely
- e. Never

How important are DoD sports and fitness programs to you?

- a. Very important
- b. Somewhat important
- c. Not important

Which of the following factors would encourage you to participate in sports and fitness programs more frequently? (Check all that apply)

- a. Better facilities and equipment
- b. More variety in programs
- c. More convenient times and locations
- d. Better communication and promotion of programs
- e. Other (please specify)

Which of the following factors have discouraged you from participating in sports and fitness programs in the past? (Check all that apply)

- a. Poorly maintained facilities and equipment
- b. Lack of variety in programs
- c. Inconvenient times and locations
- d. Lack of information about programs
- e. Other (please specify)

What types of sports and fitness programs would you like to see offered by the DoD in the future? (Please specify)

Is there anything else you would like to share about your experiences with DoD sports and fitness programs or any suggestions for improvement?

Thank you for taking the time to complete this survey. Your feedback is important to us and will help us improve our sports and fitness programs for all service members.