

## Sex Goes Online

# DIGITAL SEXUAL HEALTH PROMOTION: WEBSITE EVALUATION

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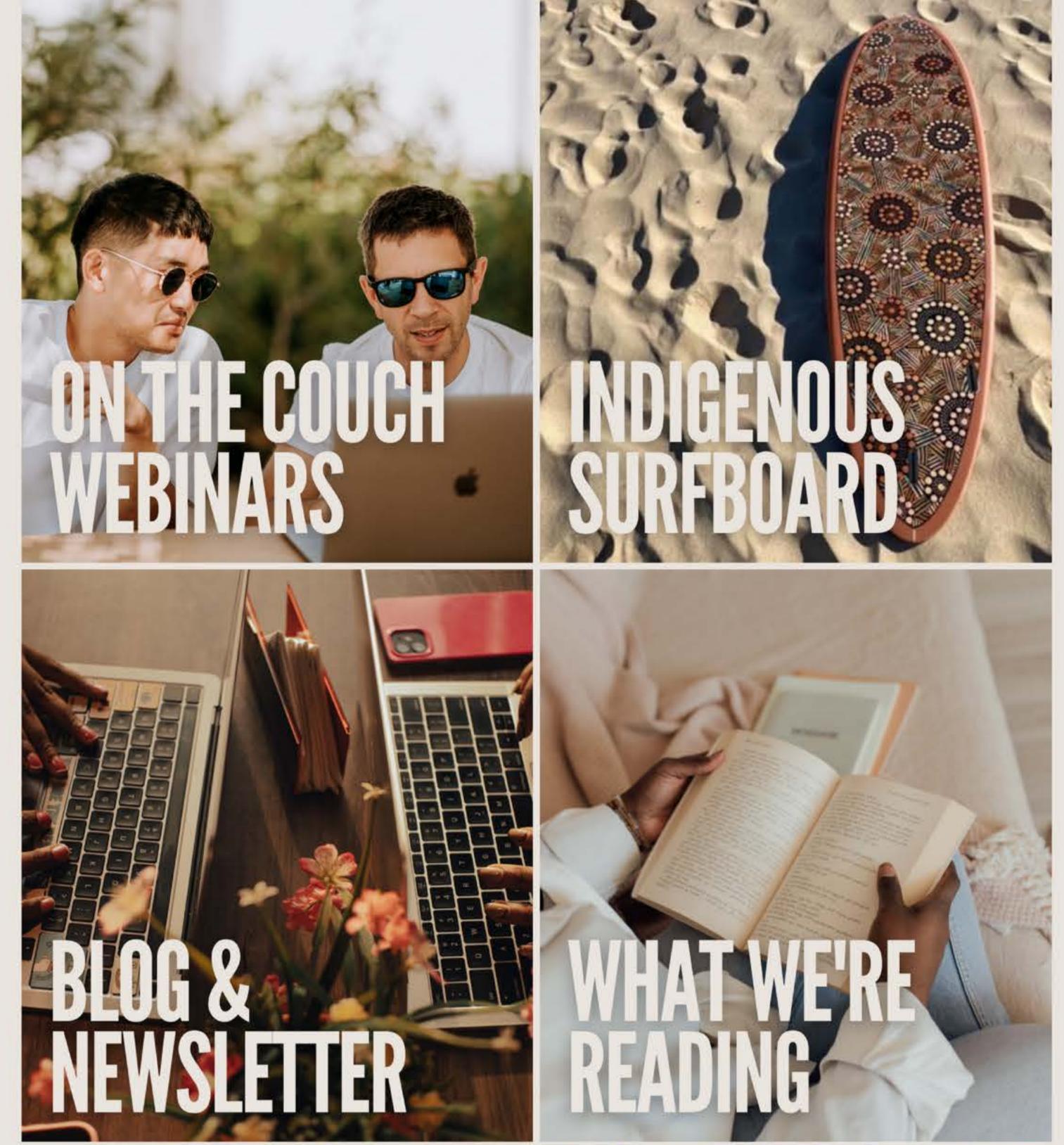
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## **EVALUATION PLAN**

The Caddyshack Project website launched in 2019 and continues to evolve with ongoing updates to imagery and content in response to audience needs. Website pages include monthly longer-form copy blogs and enewsletters, free physical resources such as condoms and health education postcards, digital resources such as the Youth Empowerment Tool, trusted referral pathways, a What We're Reading library, social media platforms and specialised sexual health promotion programs such as Condom Couture and the World AIDS Day Indigenous surfboard.

A robust website evaluation commenced in 2023 with the first phase including an in-depth review of analytics, a competitive analysis and a performance review. To date, a key recommendation is to revise the website's Search Engine Optimisation Strategy.



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### WEBSITE ANALYTICS

2022 - 2023 Data Comparison: 54% increase in page-views (n=7,600) 95% increase in unique visitors (n=4,500) Website traffic sources: Google (n=3,100),

mobile (n=2,800), desktop (n=2,100)

Most popular blogs: 'P is for Penis' & 'V is for Vulva'





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### SHOW ME THE MONEY

Cost of digital sexual health promotion per annum:

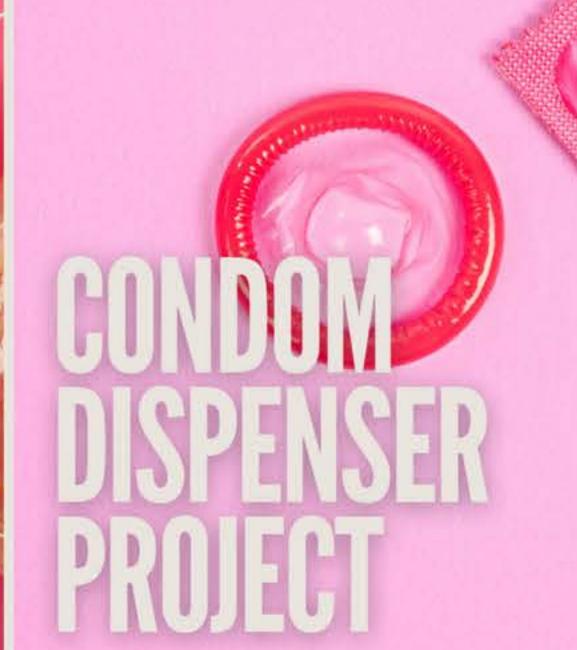
\$330 - Squarespace website domain & subscription

\$910 - Hootsuite social media management platform

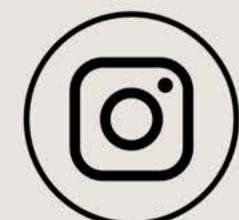
\$150 - Instagram Preview planner

\$230 - Zoom platform for webinars













www.caddyshackproject.com

