

Sex Goes Online

DIGITAL SEXUAL HEALTH PROMOTION: WEBSITE EVALUATION

Abstract authors: Stratten, M, Farinella, J, Viret, N, Middleton, K
Illawarra Shoalhaven Local Health District, Wollongong NSW, Australia

Website: www.caddyshackproject.com
Email: maddison.stratten@health.nsw.gov.au
Phone: 0421 098 342
Address: Orana Centre, 2 Rawson Street, Wollongong 2500

September 2023



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 e-newsletters, 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.

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'

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

caddyshack
share affection, not infection