

# Digital Sexual Health Promotion: Website Evaluation

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## Background:

The sexual health promotion profession has a responsibility to embrace innovative digital approaches. Caddyshack Project launched a website in 2019 to provide health education and resources to reach and engage the community sector. The website hosts free digital sexual health education tools, an annual webinar series, resource libraries, condom ordering, social media platforms and a monthly newsletter and blog. A monitoring and evaluation plan was implemented to track the website's performance and engagement to better understand popular content and where to focus future content development.

## Approach:

A pilot quantitative evaluation of the Caddyshack Project website was conducted using three main methods; website analytics, a performance review and a competitive analysis. Monthly monitoring of analytics provided real-time updates on the website's effectiveness and usability compared to the previous year. The analytics captured information on user navigation, usability, accessibility and engagement with website content. A performance review identified any technical issues, while a website competitive analysis identified opportunities for improvement.

## Outcomes/Impact:

The website experienced a 54% increase in page-views (n=7,600) in 2023 year-to-date compared to the previous year with 5,000 visits and 4,500 unique visitors representing a 95% increase from 2022. The website had a higher bounce rate (79.71%) than competitive industry benchmarks, suggesting that visitors left the website after viewing one page. The popularity of blog post on 'penis' and 'vulva' topics followed by the newsletter and webinars indicated areas of high interest. Most of the website traffic (n=3,100 visits) came from Google, with mobile devices (n=2,800 visits) being used more frequently than desktop devices (n=2,100 visits).

## Innovation and significance:

The digital platform has increased reach and engagement with users. Overall, website data is positive with potential for growth and improvement of the navigation and user experience through mobile device functionality and search engine optimization strategies. Further evaluation using qualitative feedback will highlight Caddyshack Project as an innovative case study for the digital sexual health promotion approach.

## Disclosure of interest statement:

None