



Government of **Western Australia**
Department of **Health**

GET *the Facts*

2019/20

Annual Website Report

Prepared by Communicable Disease Control Directorate

Public and Aboriginal Health Division

Department of Health WA

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1.0 Executive Summary

The *Get the Facts 2019/20 Annual Website Report* provides an overview of key activities for the Get the Facts website for the 2019/20 financial year. This report contains information regarding website maintenance, key website features, recent updates and webpage additions, promotional activities and future plans. Statistics have been presented for website usage and engagement as sourced from Google Analytics and the Verdi Content Management System.

There are many positives for the Get the Facts website in 2019/20, which includes:

- more people asking a question through the 'Ask a Question' feature than in 2018/19;
- more people visiting the 'Find a Service' page and 'Online STI testing' than in 2018/19;
- the 'Find free condoms' (launched in late 2019) being very popular;
- an increase in users, pageviews and sessions;
- an increase of website traffic during the online campaign period (December 2019 to June 2020).

Google analytic data showed that most users (36.7%, n=232,164) were from the United States. Twenty-eight-point three percent of users (n=178,997) were from Australia, and of them, 27.8% (n=50,142) were from Western Australia, which is the target audience for Get the Facts.

Organic search remains the most popular avenue to reach the website and during this reporting period, and there has been a growth in people accessing the website via mobile phone.

Where the website didn't perform well was with the online poll and blog posts which had low engagement.

Based on this report, the following are recommended for 2020/21:

1. Continue website changes based on the 2019/20 review.
2. Update the 'Ask a Question' feature so age and location (WA, Australia or outside of Australia) of people can be captured. This will ensure the referrals given are relevant and accurate.
3. Review 'Find a Service' and 'Find free Condoms' to ensure the list is up to date.
4. Investigate adding a feature to analyse what services people are looking for in the 'Find a Service' feature.
5. Ensure the 'Online Sexually Transmissible Infections (STI) Testing' tool is synced with the testing tool on the Could I Have it? Website so users of both tools are asked the same questions and given the same responses.
6. Investigate how to capture more information about users of the 'Online STI Testing' tool (e.g. number of people commencing tool, risk assigned to people, number of people completing the tool, number of people downloading pathology form).

7. Reconsider how the Polls feature is used given the low response rate.
8. Reconsider the use of blogs given the low number of pageviews.
9. Investigate how to capture more information about users of the 'Find Free Condoms' page and make the feature more user friendly.
10. Continue with online and digital promotional activities as they are driving users to the website.
11. Review and monitor search engine optimisation to maintain efficient rates of organic search acquisition.
12. Investigate if Google Analytics data can be focused for Western Australian users as this is the target group for Get the Facts.
13. Review mobile phone accessibility of website given the popularity of mobiles for accessing the website.

2.0 Introduction

The [Get the Facts website](#) aims to provide accurate and reliable information on sexual health, blood-borne viruses and relationships for young people aged 13-17 years in Western Australia. The website was developed by the Sexual Health Blood-Borne Virus Program (SHBBVP), Department of Health WA in 2009 and is continually reviewed and updated.

3.0 Site Maintenance

IBC Digital is the primary partner for website support and maintenance of Get the Facts. IBC Digital is contracted by the Department of Health WA and provides IT assistance for the website, resolves issues, and delivers reports for broken website links. Get the Facts is hosted on a server at IBC Digital and is managed using the content management system Verdi.

4.0 Key Website Features and Content Updates

4.1 Website Content Updates

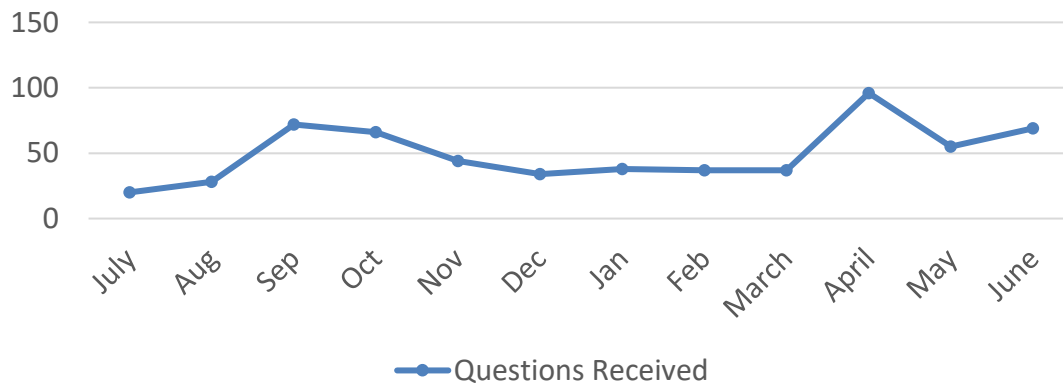
During this period, a whole of website review commenced. This aim of the review is to bring Get the Facts into a space of modern web design with a simpler style, easy to follow links and information which is easy for the target group to read and comprehend. This review is being done in consultation with industry workers, young people and design specialists, where required. To date, the ['Our Bodies' page](#) has been updated as a result of feedback and further updates will be done in 2020/21.

4.2 Ask a Question

The Get the Facts ['Ask a Question'](#) feature allows people to ask anonymous sexual health and relationship questions to a qualified health professional. In 2019/20, 596 people submitted a question, which is a 55% increase from 2018/19. Popular categories of questions include: sex; STIs; bodies; masturbation; contraception; pregnancy; relationships; blood borne viruses; puberty; and gender and sexual diversity. The most popular month for questions was April (n=96) (Figure 1). Other

popular months were September (n=72), October (n=66), and June (n=69). In 2018/19, September, October and June were also the most popular months for questions.

Figure 1: Questions received by month, 2019/20



4.3 Find a Service

The [‘Find a Service’ page](#) allows users to locate services in Western Australia to assist them with abuse/harassment, mental health, alcohol and other drugs, relationships, sexual health/pregnancy/sexuality and blood-borne viruses. This page was more popular in 2019/20 than 2018/19 with 6,783 pageviews (31% increase) and 3,867 unique pageviews (45% increase).

4.4 Online STI Testing

The [‘Online STI Testing’ page](#) asks people a series of questions to determine their risk of having an STI. This page was more popular in 2019/20 than 2018/19 with 26,857 pageviews and 18,448 unique pageviews, which is a 60% and 69% increase respectively.

Due to data recording issues, it is unclear how many people started and completed the assessment, their risk level and how many people downloaded the pathology form. There were 248 people that completed their test for chlamydia and gonorrhoea using the downloaded PathWest form, however this is inclusive of participants tested through both the Get the Facts website and the [Could I Have It? website](#). Of those tested there were 12 who tested positive for chlamydia and 0 tested positive for gonorrhoea. In 2018/19, 325 people that completed their test for chlamydia and gonorrhoea used the downloaded PathWest form.

4.5 Have Your Say! Interactive Poll

The ‘Have your say!’ Get the Facts poll is featured on the homepage and aims to engage users by asking questions relating to sexual health and relationships. One poll was published in 2019/20 (September 2019 to present) and asked if people

agreed or disagreed with the statement ‘STI tests cost too much’. Seventy-three people responded to the poll with 71% (n=52) selecting agree.

4.6 Let's Talk! Blog Posts

The [‘Let's Talk!’ blog posts](#) have been featured on Get the Facts since 2017. The blogs are a fun way of engaging young people in a range of sexual health topics. Two new blog posts were published in 2019/20. Table 1 shows the posts had similar pageviews and unique pageviews.

Table 1: Blog posts publish dates and pageviews, 2019/20

Blog post	Date published	Pageviews	Unique pageviews
Not male, not female – then what?	February 2020	66	81
Keeping it clean during COVID-19 (in the bedroom)	April 2020	52	69

5.0 New website additions

5.1 Find Free Condoms

The [‘Find Free Condoms’ page](#) allows users to search for free condoms by postcode. This page went live in late 2019. During this reporting period, there was 26,734 pageviews and 15,133 unique views.

6.0 Promotional Activities

6.1 Online Campaign

The 2019/20 Get the Facts online campaign ran from December 2019 to June 2020 and used digital and social media. The campaign promoted three of the [‘Laugh and Learn’ videos](#) to young people aged 13 to 17 years in Western Australia on the topics of sex and the media, sexting and pornography.

6.1.1 Social Media

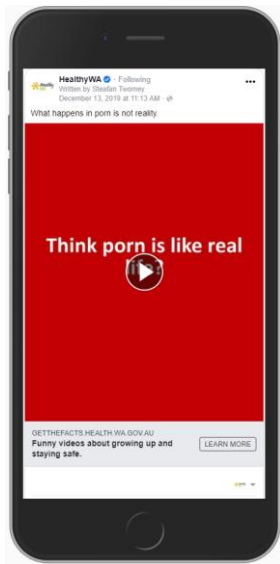
Facebook and Instagram

The ‘Laugh and Learn’ videos were promoted via 10-second video ads across Facebook and Instagram. Some ads were also displayed via Facebook Messenger and Facebook’s Audience Network which advertises across some apps.

The ads were shown on screen 1.68 million times, and reached 343,331 people, generating 21,792 link clicks through to the Get the Facts website. The ‘porn’ video

achieved the highest number of link clicks (15,788) and views (22,613), well ahead of the other two videos. It also had the most engagement with 310 reactions (like, love etc.), 60 comments and 368 shares.

Image 1: Facebook creative



Video ad 1: Porn



Video ad 2: Sex and the media



Video 3: Sexting

Snapchat

Snapchat promoted 10-second video ads. These were shown almost 6.2 million times and reached just over 236,000 people, a slight increase from last year's campaign. The most popular Snapchat ad was 'porn' which had 57,515 views, followed by 'sexting' which had 42,227 views.

Image 2: Snapchat creative



Ad 1

Ad 2

Ad 3

Ad 4

6.1.2 Digital

Big Mobile

Three animated digital ads ran across websites and were shown to people 277,631 times. The ads generated 756 clicks through to the Get the Facts website.

Image 3: Big Mobile creative



You Tube (Cadreon programmatic)

Thirty second video ads were shown 16,418 times on YouTube and had 1,896 views. The 'porn' video ad was the most popular with 727 views.

6.1.3 Get the Facts Website

Campaign advertising directed viewers to the '[Laugh and Learn landing page](#)' on Get the Facts where the videos were hosted (embedded from the WA Health YouTube channel). Mobile activity was high (129,819 page views) throughout January when it was school holidays and when the campaign was advertised on social media (including Snapchat) was in market. During the campaign period there were 575,730 page views and 476,283 unique page views. The three videos had 6,090 views (Porn = 2,446 views, Sexting = 1,901 views and Sex and the Media = 1,743 views).

Image 4: YouTube creative



7.0 Google Analytics

7.1 Website Users

7.1.1 Users

In 2019/20 there were 627,081 users of Get the Facts, which generated 1,177,643 pageviews. This is a 67% increase in users and a 41.6% increase in pageviews from 2018/19. Almost all (94.2%) 2019/20 users were new visitors (first time users), which is very similar to 2018/19.

7.1.2 User Engagement

Table 2 shows there were 685,508 sessions in 2019/20, which is a 63.9% increase from 2018/19 (n=418,194). On average, users visited 1.72 pages per session and spent 58 seconds on the website, which is a 13.6% and 34.3% decrease respectively from 2018/19. The bounce rate (the percentage of single page session in which there was no interaction) was 76%, which is a 6.4% increase from 2018/19.

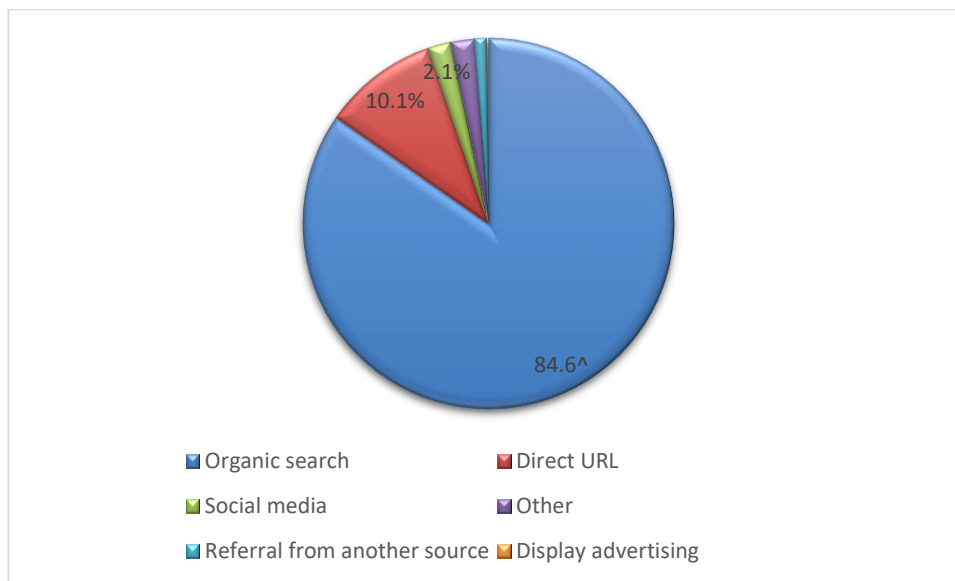
Table 2: User Engagement, 2019/20

	2019/20	Percentage change (%) from 2018/19
Sessions	685,508	+63.9%
Pages/session	1.72	-13.6%
Average session duration	0:58	-34.3%
Bounce rate	76%	+6.4%

7.1.3 User Acquisition

In 2019/20, 84.6% (n=533,130) of users reached Get the Facts via an organic search, 10.1% (n=63,798) by a direct URL, 2.1% (n=13,361) via social media, 1.1% via referral from another source, 0.1% by display and 1.9% via 'other' (Figure 2). This is very similar to the 2018/19 acquisition.

Figure 2: Method of user acquisition, 2019/20



Of the users acquired by an organic search, the top keywords searched were 'what is sex', 'implanon' and 'get the facts'. Of the users acquired by a direct URL, the top landing pages were '[Sex](#)', '[Get the Facts homepage](#)' and '[Orgasm](#)'. Of the users acquired by social media the top channels were Snapchat and Facebook. These results are very similar to 2018/19.

7.1.4 User Location

Table 3 shows Get the Facts users by location. In 2019/20, the United States had the greatest number of users (n=232,164). In comparison to 2018/19, this is an increase of 148,500 users (178% increase) and a 14.5% increase in the percentage of all users. Australian users (n=178,997) accounted for 28.3% of all users in 2019/20. This was a decrease of 35,356 users from 2018/19 and a 28.6% decrease in percentage of all users.

Table 3: Users by top 10 Countries, 2019/20

Country	2019/20 Number of users (% of all users)	2018/19 Number of users (% of all users)
United States	232,164 (36.7%)	83,664 (22.2%)
Australia	178,997 (28.3%)	214,353 (56.9%)
India	49,514 (7.8%)	12,966 (3.4%)
United Kingdom	43,690 (6.9%)	18,567 (4.93%)
Canada	23,683 (2.9%)	10,942 (2.9%)
South Africa	8,816 (1.4%)	3,194 (<1%)
Nigeria	6,871 (1.1%)	1,359 (<1%)
Philippines	6,554 (1%)	3,266 (<1%)
New Zealand	3,536 (<1%)	1,469 (<1%)
Indonesia	3,503 (<1%)	1,913 (<1%)

Table 4 shows Australian users by state. In 2019/20, Western Australia had the greatest number of users (27.8%, n=50,142) followed by New South Wales (26.6%, n=47,983) and Victoria (23.5%, n=42,395). Western Australia's users grew by 6773 and 7.7% of total users between 2018/19 and 2019/20. The number of Victorian users decreased from by 17,384 and 3.8% of total users between 2018/19 and 2019/20. The percentage of users for all other states remained constant between 2018/19 and 2019/20.

Table 4: Users by Australian state, 2019/20

State/Territory	2019/20 Number of users (% of all users)	2018/19 Number of users (% of all users)
Western Australia	50,142 (27.8%)	43,369 (20.1%)
New South Wales	47,983 (26.6%)	65,367 (30.4%)
Victoria	42,395 (23.5%)	54,437 (25.3%)
Queensland	25,292 (14%)	33,243 (15.4%)
South Australia	9,885 (5.5%)	12,284 (5.7%)
Australian Capital Territory	2,274 (1.3%)	3,453 (1.6%)
Tasmania	1,933 (1.1%)	2,652 (1.2%)
Northern Territory	298 (<1%)	419 (<1%)
Location unavailable	50 (<1%)	103 (<1%)

7.2 Website Engagement

7.2.1 Most Visited Pages

The most popular pages viewed in 2019/20 are shown in Table 5. The most popular pages were '[Orgasm](#)' (16.7% of pageviews and 17.8% of unique page views), '[Sex](#)' (12.9% of pageviews and 13.1% of unique pageviews) and '[FAQs - Do condoms protect against all STIs?](#)' (8% of pageviews and 7.9% of unique pageviews). Visitors spent between 1:06 and 2:33 minutes on these pages. In contrast, the most popular pages in 2018/19 were STI tests, Sex, Contraceptive pill, Emergency contraception and Orgasm.

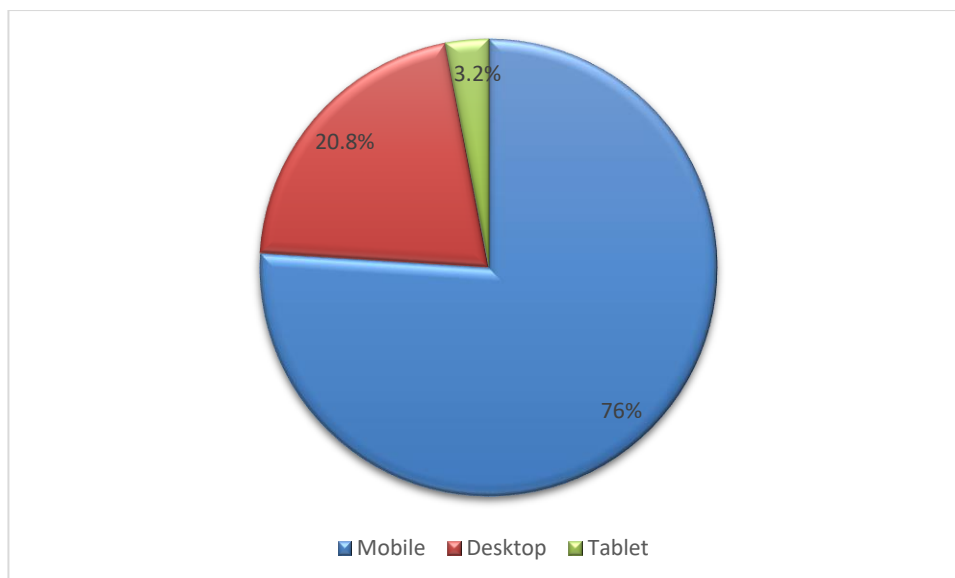
Table 5: Most visited pages, 2019/20

Page name	Pageviews (% of pageviews)	Unique pageviews (% of unique pageviews)	Average time on page (minutes)
Orgasm	196,941 (16.7%)	172,588 (17.8%)	1:38
Sex	152,716 (12.9%)	126,637 (13.1%)	1:44
FAQs - Do condoms protect against all STIs?	94,474 (8%)	79,830 (7.9%)	1:06
Our Bodies – Female Anatomy - Females: Outside changes	47,516 (4%)	40,632 (4.2%)	1:49
Our Bodies – Female Anatomy	35,212 (3%)	28,901 (3%)	1:42
Fun Stuff – Laugh and Learn	35,140 (3%)	32,399 (3.3%)	1:36
Condoms and Contraception – Types of contraception – Contraceptive pill	34,686 (2.9%)	30,150 (3.1%)	2:33
Sexually transmitted infections – STI Tests	32,542 (2.8%)	26,572 (2.7%)	1:46

7.3 Devices

The most popular device (76%, n=481,104) used to access the Get the Facts website was a mobile phone which is a 10% increase in the percentage of users from 2018/19 (Figure 3). Twenty one percent (n=131,401) of visitors accessed the website via a desktop and three percent via a tablet (n=20,342).

Figure 3: Devices used to access Get the Fact, 2019/20



7.4 Users by month

Figure 4 shows users by month for 2019/20. The number of users starts to increase in late September and steadily grows until its peaks in early January. Usage then decreases, however remains higher than the period July to September 2019. Usage peaks mid-week and falls on weekends.

Figure 4: Users across months, 2019/20



8.0 Recommendations

Based on this report, the following are recommended for 2020/21:

1. Continue website changes based on the 2019/20 review.
2. Update the 'Ask a Question' feature so age and location (WA, Australia or outside of Australia) of people can be captured. This will ensure the referrals given are relevant and accurate.
3. Review 'Find a Service' and 'Find free Condoms' to ensure the list is up to date.
4. Investigate adding a feature to analyse what services people are looking for in the 'Find a Service' feature.
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