Evaluation & Improvement of a Sexual Health Website Through A Digital Marketing & Measurement Plan

Hadland N, Roberts M, Mak DB
Communicable Disease Control Directorate, Department of Health WA

Background

- WA’s Department of Health (WA Health) launched the Get the Facts website in 2009 to provide WA youth with unbiased, accurate information to enable them to make informed health choices about relationships and sexual activities.
- The rationale for creating and implementing a Digital Marketing and Measurement Plan for the Get the Facts website was to ensure data collected by Google Analytics would allow WA Health to evaluate whether the website is achieving its objectives.
- Collection and use of Google Analytics was previously sub-optimal and untargeted, with unfiltered data being collected and not used to inform decision-making.
- The Digital Marketing and Measurement Plan, which was adapted from Avinash Kaushik and Google Analytics (http://www.caushik.net/avinash/digital-marketing-and-measurement-model/), was envisioned to facilitate continuous improvement to Get the Facts website.

One example of an event is an interactive element or application. For example, video clips, games or slideshows

On Google Analytics ...

- Establish the events on the website and how each event should be monitored.
- Set filters that include or exclude data, e.g. exclude data collected from administrator’s IP address.
- Identify segments of the data to focus on, e.g. segment data to focus on WA users.
- Establish goals, e.g. users spend more than 2 minutes on a specific page.

Creating Usage Targets For Macro Conversions
Organise the macro conversions into tiers:
- T1: no micro conversion needed to achieve macro conversion
- T2: micro conversion needed to achieve macro conversions

Log of Google Analytic Functions

Identify Business Purpose & Objectives For The Website

Identify Macro Conversions & Macro Conversion Usage Targets

Document Resources & Technical Infrastructure

Record the capabilities of the technical infrastructure available
Determine the responsibilities of team members to the website

So What?
A Digital Marketing and Measurement Plan can be used to:

- affirm/clarify the purpose and objectives of,
- generate Google Analytics data to evaluate, and
- facilitate evidence-based, continuous improvement of your health promotion/education website

For more information or a copy of a Digital Marketing and Measurement Plan template, contact Meagan Roberts (Meagan.Roberts@health.wa.gov.au)