



# Adelaide University Scuba Diving Club

c/- Adelaide University Sport, University of Adelaide, SA 5005

## Information Officer Report – 2022-23

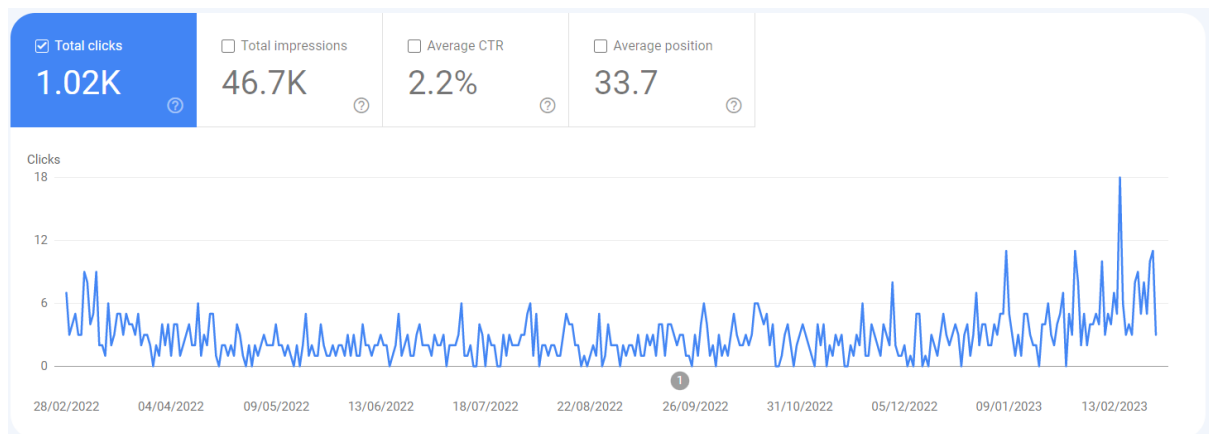
Bryce Simmons

### AUSC Website

The website has maintained approximately 100 visits per month from Google as compared to the previous year, with noticeable increases around the summer diving season.

Most traffic to our site is driven by users searching explicitly for the club by name, but a healthy number still come from organic searches for diving more generally in the Adelaide area.

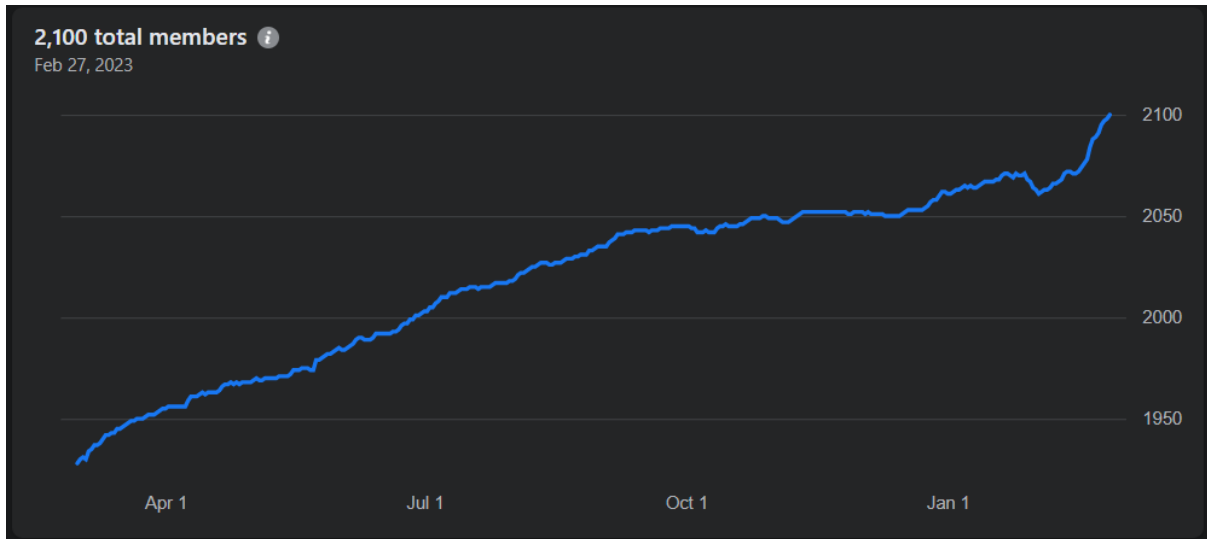
The website continues to host links to the most popular square store items for our members' ease of access and can be found on the home page.



Top queries	Clicks
adelaide uni scuba club	31
ausc	27
scuba diving adelaide	23
adelaide scuba	14
wetsuit hire adelaide	6

## AUSC Facebook Group

This year the Facebook group grew by 318 members to the current total of 2100 while it supported the club as its primary form of communication. It's facilitated the organisation of many away trips, shore, boat dives and training.



## AUSC Facebook Page

The facebook page has also grown to around 600 followers (up by 100 from last year), and is sitting at approximately 550 likes.