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VISITOR BEHAVIOR INSIGHTS: IDENTIFYING AND SOLVING BARRIERS TO ENGAGEMENT

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This study analyzes visitor behavior to identify engagement barriers, evaluate top-performing devices and browsers, and propose optimization recommendations. An analysis was conducted using Google Analytics data, focusing on device usage, browser preferences, and traffic sources. Findings revealed that desktop users had 290% higher engagement rates than mobile users. Chrome browser dominated in user numbers, while Safari and Opera demonstrated longer session durations. Organic search traffic emerged as the most engaging source.

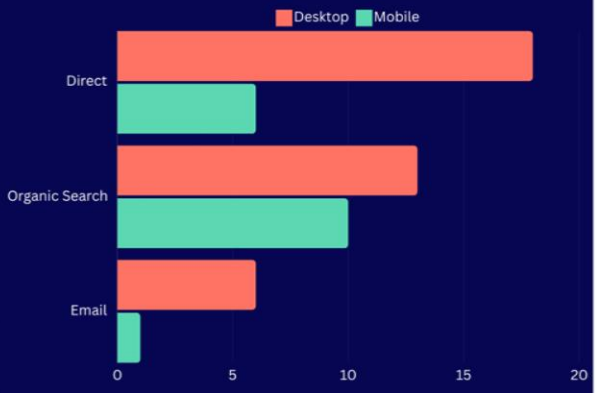
Key words: *Visitor Behavior, User Engagement, Digital Marketing, Google Analytics, Optimization*

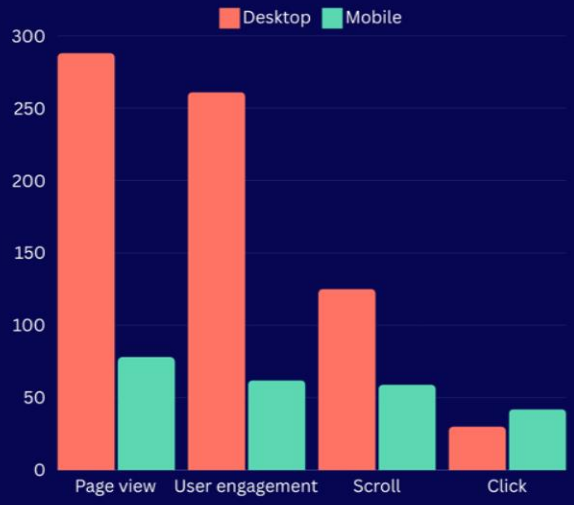
POSTERS

Visitor Behavior Insights: Identifying and Solving Barriers to Engagement

PROBLEM AND RELEVANCE

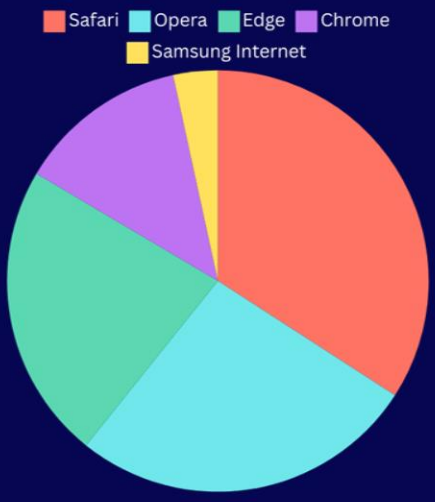
An analysis of blog visitors showed that some devices and browsers hinder engagement. Identifying and addressing these user groups is vital to enhancing the experience and effectiveness of the blog.





OBJECTIVE AND TASKS

The goal was to analyze visitor behavior to identify engagement barriers, pinpoint top-performing devices and browsers, and develop optimization recommendations.



METHODS AND RESULTS

Google Analytics data was analyzed for device, browser, and traffic source engagement trends.

Devices. Desktop users showed higher engagement than mobile users.

Browsers. Chrome had the most users, but Safari and Opera stayed the longest.

Traffic. Chrome and Opera users from organic searches had the longest sessions.

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