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Abstract Book

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POSTERS

ONLINE CONTENT ON THE EFFECTS OF FOOD

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The project aims to explore the attention and engagement of website users with health-related food information. The work aims to create a blog where we can conduct a comparative analysis of the influence of food on health based on the characteristics of different foods. The research problem addresses how to present content effectively to convince people to take an interest in the effects of food on their health. We have created a blog focused on the effects of food. To measure user engagement, we applied the Google Analytics tool for analyzing data such as the number of visits, the most popular posts and the keywords users searched for. The largest group of new users arrived via the direct channel, while email was the second most effective channel for attracting users through call-to-action strategies. The page with the most views was "What does sugar do to our body?". All readers accessed the blog through a web page with an average duration of one active user's engagement being 57 seconds.

Key words: *Direct channel, Email, Call-to-action, Google Analytics, User Engagement*

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ONLINE CONTENT ON THE EFFECTS OF FOOD

The work was performed by Vaiva Gumuliauskaitė and Amelija Cirtautaitė, VU KnF, Lithuania, Marketing technology II course, Supervisor Prof. dr. Dalia Krikščiūnienė.

Problem

The research problem examines how to attract people and inspire to take interest in food's impact on health.

Aim

This aim focuses on presenting content effectively to spark interest in food's impact on health and measuring user interaction.

Tasks

- Analyzing user data.
- Identifying effective channels for attracting users.
- Measuring user activity.
- Comparing user interest in different posts.

Methods

- The creation of blog on "Blogger".
- Analytics done by "Google Analytics".
- Content Creation.

Sources

- <https://lt.wikipedia.org/wiki/Baltymai>
- <https://lt.wikipedia.org/wiki/Cukrus>
- <https://magija.eu/>
- <https://www.zpianas.lt/magija/>

Contacts

You can scan the QR code on the right to visit our blog.

Results

- The source of new users**

Source	Count
Organic social	5
Organic search	10
Email	10
Direct	25

pav. 1 Naujų naudotojų šaltiniai

The chart shows that most users come through links and Email was the second most effective channel.

- Pages that received the most views**

Page name	Page views
Maisto efektas	177
Ką cukrus daro mūsų kūnui?	30
SEZONINĖ NAUJIENA	29
Kodėl mūsų kūnui yra svarbūs baltymai?	23
"Magija" vs "Pasaka" sūreliai	18
Viskas apie cinamoną *SEZONINĖ NAUJIENA*	13
Baisi tiesa apie cukrų. Ką cukrus daro mūsų kūnui?	6

pav. 2 Populiariausi puslapiai

The main page received the most views because users were directed to this page.

- User activity over time**

Time Period	Activity
30 days	43
7 days	16
Day	0

pav. 3 Naudotojų veikla per laiką

Shows the number of users who used the blog in the last 30 days, 7 days and day. It is shown that there has been a decrease in views, because we have not sent out emails encouraging the users to visit the blog.