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## **Abstract Book**

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## POSTERS

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### ANALYZING USER ENGAGEMENT AND DIGITAL OPTIMIZATION IN A TRAVEL BLOG

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The One Mile Earth travel blog was created as a resource for seasoned and aspiring travelers seeking inspiration and practical advice for their journeys. This study utilizes Google Analytics to comprehensively evaluate user interactions with the website, analyzing geographic visitor trends, device preferences, and navigation behavior. Results indicate significant differences in engagement based on the devices used, with desktop users showing deeper interaction levels than mobile users. Visitor pathways on the website highlight common entry and exit points, suggesting opportunities to optimize the blog structure. Insights into user engagement reveal key areas for improvement, such as tailoring content formats and enhancing site accessibility. These findings contribute to the growing internet marketing field by offering actionable strategies for enhancing digital platforms in the travel industry.

**Key words:** *Travel blog, Google Analytics, user engagement, digital optimization, internet marketing*

