


The settings here allow you to enable or disable tracking of various types of events and specify other related configuration options.

 **Note:** The system checks the values of the settings at the moment that tracked events occur. Changes do not affect previously logged data, only future events.

General	
Enable web analytics	Enables or disables the entire web analytics application. If this setting is disabled, the system does not track any of the statistics listed below.
Log via JavaScript snippet	<p>If enabled, the system uses JavaScript to log web analytics and page-related on-line marketing activities. Otherwise the logging occurs directly on each request.</p> <p>JavaScript logging ignores all browsers and devices that do not support JavaScript or have it disabled. This filters out non-human tools such as RSS readers and web crawlers from future statistics.</p> <p>In most cases, it is recommended to use JavaScript logging. Switching to JavaScript logging does not reduce the performance of the website.</p>
Views & Downloads	
Track file downloads	<p>If enabled, the system tracks which files were downloaded by website visitors.</p> <p>Important: Web analytics only track files stored as pages in the website's content tree.</p>
Track invalid pages	Indicates if invalid page requests should be tracked. Invalid requests are those that contain the website's domain name, but specify a path to a page that does not exist.
Track page views	Indicates if the web analytics track how many times the website's pages were viewed by visitors. Only pages that are served by Kentico are included in the statistics.
Track aggregated views	If enabled, the web analytics track access to pages via links contained in RSS or Atom feeds (created using the Syndication functionality).
Track landing pages	Indicates if the web analytics track which pages are the first ones viewed by visitors when they start their browsing session on the website.
Track exit pages	If enabled, the web analytics log the final pages that were visited by users when their browsing session ended.
Track average time on page	If enabled, the web analytics track the average time that users spend on pages.
Visitors	
Track browser types	Indicates if the web analytics track the browser types and versions used by the website's visitors.
Track visits	<p>Indicates if site visits are tracked. A single visit includes any number of page views or other actions performed by a specific user during one session.</p> <p>First time users are logged as new visits. After a specified time period of inactivity, known users are logged as returning visits. Visitors are recognized using a browser cookie.</p>



Visitor idle time (minutes)	<p>Determines how long (in minutes) a visitor must be inactive before their presence on the website is logged as a returning visit.</p> <p>The default value is <i>1380</i> (23 hours). You can adjust this setting depending on how often visitors usually return to your site. For example, to track how frequently your site's visitors return over the course of a single day, you could set the value to <i>60</i> minutes or less.</p>
Remember visitors by IP (minutes)	<p>If the entered value is higher than <i>0</i>, the system stores the IP addresses of the website's visitors in the memory for the specified number of minutes.</p> <p>You may use this setting in cases where there are problems identifying visitors using the standard approach, e.g. if many of your visitors have cookies disabled in their browser.</p>
Track countries	<p>If enabled, web analytics track the countries from which visitors access the website.</p> <p>The countries are recognized according to the IP addresses of visitors, which may not be 100% reliable in all cases, but the overall statistics for a high number of visits should provide correct results.</p>
Track registered users	<p>Enables tracking of user registrations.</p>
Track search crawlers	<p>Indicates whether the web analytics monitor the activity of search engine web crawlers (robots). This type of tracking is performed even if the Exclude search engines setting is enabled.</p> <p>Note: This only includes crawlers whose user agent is specified for one of the search engines registered in the system. See Monitoring traffic from search engines for more information.</p>
Track mobile devices	<p>If enabled, the web analytics track whether visitors access the website using mobile devices.</p>
Excluded	
Exclude search engines	<p>If enabled, hits generated by search engine robots (crawlers) are not included in tracking statistics. This does not affect the <i>Search crawlers</i> statistic.</p>
Excluded file extensions	<p>Sets which file types should not be tracked as part of the File downloads statistics. The file types are specified using a list of extensions separated by semicolons (;), for example: <i>.jpg;.gif</i></p> <p>Note: it is necessary to include the period in the extension name.</p>
Excluded URLs	<p>Can be used to exclude websites or their sections from all types of web analytics tracking. To exclude a page and all underlying pages, enter its URL (or page alias). You can specify multiple URLs (or site sections) separated by a semicolon (;).</p> <p>Examples:</p> <p><i>/Home; /Special-pages</i></p> <p><i>/Articles/2014; /Articles/2013</i></p>
Excluded IP addresses	<p>Hits generated by the client IP addresses listed here are not included in web analytics tracking.</p> <p>You can enter multiple addresses separated by semicolons (;). The asterisk (*) wildcard can be used as a wildcard for any number in an IP address, substituting for all values from 0 to 255.</p> <p>This can be used to exclude the IP addresses of the website's administrators or other special users, so that they do not influence tracking results.</p>
Traffic sources	

Track search engines	Indicates if the web analytics track traffic from search engines.
Track search keywords	Indicates if the web analytics log the keywords that were entered into search engines in order to find the website.
Track on-site keywords	Indicates if the keywords that were used in the website's local search functionality should be logged.
Track referring local pages	If enabled, the web analytics track which links visitors use to navigate within the website (i.e. menus or other types of links present on the site's pages).
Track referring pages by direct link	If enabled, the web analytics log when the website's pages are accessed directly through a URL entered into the browser.
Track referring sites	Indicates if the web analytics log the total amount of page views gained through links from external websites and the statistics for individual website domains.
Track referrals	Indicates if the web analytics log the full URLs of external pages from which visitors were linked to the website and the number of resulting page views.