Web analytics are disabled by default. To enable logging of analytics for your website:

1. Open the **Settings** application.
2. Select the **On-line marketing -> Web Analytics** category.
3. Check **Enable web analytics**.
4. **Save** the settings.

The other settings in the Web analytics category enable or disable tracking of individual types of statistics and events. See Settings - Web analytics for details.

> ⚠️ **Disk permissions**
>
> Web analytics require your ASP.NET account to have the *Modify* permission for the *~/App_Data* folder on your disk.
>
> See Disk permission problems for the names of the account under various operating systems.

Selecting the logging method

The system provides two different ways of logging web analytics:

Processing analytics on every web request	Using JavaScript
Advantages: • Provides statistics for all types of web requests.	**Advantages**: • Filters out statistics generated by non-human tools such as RSS readers and web crawlers. • Provides more accurate and relevant data for most public-facing websites.
Disadvantages: • Results may be skewed by non-human traffic such as web crawlers, RSS readers and other bots (typically irrelevant statistics).	**Disadvantages**: • Ignores users with browsers that do not support JavaScript or have it disabled (typically less than 1% of all visitors). • If your website uses custom analytics, JavaScript logging does *not* affect their functionality. This may lead to inconsistency with the default analytics. • May not work correctly on pages that run custom JavaScripts (if conflicts occur). The logging is compatible with all default Kentico scripts.

> ℹ️ In most cases, it is recommended to use JavaScript logging for web analytics. Switching to JavaScript logging does not reduce the performance of the website.

To enable JavaScript logging:

1. Open the **Settings** application.
2. Select the **On-line marketing -> Web Analytics** category.
3. Enable the **Log via JavaScript snippet** setting.
4. **Save** the settings.

Note: This setting also determines how the system logs on-line marketing activities related to website traffic.