

Analytics are the only way to tell where your website visitors are coming from, which devices, browsers, and languages are used most and how long visitors stay on your pages. This information can be critical for meeting your goals and promoting your business. In this lesson, you'll learn how to add analytics to your webpage.

If you've never used or configured Google Analytics for a website, you'll either need to ask your IT folks for a Google Analytics Tracking ID, or if you're your own IT department, sign up for an account. Learn about Google Analytics at analytics.google.com and get a Tracking ID for your webpage.

Then in InDesign, export your page. Click Analytics and Sharing on the left, and then just paste your Tracking ID into this field. Choose which items you want to track and have appear in your analytics report. That's all that's required when you publish your site to a web server, Google will begin tracking user visits. You can then return to analytics.google.com to view all kinds of statistics about your website. Don't let the technical mumbo jumbo on the Google Analytics website scare you. It's frighteningly easy to track visitor behavior with InDesign, in5 and Google Analytics.