Next the website’s (www.prestige.ua) indicators are exported to MS Excel 2010 from Google Analytics (GA) which was chosen as a tracking tool. According to a series of academic researches (Pakkalaa, Presserb, & Christensenc, 2012)**;** (Plaza, 2011)**;** (Kaushik, 2010)**;** (Clifton, 2010)**;** (Hasan, Morris, & Probets, 2009)**;** (Kent, Carr, Husted, & Pop, 2011, p. 537)Google Analytics was indicated as a proven and relatively accurate web analytic tool.