The aim of this work is to propose an efficient way of tracking user behaviour on web sites and a way of evaluating this behaviour to obtain a rating for each site. A web application in a form of e-shop is implemented, with the task of capturing the behaviour on pages with particular products and then calculating these products' ratings from that behaviour. The application also shows a typical usage of obtained ratings to recommend the best products to the user. It is also tested how accurately chosen types of monitored behaviour and calculated ratings indicate the popularity of each product (by another name, user preferences).