Etsy Stats Tracker

	Visits	Views	Orders	Revenue	Listing Views	No. Active Listings	Calculations		
							Conversion Rate %	Revenue Per Order	Views Per Listing
January									
February									
March									
April									
May									
June									
July									
August									
September									
October									
November									
December									
Yearly Total									

Notes

Conversion Rate = (Orders / Visits)*100

Revenue per Order = Revenue / Orders

Views per Listing = Total Views / No. Listings

Etsy Traffic Source

	Total Visits	No Visits					Traffic %				
		Etsy	Direct	Social Media	External Search	Other	Etsy	Direct	Social Media	External Search	Other
January											
February											
March											
April											
May											
June											
July											
August											
September											
October											
November											
December											
Yearly Total											

Notes   Traffic % = Traffic source No. Visits / Total Visits