

Listing Changes Tracker Guide

Use this worksheet to manually track the views, favorites, and quantities of your Etsy listings over time. Use the "Notes" column to record changes you made to a listing's title, tags, description, or main thumbnail. Print your list or fill it out on your computer, so you'll always have the data on hand.

How to Access Your Listings' Stats:

To view one of your Etsy listings' stats:

1. Go to your Etsy Shop Manager.
2. Select "Listings" from the panel on the left side of your screen.
3. Find the listing that you want to track and click the gear icon below its thumbnail image.
4. Click "View stats."
5. Choose the date or date range you're interested in. You'll see "Current stock" (how many units of the item you have on hand) at the top of the page. Scroll down to see the listing's total views, visits, sales, and revenue within that period.

Record your data on your tracker. If you don't want to check each day, aim for at least one check-in per week. Best practice is to record these numbers for at least a week *before* making changes to your listing. This helps you establish a baseline.

Interpreting Your Listings' Data

Etsy recommends waiting at least 30 days between changes to your listings. Depending on the size of your shop and its traffic flow, you may need to wait longer (60-90 days) to gather enough data for your listing.

If you see an increase in views and favorites, consider your experimental revisions successful!

If the listing's views and favorites "plateau" or decrease, it's time to revisit your changes and decide whether you want to a) keep revising and experimenting, or b) reverse the changes you recently made (this is where the "baseline" we mentioned in the previous section comes in handy).

Actions based upon data

Recording the changes you make to your listings' SEO is important when running experiments. If you know which changes lead to positive data, you may be able to replicate that success with other listings in your shop. Conversely, if you make changes to your listings that result in fewer views, favorites, and sales, you'll be able to a) reverse those changes, and b) avoid making the same mistakes again during future revisions. SEO is a constant experiment. However, if you work methodically and make data-backed decisions, you'll ensure that your experimentation will, eventually, yield the best results available for your items.