

The Etsy logo is displayed in white text on a solid orange rectangular background.

Etsy

---

# Google Analytics for Sellers

# What we will cover

- 1** Setting up Google Analytics for Sellers

---

- 2** But first, the disclaimers

---

- 3** Navigating through Google Analytics

---

- 4** What is the traffic to my shop & items?

---

- 5** What are my most popular items?

---

- 6** How are people getting to my shop?

---

- 7** How do people find me on Etsy Search?

---

- 8** How do people find me on Search Engines?

---

- 9** What geography do people come from?

---

# Setting up Google Analytics for Sellers

## Analytics: New Account Signup

**General Information** > Contact Information > Accept User Agreement > Add Tracking

Please enter the URL of the site you wish to track, and assign a name as it should appear in reports. [Learn more.](#)

<b>Website's URL:</b>	<input type="text" value="http://"/> <input type="text" value="www.etsy.com"/> (e.g., http://www.etsy.com)
<b>Account Name:</b>	<input type="text" value="My Etsy Shop"/>
<b>Time zone country or territory:</b>	<input type="text" value="United States"/>
<b>Time zone:</b>	<input type="text" value="(GMT-05:00) Eastern Time"/>

## Create New GA Account

1. Go to **google.com/analytics**
2. Use **www.etsy.com** as **Website's URL**
3. Choose your own information and settings for other fields
4. Continue through **Contact Information** and **Accept User Agreement**
5. Ignore **Add Tracking**. Etsy will do this for you.

## Setup Advanced Tracking

1. Click into the **Account** used for your shop
2. From the main profile's **Action** column select **Edit**
3. Select **Edit** from the top right of the **Profile Information** table
4. Select **Do Track Site Search**
5. Enter **ga\_search\_query** for Query Parameter, select **Yes** to strip query parameter, select **Yes** to use categories, enter **ga\_search\_type** for Category Parameter, select **Yes** to strip category parameters
6. Select **Save Changes** at bottom

**Do Track Site Search**

**Don't Track Site Search**

**Query Parameter (required):**

*Use commas to separate multiple parameters (5 max)*

Yes, strip query parameters out of URL [?](#)

No, do not strip query parameters out of URL

**Do you use categories for site search?**

Yes  No

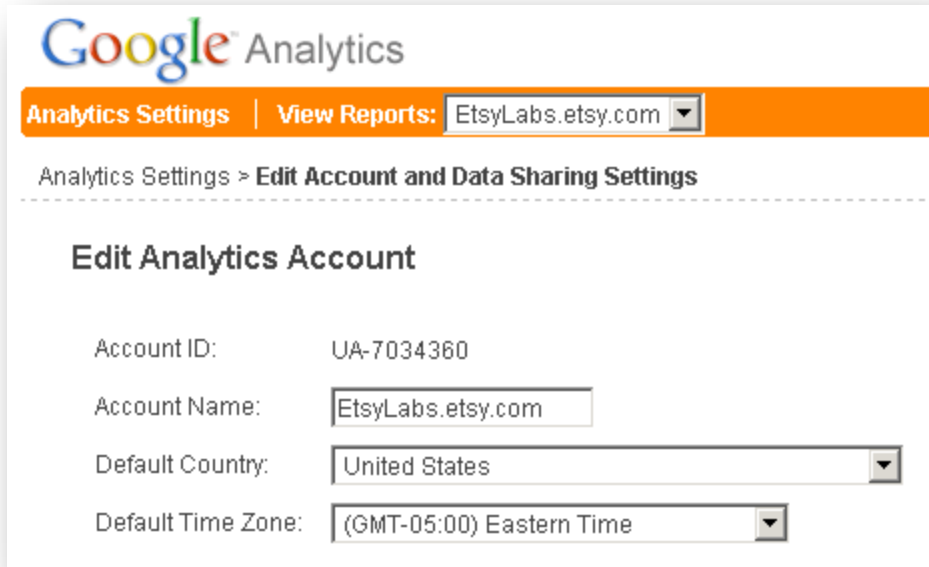
**Category Parameter:**

*Use commas to separate multiple parameters (5 max)*

Yes, strip category parameters out of URL [?](#)

No, do not strip category parameters out of URL

# Setting up Google Analytics for Sellers



## Get Account ID

1. Login to Google Analytics
2. From the **Overview** page select the account you want to use for GA tracking
3. From that account's **Action** column select **Edit**
4. Copy the **Account ID**

**Note**, the screenshot on left is only an example. Please find your own Account ID using the directions above. Thanks!

A screenshot of a form titled 'Step 2: Enter Tracking ID'. The form has a light green background. At the top, the title 'Step 2: Enter Tracking ID' is displayed in bold. Below the title, there is a text input field with the placeholder text 'Enter your Google Analytics tracking ID'. At the bottom of the form, there is an orange button with the text 'SAVE CHANGES' in white capital letters.

## Setup Tracking on Etsy

1. Login to **Your Etsy**
2. Select **Web Analytics** under **Shop Setup** on left navigation
3. Enter **Account ID**
4. Click **Save Changes**

## But first, the disclaimers

- Google Analytics is intended for measuring an entire website, not just a specific section (e.g. sellers' shops and items).
- Since it is a powerful tool, there are many features that aren't enabled by default (e.g. Goals) that you should ignore. There are also features that we are still working on (e.g. tracking e-commerce data).
- Since your visitors do things on Etsy before and after seeing your shop or item some of the numbers won't make sense (e.g. Time on Site). We will highlight those for you.
- Google Analytics takes 24 hours to update so don't run reports first thing in the morning.
- Google Analytics will include your activity on your shop. It is possible to exclude your traffic, but only if you have a static IP address. Don't exclude your IP if you use a large internet provider (e.g. cable company, telephone company, AOL, etc).

# Navigating through Google Analytics

Google Analytics

Analytics Settings | View Reports: EtsyLabs.etsy.com

The screenshot shows the Google Analytics dashboard navigation menu on the left. The menu items are: Dashboard (with a sub-item 'Saved Reports'), Visitors, Traffic Sources, Content, and Goals. Below this is a 'Custom Reporting Beta' section. On the right, there is a 'Dashboard' section with 'Export' and 'Email' buttons. Below that is a line graph titled 'Visits' showing a downward trend from approximately 300 to 150.

## Left Navigation

**Visitors:** Who is visiting my shop or items?

**Traffic Sources:** How are they getting there?

**Content:** What are they viewing?

**Goals:** Ignore

## Export

Download data in CSV for import into Excel

## Measurement Dropdown

Change what measurement is used in the graph

## Date Dropdown

Change date range for analysis. Compare to past date ranges.

## Granularity Boxes

Change if data is displayed by day, week, or month

## Table Columns

Change what measurement and what order the table is sorted on

The screenshot shows the 'All Traffic Sources' report in Google Analytics. At the top, there are buttons for 'Export', 'Email', 'Add to Dashboard', and 'Visualize'. Below these are options for file formats: PDF, XML, CSV, and TSV. The report title is 'All Traffic Sources'. Below the title is a line graph showing 'Visits' over time, with a date range of 'Jan 25, 2009 - Feb 24, 2009'. The graph shows a fluctuating trend with a peak around 300 and a low around 150. Below the graph is a 'Graph by:' section with three icons representing different time intervals. At the bottom, there is a table with three columns: 'Visits', 'Pages/Visit', and 'Avg. Time on Site'. The table has two rows of data.

Visits ↓	Pages/Visit	Avg. Time on Site
3,104	2.07	00:01:07
1,211	1.72	00:00:35

# What is the traffic to my shop & items?

## Report: Dashboard

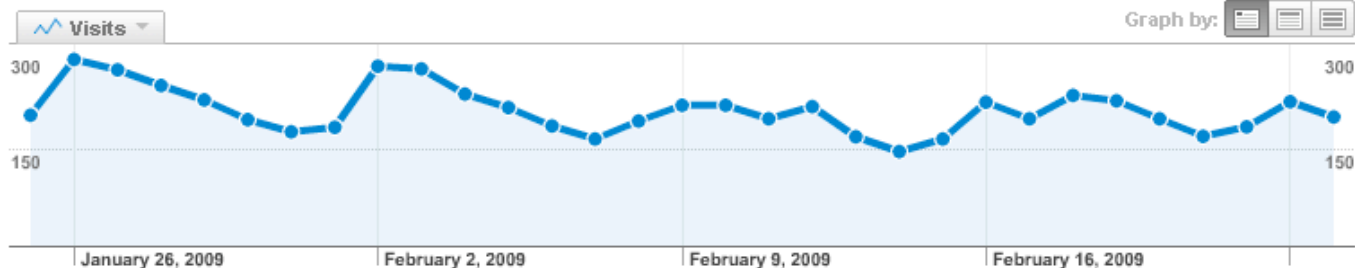
Export ▾

Email

Beta Advanced Segments: All Visits ▾

### Dashboard

Jan 25, 2009 - Feb 24, 2009 ▾



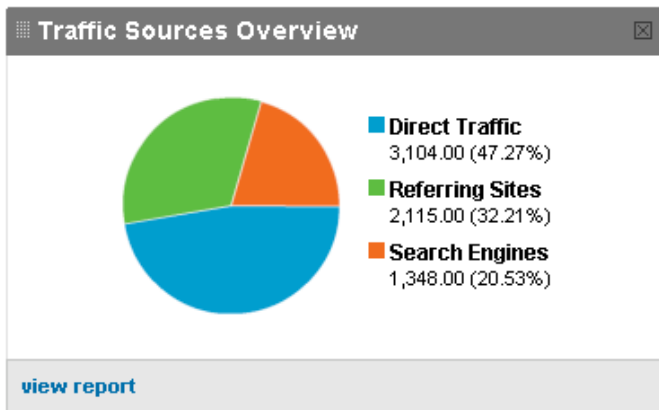
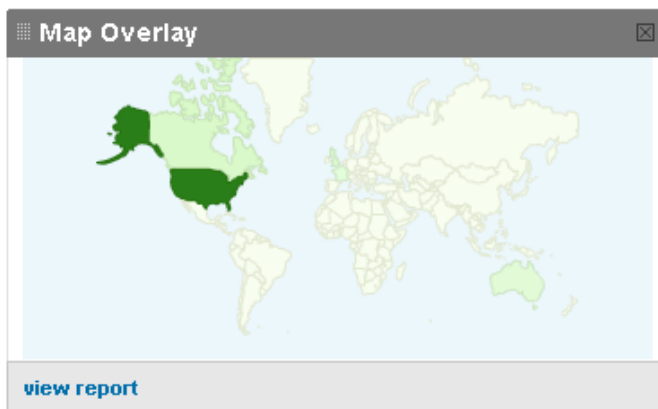
### Site Usage



Metric	Definition
Visits	Number of times people go to your shop. If I view 3 items, I logged 1 visit. If I come to your site in the morning and evening, I logged 2 visits.
Pageviews	Number of times people view a page. If I view 3 items, I logged 3 pageviews. If I view 1 item 3 times, I logged 3 pageviews.
Pages/Visit	Number of times pages a viewed within a visit. If I view 3 items and then leave, I logged 3.00 Pages / Visit
Bounce Rate	Percentage of visits that only view 1 page.
Avg. Time on Site	Ignore
% New Visits	Percentage of visits have never been to your shop or items before.

# What is the traffic to my shop & items?

## Report: Dashboard



**Content Overview**

Pages	Pageviews	% Pageviews
/shop.php?user_id=5029420	5,625	42.25%
/profile.php?user_id=5029420	357	2.68%
/view_listing.php?listing_id=18552:	289	2.17%
/view_listing.php?listing_id=95358:	241	1.81%
/view_listing.php?listing_id=20228:	237	1.78%

[view report](#)

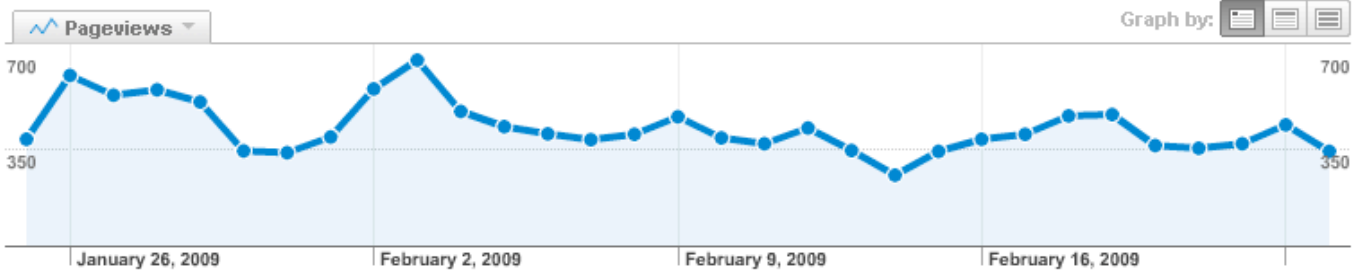
Metric	Definition
Visitors	Number of people who come to your shop. If I view come to your shop on Monday, Friday, and Saturday, I logged 1 unique visitor.
Map Overlay	Countries, states, and cities that my visits come from.
Traffic Sources	How visits get to your shop and items
Content Overview	Most popular pages (or items) in your shop

# What are my most popular items?

## Report: Content | Top Content

### Top Content

Jan 25, 2009 - Feb 24, 2009



880 pages were viewed a total of 13,314 times

### Content Performance

Views: [Table Icon] [List Icon] [Bar Icon] [Filter Icon]

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
<b>13,314</b> % of Site Total: 100.00%	<b>11,009</b> % of Site Total: 100.00%	<b>00:00:56</b> Site Avg: 00:00:56 (0.00%)	<b>66.94%</b> Site Avg: 66.94% (0.00%)	<b>49.32%</b> Site Avg: 49.32% (0.00%)	<b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. <a href="/shop.php?user_id=5029420">/shop.php?user_id=5029420</a>	<b>5,625</b>	4,051	00:01:10	67.59%	54.72%	\$0.00
2. <a href="/profile.php?user_id=5029420">/profile.php?user_id=5029420</a>	<b>357</b>	320	00:01:22	54.55%	53.22%	\$0.00
3. <a href="/view_listing.php?listing_id=18552885">/view_listing.php?listing_id=18552885</a>	<b>289</b>	273	00:00:31	94.12%	24.91%	\$0.00

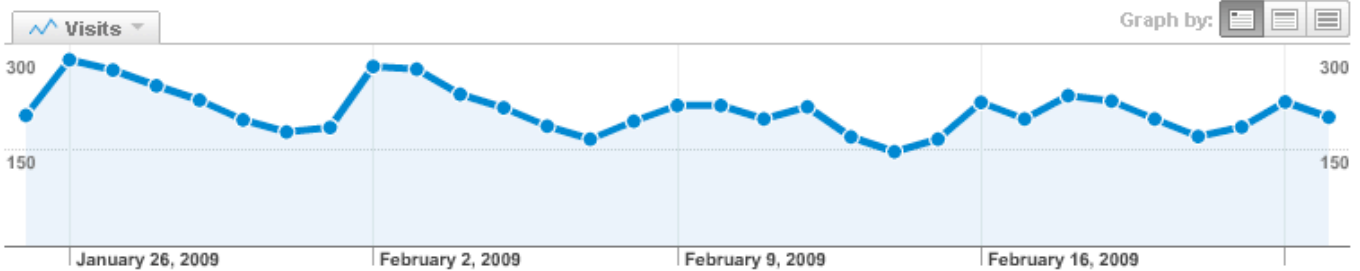
Metric	Definition
Pageviews	Number of times people view a page. If I view 3 items, I logged 3 pageviews. If I view 1 item 3 times, I logged 3 pageviews.
Unique Pageviews	Number of visits that view a page. If I view 1 item 3 times, I log 3 pageviews and 1 unique page view.
Avg. Time on Page	Ignore
Bounce Rate	Percentage of visits that only view 1 page.
% Exit	Ignore
\$ Index	Ignore

# How are people getting to my shop?

## Report: Traffic Sources | All Traffic Sources

### All Traffic Sources

Jan 25, 2009 - Feb 24, 2009



### All traffic sources sent 6,567 visits via 740 sources and mediums

Show: **Source Medium**

Site Usage		Goal Conversion		Views: [Table Icon] [List Icon] [Grid Icon]		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>6,567</b>	<b>2.03</b>	<b>00:00:58</b>	<b>45.12%</b>	<b>66.94%</b>		
% of Site Total: 100.00%	Site Avg: 2.03 (0.00%)	Site Avg: 00:00:58 (0.00%)	Site Avg: 45.10% (0.03%)	Site Avg: 66.94% (0.00%)		
Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. (direct) / (none)	<b>3,104</b>	2.07	00:01:07	52.42%	65.69%	
2. google / organic	<b>1,211</b>	1.72	00:00:35	53.67%	73.25%	
3. etsylabs.blogspot.com / referral	<b>315</b>	1.57	00:00:33	57.46%	73.65%	
4. churchofcraft.org / referral	<b>95</b>	1.36	00:00:57	75.79%	81.05%	
5. twitter.com / referral	<b>79</b>	2.66	00:01:52	5.06%	51.90%	

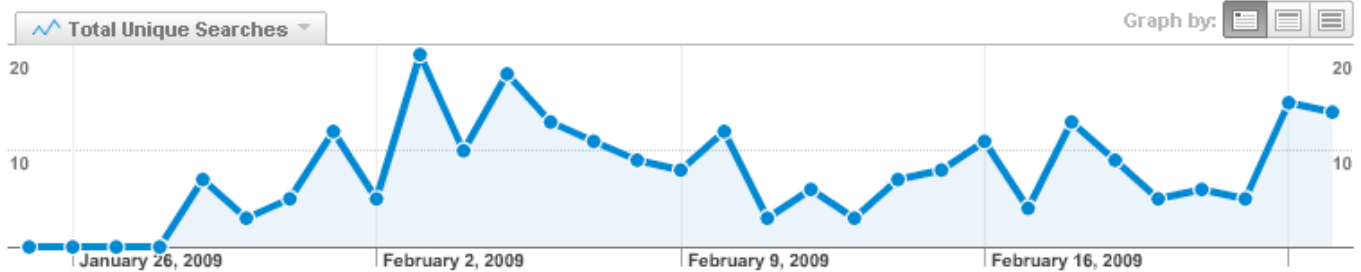
Metric	Definition
Direct / None	Visits either from elsewhere on Etsy.com, through bookmark, or directly typing shop URL.
Visits	Number of times someone gets to your shop from source.
Pages/Visit	Number of pages viewed after getting to shop or item.
Avg. Time on Site	Ignore
% New Visits	Percentage of visits that have never been to your shop or item before.
Bounce Rate	Percentage of visits that only view 1 page.

# How do people find me on Etsy Search?

## Report: Content | Site Search | Search Terms

### Site Search Terms

Jan 25, 2009 - Feb 24, 2009



There were 242 unique searches via 93 search terms

Site Search Usage		Goal Conversion		Views: [Grid] [Clock] [List] [Filter] [Zoom]			
Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth		
<b>242</b>	<b>1.24</b>	<b>57.85%</b>	<b>1.00%</b>	<b>00:01:49</b>	<b>1.92</b>		
% of Site Total: 100.00%	Site Avg: 1.24 (0.00%)	Site Avg: 57.85% (0.00%)	Site Avg: 1.00% (0.00%)	Site Avg: 00:01:49 (0.00%)	Site Avg: 1.92 (0.00%)		
Dimension:	Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1.	etsylabs	55	1.31	40.00%	0.00%	00:01:33	1.84
2.	etsy	25	1.28	28.00%	6.25%	00:03:08	2.60

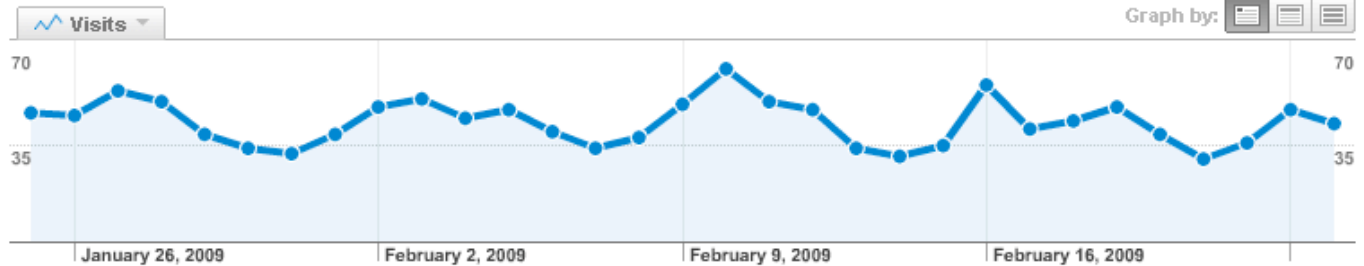
Metric	Definition
Total Unique Searches	Number of times got to your shop or item from that search term
Results Pageviews/Search	Ignore
% Search Exits	Percentage of visits that only view 1 page.
% Search Refinements	Ignore
Time after Search	Ignore
Search Depth	Ignore

# How do people find me on search engines (e.g. Google, Yahoo)?

## Report: Traffic Sources | Keywords

### Keywords

Jan 25, 2009 - Feb 24, 2009



### Search sent 1,348 total visits via 900 keywords

Show: total | paid | non-paid

Site Usage		Goal Conversion		Views: [Table Icon] [List Icon] [Bar Icon]		
Visits <b>1,348</b> % of Site Total: 20.53%	Pages/Visit <b>1.72</b> Site Avg: 2.03 (-15.22%)	Avg. Time on Site <b>00:00:36</b> Site Avg: 00:00:58 (-37.13%)	% New Visits <b>53.41%</b> Site Avg: 45.10% (18.42%)	Bounce Rate <b>73.59%</b> Site Avg: 66.94% (9.93%)		
Dimension: <b>Keyword</b>	<b>Visits</b> ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. <a href="#">etsy labs</a>	<b>78</b>	1.65	00:01:08	52.56%	70.51%	
2. <a href="#">iviva olenick</a>	<b>42</b>	2.36	00:01:08	2.38%	33.33%	
3. <a href="#">design your own bathing suit</a>	<b>28</b>	1.25	00:00:10	100.00%	78.57%	

Metric	Definition
Total   Paid   Non-Paid	Switch results between organic keywords versus paid keywords (e.g. AdWords)
Visits	Number of times got to your shop or item from that keyword
Pages/Visit	Number of pages viewed after getting to shop or item.
Avg. Time on Site	Ignore
% New Visits	Percentage of visits that have never been to your shop or item before.
Bounce Rate	Percentage of visits that only view 1 page.

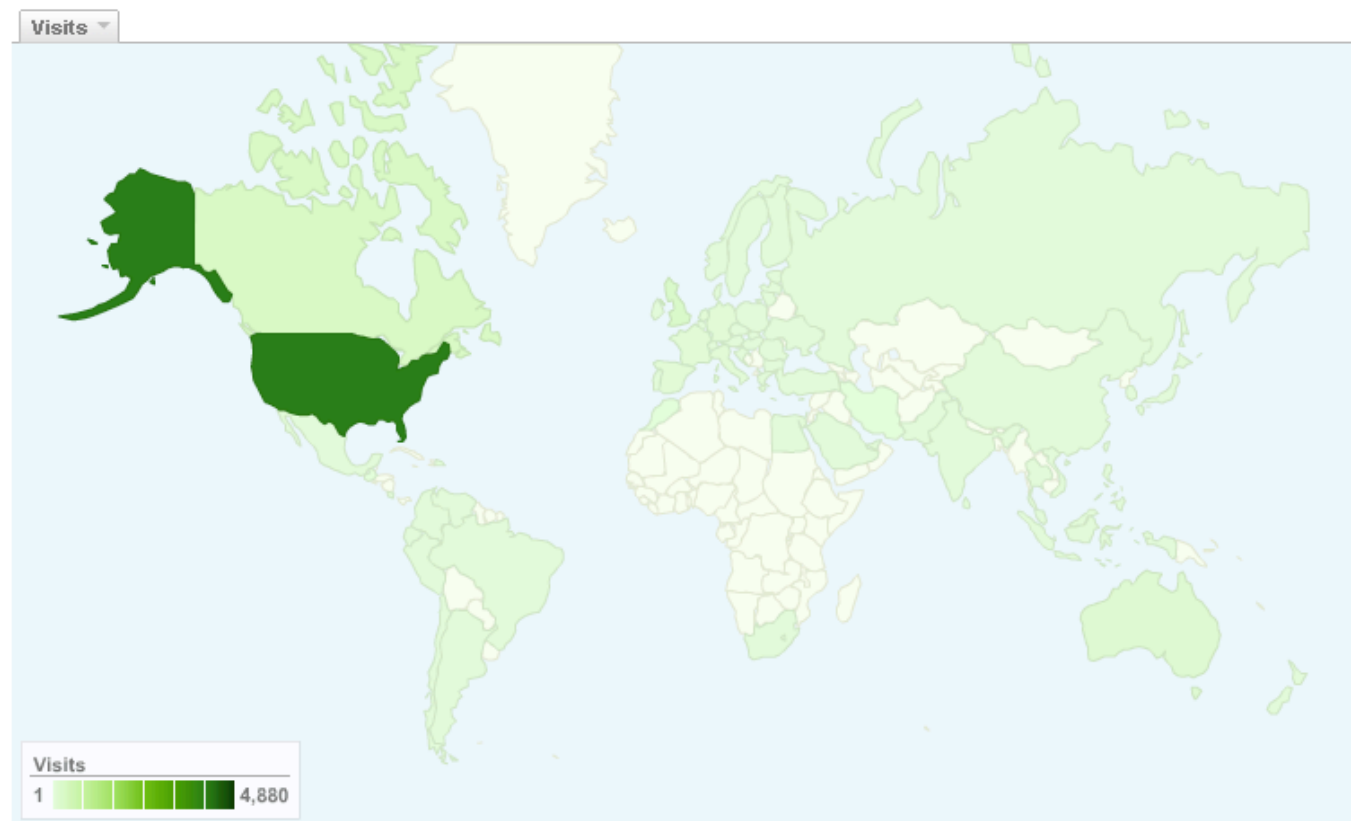
# What geography do people come from?

## Report: Visitors | Map Overlay

[Overview »](#)

### Map Overlay

Jan 25, 2009 - Feb 24, 2009 ▾



### 6,567 visits came from 88 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) ▾

Metric	Definition
Detail Level	Switch level of detail between continent, country, etc. by clicking on map or using text links above table
Visits	Number of times someone from that geography got to your shop or item.
Pages/Visit	Number of pages viewed per visits.
Avg. Time on Site	Ignore
% New Visits	Percentage of visits that have never been to your shop or item before.
Bounce Rate	Percentage of visits that only view 1 page.