

MONTH:

# *My Blog's* MONTHLY INCOME REPORT



## INCOME

## EXPENSES

INCOME SOURCE	AMOUNT

EXPENDITURE	AMOUNT

TOTAL

TOTAL

NET INCOME = TOTAL INCOME - TOTAL EXPENSES:

NOTES ON EXPENSES/INCOME: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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MONTH:

# MONTHLY INCOME REPORT



## MONTH IN REVIEW

### INCOME SOURCES AT A GLANCE:

- 1. AFFILIATE REVENUE: \_\_\_\_\_
- 2. AD REVENUE: \_\_\_\_\_
- 3. PRODUCT SALES: \_\_\_\_\_

### TOP FIVE BLOG POSTS:

- 1.
- 2.
- 3.
- 4.
- 5.

### TRAFFIC REPORT:

- PAGEVIEWS: \_\_\_\_\_
- UNIQUE VIEWS: \_\_\_\_\_
- AVG. SESSION DURATION: \_\_\_\_\_
- BOUNCE RATE: \_\_\_\_\_
- % NEW SESSIONS: \_\_\_\_\_
- EMAIL SUBSCRIBERS: \_\_\_\_\_

### ANALYSIS OF INCOME & MONTHLY STATS:

RPM: (REVENUE PER THOUSAND IMPRESSIONS)

NET PROFIT:

DIVIDED BY

PAGE VIEWS:

TIMES 1000 =  RPM

\$  / PAGEVIEW  
(RPM)