

My Blog's

MONTH:

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 IN REVIEW

INCOME SOURCES AT A GLANCE:

- 1. AFFILIATE REVENUE: _____
- 2. AD REVENUE: _____
- 3. PRODUCT SALES: _____
- 4. OTHER: _____

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)