

Page views

Page views track how many times eBay users have looked at your listings, which helps you understand how your listings are performing.

A page view is counted when a potential buyer lands on your listing on the eBay website or mobile app.

eBay provides you with the number of page views each of your listings has received. You can also view a Listing traffic history report for each of your listings which can help you spot trends and understand how they're performing. Want to keep an eye on an item you're interested in buying? See our help page on using your [Watchlist](https://www.ebay.com/help/buying/search-tips/watchlist?id=4046).

What counts as a page view?

- A page view is counted when someone views your listing on the eBay website or mobile app
- If someone views your listing, clicks away, and then comes back to the listing, that counts as a second view
- If someone views your listing and then refreshes the page, each refresh counts as a view

What doesn't count as a page view?

- When a link to your listing appears on eBay, such as in a search result or ad placement, but the user doesn't click on it to view it
- When you're logged in to eBay and you view your own listing
- When your listing is viewed by a bot

TipA listing can have more Watchers than page views. This is because buyers

can add your listing to their Watch list directly from the eBay search results page, without viewing it.

How machine or bot traffic is removed from your listings

eBay strives to filter as much bot traffic as possible from page view data, but there's a chance that a small amount of bot traffic is included. Bot filtering is done in two stages:

- Bot traffic is identified and removed from your page view count in near real-time
- A secondary

filtering process performs a deeper analysis on a daily basis and removes bot traffic that may not have been caught by the initial filtering. (This can cause your page views to decrease)

Where to find your listing page views

You can find your listing page views in the following places:

- Active and Unsold pages in the eBay app, in [My eBay](https://www.ebay.com/mys/overview) - opens in new window or tab

- Seller Hub - opens in new window or tab

- On the listing page itself on the eBay app and website (when you're logged into your account)

- On the Review your traffic page on the [Seller Hub Performance](https://www.ebay.com/sh/performance/traffic) tab - opens in new window or tab

- In Promoted Listings campaigns in your [Advertising dashboard](https://mktg.ebay.com/select-campaign-type) - opens in new window or tab

- under Marketing (the Advertising dashboard uses the term 'Clicks' instead of page views)

Tip Page view data on your listings is not visible to other users. This information is only visible to you.

Time period for the page view count

The time period for the page view count displayed beside your active and unsold listings can differ depending on whether your listing is an auction or fixed price listing.

Auction listings

For an active auction listing, the view count shows the total number of views since the auction started. For an auction listing that ended, the view count shows the total number of views from the current time going back 30 days. This means the view count for an ended listing will include views made after the auction ended. This can happen in a number of ways such as a person doing a search on eBay for Sold or Completed listings.

Fixed price listings

For an active fixed price listing that's less than 30 days old, the view count shows the total number of views since the listing started. For a fixed price listing that's been active for more than 30 days, the view count is a rolling 30-day

count which can increase or decrease. This rolling 30-day count is different from a cumulative lifetime view count, which only increases. There are two main reasons why the 30-day view count can decrease.

- Once a day, the counts from the first day in the 30-day window are removed, while the counts for the next day start accumulating.
- After the daily bot filtering process, the count can go down if bot traffic is detected and removed.

To analyze views over longer time periods, use the [Listing traffic history report](#).

Listing traffic history report

In most places where you see the page view number for an active listing, you can click on that number to see a Listing traffic history report. This report allows you to see the page views for the listing over time, and makes it easy for you to see trends. If the listing has been active long enough, you'll have the option of changing the time period, going back as far as two years. If the listing is promoted via Promoted Listings, the report also includes a breakdown between page views that come from Promoted Listings ads, and views that don't come from ads.

eBay page views, Page views, drop in page views, Listing Traffic History report, impressions, bot traffic, bot views, bot hits, machine traffic, machine views, machine hits, automated traffic, bot filter, page view count, rolling 30 day count, 30 day view count