



\$25,500

AUTOMOTIVE RESOURCE SITE EARNING \$1127/MO 6200 EMAIL SUBSCRIBERS

<https://nicheinvestor.com>

- Lifestyle, Sports And Entertainment, Tech And Business
- Established Sites For Sale

This informative automotive site provides resources for Toyota Rav4 owners and prospective buyers. With involvement from multiple professionals in the automotive field, this site carries a strong EEAT and offers its new owner social accounts, 6k+ email subscribers, video content, and more. Launched in May 2022, this niche site offers plenty of opportunities for follower...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 10 months ago	Category: Established Sites For Sale
Niche: Lifestyle, Sports And Entertainment, Tech And Business	Website live since: 2022
Pageviews Per Month: 10,000 - 50,000 Pageviews	Earning Per Month: over \$1000/mo

Revenue & Expenses

Monetization: P&L:

Ad revenue, <https://docs.google.com/spreadsheets/d/1FoNjqh-ZaQy3a-DdD9OT50gHUzcdQ4PczNBhn18gdvw/edit?usp=sharing>
Affiliate Links

Listing Details

Platform: Wordpress

Domain: rav4resource.com

Approx. Number Of Articles: 155 **Social Accounts Included:** Instagram, Facebook Group, Pinterest, Youtube

Email List Subscribers: 6200

Seller Q&A

What are the operating procedures for running this business?: There's full documentation of each process included. Owner currently manages contractors, oversees writing of newsletter weekly (we send 2 a week, 1 is automated), answers emails.

How often do you email your list?: We also have two automation sequences. One is an initial 5-day sequence once they opt-in. The other sends emails to them once a week for 26 weeks.

Where does most of your income generate from?: Raptive and Amazon.

If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?: Focus in on YouTube until the new RAV4 model comes out, then do both YouTube, Pinterest, and Blog again.

What is your current open rate and click rate?: Open rate 65%, CTR 26%. Weekly Roundup sequence: Open rate 49%, CTR 10%. Weekly newsletter: Open rate over 45% on average, CTR around 12%.

Who wrote the content?: Site owner, contractors. Two contractors worked in the automotive industry for years. Another owns a RAV4. Another works at a Toyota dealership. No AI used to write content.





Submit an offer

Contact Listing Agent:



Lisa

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