



\$16,500

FRUGAL LIVING LIFESTYLE 79% ORGANIC SEARCH \$765/MO

<https://nicheinvestor.com>

- Finance, Lifestyle
- Established Sites For Sale
- Pending

Established frugal living tips and resources site averaging earnings of \$765 a month with MediaVine Journey looking for it's new owner. With over 1500 articles spanning various niches, including personal finances, autos, home & garden, health, and travel, your opportunities to grow the site's content and monetization efforts are endless. In the last 30 days, Kinda Frugal...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 2 months ago

Category: Established Sites For Sale

Niche: Finance, Lifestyle

Status: Pending

Website live since: 2021

Pageviews Per Month: 10,000 - 50,000 Pageviews

Earning Per Month: under \$1000/mo

Revenue & Expenses

Monetization: Affiliate Links, Digital Products

Listing Details

Platform: WordPress

Domain: kindafrugal.com

Approx. Number Of Articles: 1506 **Social Accounts Included:** Facebook Page, Twitter

Email List Subscribers: 250

Seller Q&A

What are the operating procedures for running this business?:

I haven't published content since the being shut off at MSN. Prior to that, I had a content manager and writers. We published 3-5 new posts per day and sent them to MSN. Some started getting Google eyes on them, though no effort was made to do SEO.

How often do you email your list?:

Emails are published through the Journey Grow system. They generate them based on content engagement.

Where does most of your income generate from?: Ad Rev

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?:

The content was getting lots of pageviews on MSN. From 5/23 to 12/31/23 average monthly MSN PVs were 9.6 million. From 1/24 - 9-1/24, when MSN started the suspension, average PVs were 8.8 million. Obviously, readers liked the content. I would go back and repurpose the content for SEO and republish. I'm convinced much of it would rank in Google.

What is your current open rate and click rate?: 21.05%, 9.4%

Who wrote the content?: Freelance writers. Content management came up with the titles. Writers chose which they wanted to write.



Submit an offer

Contact Listing Agent:



Lisa

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