



**\$25,000**

## **CHICKEN HOMESTEADING EARNING \$765/MO 6757 EMAIL SUBSCRIBERS**

<https://nicheinvestor.com>

- Food, Home And DIY, Lifestyle, Outdoors
- Established Sites For Sale
- Available

Chicken care. Homesteading. Egg recipes. And a whole lot of humor in the Name That Chicken section! Whether you're a chicken expert or not, this 13-year-old site is a MUST-SEE with a loyal community, incredible organic search (65%), multiple streams of revenue, and nearly 7k email subs with a 4.3% click rate. This content-rich site provides...



**Lisa Mason-Drake**

Niche Investor

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## **Overview**



**Date added:** Added 2 months ago

**Category:** Established Sites For Sale

**Niche:** Food, Home And DIY, Lifestyle, Outdoors

**Status:** Available

**Website live since:** 2011

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

**Earning Per Month:** under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** see P&L

**Monetization:**  
Ad revenue,  
Affiliate Links,  
mediavine

**P&L:**

[https://docs.google.com/spreadsheets/d/1L\\_Kwey8H\\_p3Hwt5kfp2IANk0Eg18O2DIWqUBn4WN3iA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1L_Kwey8H_p3Hwt5kfp2IANk0Eg18O2DIWqUBn4WN3iA/edit?usp=sharing)

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## Listing Details

**Platform:** WordPress

**Domain:** backyardchickenproject.com

**Approx. Number Of Articles:**  
158

**Social Accounts Included:** Instagram, Facebook Page,  
Pinterest

**Approx. Social Followers:**  
35000

**Email List Subscribers:** 6757

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## Seller Q&A



**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?:** If I were to keep the site I would work on getting as many high quality posts written as I could, especially ones about hatching chicks, beginners guides to chickens, and spring related posts. I would significantly grow the gardening section of the blog, especially posts about gardening with and for chickens. Spring has always given me the highest traffic to the site

**What is your current open rate and click rate?:** Email open rate is 28% and click rate is 4.3%. Flodesk

**How often do you email your list?:**  
monthly

**Where does most of your income generate from?:**  
Mediavine and Amazon affiliate

**Who wrote the content?:** I wrote most of the content. I hired a writer a few years ago and she wrote several articles as well, but she's not working with me anymore.

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## Submit an offer

Contact Listing Agent:



**Lisa**

[SUBMIT AN OFFER](#)

