



\$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 this digital business for sale! 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

Overview



Date added: Added 5 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

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

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

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.

Submit an offer

Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

