



## COSTA RICA TRAVEL BLOG EARNING \$265/MO, 294 EMAIL SUBSCRIBERS

<https://nicheinvestor.com>

This Costa Rica travel blog is proof that you don't need a massive audience to bring in money as a content creator. While it earns the majority of its revenue from affiliate links, showing year-over-year growth, there is still huge monetization potential by adding to an ad network. Costa Rica was named Destination of the...



**Lisa Mason-Drake**

Niche Investor

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### Overview



\$5,800

- Travel
- Established Sites For Sale
- Available

**Date added:** Added 5 days ago

**Category:** Established Sites For Sale

**Niche:** Travel

**Status:** Available

**Website live since:** 2022

**Pageviews Per Month:** Under 10,000 Pageviews

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

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## Revenue & Expenses

**Monetization:** Affiliate Links

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## Listing Details

**Platform:** wordpress

**Domain:** letstravelcostarica.com

**Approx. Number Of Articles:**  
54

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

**Approx. Social Followers:** 4000

**Email List Subscribers:** 295

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## Seller Q&A



**What are the operating procedures for running this business?:** Currently, nothing. In the past 3 months, I have published 2 posts written by one of the ghostwriters but done nothing else. Before that, I was posting a few times a week on the Facebook page, pinning daily, newsletter weekly, and publishing a few times a week.

**How often do you email your list?:** once a week

**Where does most of your income generate from?:** Almost all of it comes from affiliates and the traffic comes from Google and Facebook.

**If you were shopping to buy a website, what about this site would stand out to you?:** It's all written by humans with experience in the country and has a good social following. Additionally, tourism in Costa Rica is blowing up and only going to keep increasing, so there's lots of interest and room for expansion with an eager market. Costa Rica tends to attract tourists who aren't afraid to spend money so I'd focus on affiliates and also expanding the itinerary service.

**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?:** I would restart publishing regularly on Facebook and in the FB group, come up with a new Pinterest strategy, update all posts for 2024, and get back in a regular publishing cadence. I would focus on publishing some posts that are intended for Facebook, such as X Unique Experiences You Can Only Have In Costa Rica, and start the posts in Costa Rica travel planning groups.

**What is your current open rate and click rate?:** open rate 30-40%

**Who wrote the content?:** The seller and 2 freelance writers, one who has a byline and the other who was a ghostwriter.

