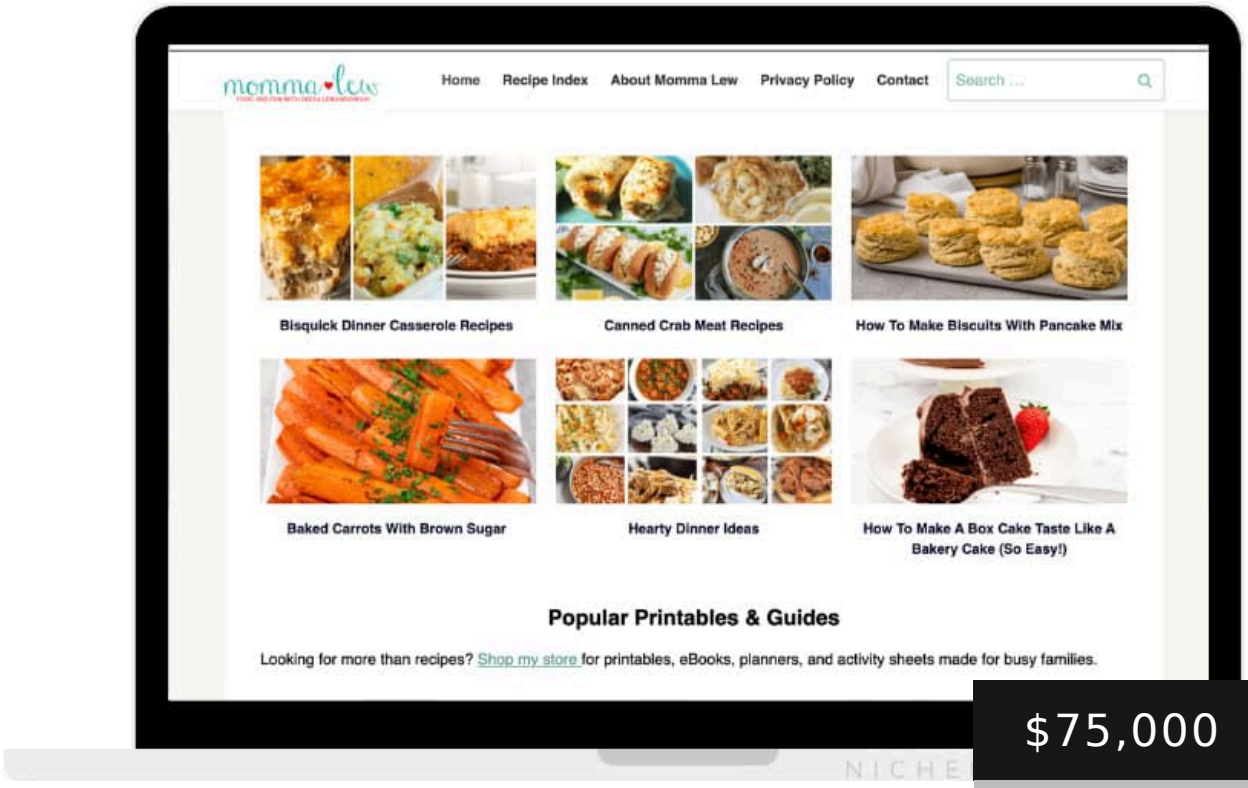


$75,000

- Food, Lifestyle
- Established Brands For Sale
- Available

# FAMILY-FRIENDLY RECIPES FOOD BLOG EARNING $2,300/MO

https://nicheinvestor.com

Building a profitable food and lifestyle blog from scratch is no small undertaking. Between developing recipes, photographing content, building domain authority, growing a social media following and qualifying for a premium advertising network, there are years of work involved before most creators begin seeing meaningful returns. But what if you could step into a business...



**Chelsea Clarke**
Niche Investor

## Overview

**Date added:** Added 6 hours ago

**Category:** Established Brands For Sale

**Niche:** Food, Lifestyle

**Status:** Available

**Website live since:** 2014

**Pageviews Per Month:** 50,000 - 100,000 Pageviews

**Earning Per Month:** over $1000/mo, over $3000/mo

## Revenue & Expenses

**Monetization:** Ad revenue, Affiliate Links, Digital Products

**P&L:** https://drive.google.com/drive/folders/1UqiWN0ie-maJgWXi42Tyl4cZ3tgp2719?usp=sharing

## Listing Details

**Platform:** WordPress

**Domain:** mommalew.com

**Approx. Number Of Articles:** 1098

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

**Approx. Social Followers:** 42000

**Email List Subscribers:** 4071

## Seller Q&A

**What are the operating procedures for running this business?:** Daily: I send my Kit newsletter with recipe links and seasonal ideas. I share and schedule social posts, respond to reader questions, and moderate my three Facebook groups. When I publish or update a recipe in WordPress, I check the instructions, photos, and links to related recipes. Weekly: I plan new recipe posts and roundups around the season and use Google Search Console to see which existing posts could benefit from an update. I create Pinterest pins and schedule social content for the week. I also promote my digital cookbooks when they fit the recipes I'm sharing. Monthly: I review website traffic, search performance, and Raptive ad revenue to decide what to focus on next. I handle routine WordPress and plugin maintenance, fix broken links or formatting issues as they come up, and plan upcoming seasonal content and cookbook promotions.

**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?:** Over the next three to six months, I'd focus on getting more traffic to recipes that already show demand, then using that traffic to grow the email list and sell more of the digital products I already have. First 1–2 months: I'd use Google Search Console to find recipes with steady impressions that are close to ranking on page one. I'd update those posts with clearer instructions, better photos where needed, and links to related recipes. I'd also refresh seasonal content ahead of demand and create new Pinterest pins for the posts with the most potential. I'd use the Facebook Page and three groups to bring readers back to those recipes. Months 2–4: I'd add relevant email signup offers to my highest-traffic posts. For example, someone reading a quick dinner recipe could download my free dinner guide and then see an offer for *One-Pot Wonders* or the *Dinner Bundle*. I'd keep sending the daily newsletter and use clicks and sales to see which recipes and offers resonate with readers. Months 4–6: I'd review which updates drove more visits, which signup offers brought in subscribers, and which emails led to cookbook sales. I'd repeat what worked across related recipes and add relevant Amazon affiliate links where readers already need a tool, pan, or appliance. That would give me three ways to grow revenue from the same content: more visits to posts that earn Raptive ad revenue, more cookbook sales, and more affiliate commissions.

**How often do you email your list?:** I email the Momma Lew list daily through Kit. Most emails feature recipes, seasonal ideas, and links back to the website. I also send dedicated emails for digital cookbook launches and sales.

**What is your current open rate and click rate?:** Over the past 30 days, my average open rate was 24% and my average click rate was 1.4%.

**Who wrote the content?:** I did the writing and editing for Momma Lew. Some recipes started with purchased private label rights (PLR) content, which I reviewed, edited as needed, and published myself.

**If you were shopping to buy a website, what about this site would stand out to you?:** If I were buying a website, what would stand out to me about Momma Lew is that it already has an audience I could reach in several ways. The site has been around since 2010, traffic is up year over year, and it averaged about 70,600 monthly pageviews from January through October 2026. It earned about $31,000 in Raptive ad revenue over the 12 months ending October 2026. I'd also like that there's more to build on than the recipe archive. Momma Lew has a daily email newsletter, three Facebook groups, and 10 digital cookbooks, meal plans, planners, and bundles already created.



# Submit an offer

**Contact Listing Agent:**



**Chelsea**

SUBMIT AN OFFER