



\$149,000

GARDENING SITE \$4668/MO 132K PGVWS

<https://nicheinvestor.com>

THRIVING MEDIAVINE SITE! Help others create their garden oasis with this resourceful year-round gardening site. From flowers beds and edibles DIY projects and off-season planning, this home and garden niche site qualifies to remain on MediaVine. With an average earning of over \$4500 a month, the site provides 130 posts and digital products for your...

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



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 1 month ago

Niche: Home And DIY, Outdoors

Website live since: 2017

Category: Established Sites For Sale

Status: Available

Pageviews Per Month: 10,000 - 50,000
Pageviews, 50,000 - 100,000 Pageviews,
100,000+ Pageviews

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

Revenue & Expenses

Revenue Details: MediaVine, Affiliate links

Monetization:
Ad revenue,
Affiliate Links,
Digital
Products

P&L:

<https://docs.google.com/spreadsheets/d/1qn-Y9HBUuV5uQwumjjfqk3RHFAJbk2oPME2duP6Pvug/edit?usp=sharing>

Listing Details

Platform: WordPress

Domain: ginghamgardens.com

Approx. Number Of Articles: 130

Social Accounts Included: Facebook Page,
Pinterest

Approx. Social Followers: 41000

Email List Subscribers: 7600

Additional items included: digital products

Seller Q&A



What are the operating procedures for running this business?: Keyword research. Researching and writing new posts. Making pins for Pinterest and scheduling them.

How often do you email your list?: I email weekly and sometimes twice a week during the heavy gardening season.

Where does most of your income generate from?: Pinterest is the largest generator of income.

If you were shopping to buy a website, what about this site would stand out to you?: The income versus the amount of articles. For only 130 articles, the website makes good money. There is a lot of potential for growth.

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?: Add a shopify store to the website. Up my presence on Facebook and post more to the Gingham Gardens Facebook page. Add more content.

What is your current open rate and click rate?: The average open rate for weekly emails is around 60%. The click rate averages between 5-6%.

Who wrote the content?: All the posts with the exception of about 10 were written by me. Approximately 10 posts were written by freelance writers and edited by me.

Submit an offer

Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

