



NICHE

\$120,000

12 Y/O GARDENING SITE 15K EMAIL LIST, EARNING \$6162/M

<https://nicheinvestor.com>

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

Launched in 2012, this comprehensive gardening site for sale includes everything you need to be successful in the home, garden, and DIY niches. Step into a recently redesigned gardening resource site that's priced to sell quickly! You'll take over its established social media accounts, 15k email subscribers, and an extensive library of gardening tips and...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 3 weeks ago

Niche: Home And DIY, Outdoors

Website live since: 2012

Category: Established Sites For Sale

Status: Available

Pageviews Per Month: 100,000+
Pageviews

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

Revenue & Expenses

Revenue Details: see P&L

Monetization:
Ad revenue,
Affiliate Links,
Digital
Products

P&L:

https://docs.google.com/spreadsheets/d/1cQRRlay-0jUnJeUhKVplv6lQuVn1tvEUyExA_msmJrl/edit?usp=sharing

Listing Details

Platform: WordPress

Domain: joyusgarden.com

Approx. Number Of Articles: 550

Social Accounts Included: Instagram, Facebook
Page, Pinterest

Approx. Social Followers: 102000

Email List Subscribers: 15000

Additional items included: digital products

Seller Q&A



What are the operating procedures for running this business?: Publish a blog post weekly. Send a newsletter weekly (now bi-weekly). Publish on social media monthly to go out daily or every other day. Publish on Pinterest per day so at least 3-8 Pins go out every day. Publish on Youtube every 2 weeks. Publish a Short & a Reel weekly. Post on LTK app every other day.

How often do you email your list?: bi-weekly

Where does most of your income generate from?: Ad Revenue

If you were shopping to buy a website, what about this site would stand out to you?: The attractiveness of the site; it was redesigned & launched in Jan. 2024. My ad company is Raptive, but I've been contacted by MediaVine, so there's an option to switch. There's a good start as far as income diversification goes - ad revenue, affiliate revenue (LTK & Amazon), & digital products. Lesser sources of income come from Facebook Reels & Pinning for Hometalk. The software (purchased for a 1 time fee in April - no monthly fees) also allows a buyer to start a membership, do workshops, & publish more digital products. There's also a YouTube channel that generates income, but I prefer to keep that. (please note, YouTube Channel is not listed in the listing as an asset to be sold, but seller is willing to allow new owner to keep all links to videos and tutorials in tact. Price also reflects this)

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 focus 40% on search-related posts, 35% on inspiration/affiliate/lifestyle posts, & 25% on building a membership & creating more digital products. Also, more emphasis on marketing the digital products.

What is your current open rate and click rate?: Yes, it is. We have been sending a weekly email newsletter, but just switched to bi-weekly. Subscriber count: 15,228. Open Rate: 26.3%. CTR: 2.9%

Who wrote the content?: 95% Nell Foster (owner/seller). 5% guest authors.

Submit an offer



Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

