



\$17,000

HEALTHY RECIPES & FITNESS 247 YOUTUBE VIDEOS, \$753/M

<https://nicheinvestor.com>

- Food, Health And Fitness
- Established Sites For Sale
- Available

This 5 year old healthy recipe blog includes 218 articles focussing on leading a healthier lifestyle through a keto diet and fitness. It provides tasty recipes ranging from appetizers and desserts, to snacks and meals in between. The site has a large social media presence with over 61k followers and over 2665 email subscribers with a...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 1 day ago

Niche: Food, Health And Fitness

Website live since: 2019

Earning Per Month: under \$1000/mo

Category: Established Sites For Sale

Status: Available

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

Revenue & Expenses

Revenue Details: see P&L

Monetization:

Ad revenue,
Affiliate Links

P&L:

<https://docs.google.com/spreadsheets/d/10hpslmJK1f9SCRHtKKh40ePWtutrgsGY0srqc0KcBSQ/edit?usp=sharing>

Listing Details

Platform: WordPress

Approx. Number Of Articles: 218

Approx. Social Followers: 61800

Additional items included: 247 YouTube videos

*note from seller: Kadence Theme - I purchased a multi-site license that have other websites on the account, so buyer will need to purchase their on license or switch themes

Domain: healthyambitions.co

Social Accounts Included: Instagram, Facebook Page, Pinterest, Twitter, TikTok, Youtube

Email List Subscribers: 2665

Seller Q&A



What are the operating procedures for running this business?: I don't have any official procedures

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?: Ramp up content creation; Create and share new recipes and related articles; create related YouTube videos for new recipes; Repurpose YouTube videos in Vertical videos for Shorts, TikToks, and FB/IG Reels; continue existing Pinterest strategy of creating new pins for existing articles plus new pins for new recipes/articles; Expand beyond just keto recipes to incorporate other healthy ways of eating. The name Healthy Ambitions was chosen so the site wouldn't be just locked into the keto diet forever; consider compiling recipes into digital cookbooks to sell to audience; Continue adding emails to the "Forever Series" as taught in Matt Molen's "Email on Autopilot" course.

How often do you email your list?: 2x per week in an automated sequence - New subscribers are put into a Forever Series that emails out 2x per week for 43 weeks

What is your current open rate and click rate?: Last 90 days: 44.55% open rate, 5.17% click rate
New subscribers are put into a Forever Series that emails out 2x per week for 43 weeks

Where does most of your income generate from?: Display ads

Who wrote the content?: 90% of the content was written by me, the owner. 10% was written by freelance writers.

If you were shopping to buy a website, what about this site would stand out to you?: Food blogs seem to get some of the highest RPMs for display ads, so income is easy to ramp up with traffic; The food niche is always popular, but easy to grow, especially when you take a multi-media approach; The name "Healthy Ambitions" allows you to pivot into other healthy ways of eating and health topics in general; When active on social media, the healthy food and fitness niche provides lots of opportunity for affiliate products, sponsorships, etc....

Submit an offer



Contact Listing Agent:



Lisa

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