

HEALTHY RECIPES SITE W/247 YOUTUBE VIDEOS: EARNING \$753/MO

<https://nicheinvestor.com>

This 5 year old healthy recipe blog for sale includes 218 articles focussing on leading a healthier lifestyle through a keto diet and fitness. It provides tasty recipes for healthy appetizers, desserts, and meals. The site has a large social media presence with over 61k followers, a monetized Youtube channel, and over 2,665 email subscribers...



Lisa Mason-Drake

Niche Investor

Overview

\$17,000

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



Date added: Added 4 months ago

Category: Established Sites For Sale

Niche: Food, Health And Fitness

Status: Available

Website live since: 2019

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

Earning Per Month: under \$1000/mo

Revenue & Expenses

Revenue Details: see P&L

Monetization:

Ad revenue,
Affiliate Links

P&L:

<https://docs.google.com/spreadsheets/d/10hpslmJK1f9SCRHtKhh40ePWtutrgsGY0srqc0KcBSQ/edit?usp=sharing>

Listing Details

Platform: WordPress

Domain: healthyambitions.co

Approx. Number Of Articles: 218

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

Approx. Social Followers: 61800

Email List Subscribers: 2665

Additional items included: 247 YouTube videos

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

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

[SUBMIT AN OFFER](#)

