



\$3,000

HOMESCHOOLING EDUCATION SITE AND YOUTUBE CHANNEL EARNING \$114/MONTH

<https://nicheinvestor.com>

This homeschooling website for sale provides educational resources and support to homeschooling newbies. Launched in 2022 by a teacher and homeschooling parent, the site provides an incredible foundation to get you started in the niche. As the new owner you'll inherit digital products, and videos. You could continue to run this site as-is, or merge...



Lisa Mason-Drake

Niche Investor

- Education, Parenting and Mom Blogs
- Established Sites For Sale, Starter Sites For Sale
- Available

Overview



Date added: Added 6 months ago

Category: Established Sites For Sale, Starter Sites For Sale

Niche: Education, Parenting and Mom Blogs **Status:** Available

Website live since: 2022

Pageviews Per Month: Under 10,000 Pageviews

Earning Per Month: under \$1000/mo

Revenue & Expenses

Revenue Details: see P&L

Monetization:
Affiliate Links,
Digital
Products

P&L:

https://docs.google.com/spreadsheets/d/1hYg55R_z4J1c27XCHsj5-mHmetXpffRsLDOc7966pXg/edit?gid=934309671#gid=934309671

Listing Details

Platform: WordPress

Domain: homeschoolnewbie.com

Approx. Number Of Articles: 44 **Social Accounts Included:** Pinterest, Youtube

Email List Subscribers: 75

Additional items included: YouTube Channel, digital products

Seller Q&A



What are the operating procedures for running this business?: None! It brings in money on it's own. I haven't written a post in a long time, but if you'd like to build it out, it would continue to build it's earning potential (I've been too busy with other projects).

How often do you email your list?: Once a week in the past.

Where does most of your income generate from?: Affiliate programs from my blog posts. Then Pinterest

If you were shopping to buy a website, what about this site would stand out to you?: It is in a niche that has a lot of questions new homeschool parents have, which means that there is a lot of potential to continue adding new articles and related content. There are a lot of parents looking for advice on various types of products, curriculum and other income generating content in the homeschool niche. Curriculum, printables, subscription boxes, educational toys, field trip affiliate program opportunities, are just a few ideas to look into. Each article that I wrote was done with the best SEO practices (learned in part by Her Paper Route!). Most of the articles include not only low competition keywords, but are written by a former teacher and a homeschooling parent, providing first-hand experience with each concept discussed. I also have a lot of digital products that I've made but haven't had time to add to the Etsy shop or market. I've been building a small email list that is full of homeschool parents as well.

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 more posts about homeschool - specifically ones about Lucky Little Learners products and membership, continue to build out automatic email sequences to the list, add more products to your own Etsy shop, reach out to other websites to build links, add Pinterest Pins around products, articles, and other content from the site.

What is your current open rate and click rate?: I've neglected my email list for a time but I used to be consistent. I would email about 1 time a week but I have automatic email sequences built for the onboarding process and multiple lead magnets. On my automations for my lead magnets, I'm getting between 44-88% open rates and 5-68% click rates (depending on the lead magnet sequence).

Who wrote the content?: seller

Submit an offer



Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

