

**\$70,000.00**

## BEAUTY AND SELF CARE BLOG EARNING \$4,627/MO

<https://nicheinvestor.com>

An established and lucrative online destination for women, this beauty and self care blog has an average income of \$4,627. In the past 30 days it's seen over 63,000 page views - it's currently on Mediavine and can stay on with a new owner! Beauty and Self Care Blog This beauty and wellness blog is...

- Health And Fitness, Personal Development
- Established Sites For Sale
- Available

**Tae**

Niche Investor

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## Overview



**Date added:** Added 2 weeks ago

**Category:** Established Sites For Sale

**Niche:** Health And Fitness, Personal Development

**Status:** Available

**Website live since:** 2018

**Pageviews Per Month:** 50,000 - 100,000 Pageviews

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

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## Revenue & Expenses

**Revenue Details:** This site earns revenue from Mediavine display ads, digital products and affiliate links.

**Monetization:**  
Ad revenue,  
Affiliate Links,  
Digital  
Products

**P&L:**

[https://docs.google.com/spreadsheets/d/1F5nLgc7llw13q2hWwqR\\_ySw-ubGHnd2ValDH3TurC4E/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1F5nLgc7llw13q2hWwqR_ySw-ubGHnd2ValDH3TurC4E/edit?usp=sharing)

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## Listing Details

**Platform:** WordPress

**Domain:** livewellzone.com

**Approx. Number Of Articles:** 276

**Social Accounts Included:** Instagram, Facebook Page, Pinterest, Other

**Approx. Social Followers:** 6294

**Email List Subscribers:** 1652

**Additional items included:** Digital products

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## Seller Q&A



**What are the operating procedures for running this business?:** - A few times a week I add pins to Pinterest. - I review search console monthly to how posts are performing. In particular I look for posts that may have lost rankings to see if they can be updated to boost rankings. - I add a new article approximately every quarter.

**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?:** 1) Focus much more on list building and email marketing to grow the revenue. 2) Spend more time finding non-Amazon affiliate programs that pay well (especially the ones that have recurring commissions). 3) Pin daily to Pinterest to get even more traffic. In particular, the site about 100 beauty articles that don't have Pinterest pins yet. And for the beauty articles that are on Pinterest, I would create more pins to drive more traffic. 4) Create easy-to-consume, high impact digital products like cheatsheets, mini-guides and trackers aimed at addressing a particular problem. I would basically take a hint from the supplement industry because they have learned that consumers want a product that actually mentions their health goal/struggle on the bottle. Very niched down. So even though the product ingredients are often very, very similar the packaging clearly states who it's for or the problem it addresses ("energy," "focus," "stress," and so on). It took me a while to realize that even though my audience may talk about "hormones" when they're looking a solution, they want that solution to mention their pain points (i.e weight gain, hair loss, etc). 5) Create more self care content. There are so many aspects to it (including the beauty and wellness content that is already on the site). Self care content can be focused meditation, day-to-day relaxation, journaling tips, manifestation. There are so many angles. 6) There's an established and monetized Youtube channel with 7900 subscribers. That channel could be transformed into a faceless health, wellness and beauty channel. There are quite a few faceless Youtube channels that do very well in the wellness niche. There are 294 published articles on the site. Most of those articles are very in-depth and can easily be used as the foundation for 2 to 3 videos. With each article capable of being the raw material for 2 videos, that's 586 videos. In addition, affiliate products can be included in the videos. Combined with AdSense revenue, this can be another reliable income stream.

**How often do you email your list?:** I email them once a week. Sometimes more if I have something valuable to share with them.

**What is your current open rate and click rate?:** ConvertKit shows that for the last 90 days my open and click rate are 38% and 0.49% respectively.

**Where does most of your income generate from?:** Most income comes from Mediavine ads.

**Who wrote the content?:** I wrote about 97%. Hired some freelance writers briefly (but I still ended up doing heavy editing).

**If you were shopping to buy a website, what about this site would stand out to you?:** 1) It's not opinion-based. The content is very well researched with links pointing back to scholarly articles on PubMed and other reliable sources. 2) The site covers multiple aspects of women's wellness. So not just hormones, but also haircare, skincare and personal growth (articles on meditation, journaling). It would be quite easy - with the right team and planning - for the site to grow into a major health and wellness for women. 3) The site is established and with an aged domain it becomes easier to branch out and grow. I would seize the opportunity to diversify and create content for men's health/self care (which is very much underserved).



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# Submit an offer

Contact Listing Agent:



**Tae**

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