



\$50,000

7 Y/O PARENTING LIFESTYLE BLOG + SHOPIFY EARNING \$1375/MO

<https://nicheinvestor.com>

My Silly Squirts is looking for a new owner to carry on its parenting and lifestyle website, YouTube channel, Shopify, and more! With over 7k email subscribers and 453 articles, this established site comes with engaging content and a loyal audience. Launched in 2017, this lifestyle site is full of ideas, resources, and inspiration from...



Lisa Mason-Drake

Niche Investor

Overview



- Food, Home And DIY, Parenting and Mom Blogs, Personal Development, Travel
- Established Sites For Sale
- Available

Date added: Added 1 month ago

Category: Established Sites For Sale

Niche: Food, Home And DIY, Parenting and Mom Blogs, Personal Development, Travel

Status: Available

Website live since: 2017

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

Earning Per Month: over \$1000/mo

Revenue & Expenses

Revenue Details: see P&L

Monetization:
Ad revenue,
Affiliate Links,
Digital
Products

P&L:

<https://docs.google.com/spreadsheets/d/1yxzjNkxlrwRP6ydG35ame4qIk9SCRHIY-j-39EmxZqO/edit?usp=sharing>

Listing Details

Platform: WordPress

Domain: MySillySquirts.com

Approx. Number Of Articles: 453

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

Approx. Social Followers: 16000

Email List Subscribers: 7036

Additional items included: digital products

Seller Q&A



What are the operating procedures for running this business?: I try to write at least one blog post per week. So throughout the week, I am working on that specific blog and then I write the post towards the end of the week. I try to plan my blog posts about a month in advance. On a monthly basis, I also try to work on improving my blog by cleaning up any backend WordPress issues, updating old blog posts and posting on social media. I probably work on my blog about 4-6 hours per week.

How often do you email your list?: My emails are sent weekly through Mediavine's Grow Publisher Portal.

Where does most of your income generate from?: More of my income is generated through views from Pinterest and sales from my printables on Etsy and Shopify.

If you were shopping to buy a website, what about this site would stand out to you?: More of my income is generated through views from Pinterest and sales from my printables on Etsy and Shopify.

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 on improving the SEO on my blog posts through RankIQ and write more blog posts per week. I would also try to pin more new fresh pins on Pinterest and gain a bigger following on Instagram, YouTube and Facebook. Lastly, I would focus more on my email list and try to gain more subscriptions.

What is your current open rate and click rate?: My current open rate is 40.52% and my click rate is 12.6%.

Who wrote the content?: Written by owner

Submit an offer

Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

