



**\$50,000**

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

## 7 Y/O PARENTING LIFESTYLE BLOG + SHOPIFY EARNING \$2014/MO 10K+ EMAIL LIST

<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 nearly 11k email subscribers and 453 articles, this established site comes with engaging content and a loyal audience that continues to grow! Launched in 2017, this lifestyle site is full of ideas,...



**Lisa Mason-Drake**

Niche Investor

---

## Overview



**Date added:** Added 1 week 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](#)

