



\$19,997

## 6YO PARENTING SITE W/ PODCAST, 3K EMAIL SUBSCRIBERS

<https://nicheinvestor.com>

Become the new owner of this incredible 6-year-old pregnancy and responsive parenting site, providing information on all things pregnancy to self-care for mom. The business comes with articles, podcasts, and products. Created by a mother of 4, Certified Lactation Counselor, Public Health Expert, and PhD Chemist, the content covers childbirth, breastfeeding, postpartum, non-toxic living, children's activities...

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



**Lisa Mason-Drake**

Niche Investor

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## Overview



**Date added:** Added 3 months ago

**Category:** Established Sites For Sale

**Niche:** Education, Parenting and Mom Blogs, Personal Development

**Status:** Available

**Website live since:** 2018

**Pageviews Per Month:** Under 10,000 Pageviews

**Earning Per Month:** under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** see P&L

**Monetization:**  
Affiliate Links,  
Digital  
Products

**P&L:**

[https://docs.google.com/spreadsheets/d/1pwGARxjCP9pCwv8V\\_U8U5KgFCKzYmcFJmnvs0nMICXM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1pwGARxjCP9pCwv8V_U8U5KgFCKzYmcFJmnvs0nMICXM/edit?usp=sharing)

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## Listing Details

**Platform:** WordPress

**Domain:** evidence-basedmommy.com

**Approx. Number Of Articles:** 132

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

**Approx. Social Followers:** 25000

**Email List Subscribers:** 3000

**Additional items included:**

Podcast with 29 episodes

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## Seller Q&A

**What are the operating procedures for running this business?:** Creating new content

**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 growing Pinterest and creating more Pins

**How often do you email your list?:** I have taken a break from emailing, but I used to email weekly. I still have several welcome series running in the background.

**What is your current open rate and click rate?:** Open rate is around 60% and click rate is around 1.5-2%

**Where does most of your income generate from?:** Most of my income is from affiliate sales

**Who wrote the content?:** I wrote virtually all the content. There are a few guest posts, but even those I edited myself.



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# Submit an offer

Contact Listing Agent:



**Lisa**

[SUBMIT AN OFFER](#)

