



\$14,500

WEBSITE THEME SHOP & BLOG EARNING \$412/MO

<https://nicheinvestor.com>

- Tech And Business
- Established Sites For Sale
- Available

Squarespace themes business for sale: Offering modern website themes, tools, and resources via an all-in-one blog and e-commerce store. This incredible suite of assets provides you with everything you and your audience will ever need to create stunning, personalized Squarespace websites. From themes to a 10-module course to get them started, this site is ready...



Lisa Mason-Drake

Niche Investor

Overview



Date added: Added 4 weeks ago

Category: Established Sites For Sale

Niche: Tech And Business

Status: Available

Website live since: 2020

Pageviews Per Month: Under 10,000 Pageviews

Earning Per Month: under \$1000/mo

Revenue & Expenses

Revenue Details: see P&L

Monetization:
eCommerce

P&L:

https://docs.google.com/spreadsheets/d/1r8nMoNkEPI4_A54l_c5B4Y3-Sv4slzKFBol3JcPvYo/edit?usp=sharing

Listing Details

Platform: SquareSpace

Domain: TheHumanista.co

Approx. Number Of Articles: 35

Social Accounts Included: Facebook Page,
Pinterest, Youtube

Approx. Social Followers: 650

Email List Subscribers: 713

Additional items included: digital products

Seller Q&A



What are the operating procedures for running this business?: Daily- 2-4 pins on Pinterest
Weekly- add 1 new blog post + 3 social media posts
Monthly- sale on all templates

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 start a monthly IG giveaway to attract more followers and testimonials from happy customers. Each month, 1 lucky winner gets a free website template of their choice in exchange for a testimonial. This giveaway will encourage people to share my brand with a wider audience and doing it consistently every month will give people something to look forward to. Since the bulk of traffic comes from the blog, I would recommend focusing more marketing efforts there to create new blog posts more regularly, at least 2 new posts a week. From there, I would also share each blog post with the newsletter to give my audience more tips and tricks and position the brand as more of an expert in branding and web design. The audience will get used to more educational content and will start to look forward to the consistent blog posts. I would also encourage my newsletter to share the blog posts with anyone who they think would benefit from the free content, to continue to expand into new audiences. Also, I would start an affiliate program using either Thrivecart or peachs.co and add a tutorial to the website template buying process so that, as soon as someone purchases a template, they will get an automated email with a video tutorial that shows them how to join the affiliate program and add their link to their new website footer explaining how much commission they'll make. Lastly, I would find podcasts and/or other people's blogs where I can get interviewed to share my expertise and promote the website templates and freebies far more often. Appearing on other people's platforms regularly would help me expand my customer base and expose me to many more audiences who can benefit from my freebies and products.

How often do you email your list?:
There are four automated active workflows that email my list every 2 days from Flodesk. Beyond that, I periodically email my list with product sales and personal life updates on average during one week a month.

Where does most of your income generate from?: Most customers find my products through a Google search (my blog). Traffic from Pinterest and Creative Market also generates income.

Who wrote the content?: owner

If you were shopping to buy a website, what about this site would stand out to you?: The clarity of the messaging and stunning visuals would stand out most to me, as they are clearly geared towards heart-centered spiritual entrepreneurs. Customers and clients have told me they were immediately drawn in by the stunning visuals and clarity of my messaging, which really resonates with them. Also, the testimonials are pretty showstopping as well.



Submit an offer

Contact Listing Agent:



Lisa

[SUBMIT AN OFFER](#)

