



Prospectus: CamperReport.com

- **Price:** \$321,326
- **Valuation Methodology:** 37x the average monthly earnings of only the advertising income earned by the site, which means this site is being offered for significantly less than market value
- **Site Established:** June 22, 2016 (3.5 years old)
- **Published Posts:** 477
- **Posts less than 12 months old:** 298
- **Monthly Pageviews:** Approximately 300,000 depending on the month (varies between 260,000 and 344,000).
- **Included Assets:** Site with all traffic, Youtube channel with nearly 10,000 subscribers
- **Platform:** Wordpress with standard plugins and no custom code
- **Industry:** RV camping and travel

IMPORTANT LEGAL INFORMATION: Reasonable effort has been given to ensure the accuracy of the information in this prospectus. All information has been given in good faith, but there likely are some inaccuracies. Buyer is responsible to verify all information relied on to make a purchasing decision. This site is owned, operated by, and offered for sale by Income School LLC, and Idaho Limited Liability Company.

Overview

Camper Report is a massive website and Youtube channel about RVing. The site is an incredible opportunity for someone who wants an incredibly passive site earning a full-time income and a tremendous amount of low-hanging fruit that could enable you to get a quick ROI on your investment. The site has been built from the ground up by SEO experts who have grown the site 100% organically without any shady linkbuilding or reliance on social media. The site is priced below market value by *only* counting advertising revenue in the valuation.

The only reason we are selling this site is because we simply don't have the time to focus our efforts on our portfolio of sites. There is so much low-hanging fruit on this site that it drives us crazy to see it not implemented, but we don't have the bandwidth to go after everything in our business with our small team. Also, we feel a sense of duty to frequently start over from scratch to prove out our concepts that we teach, so we need to start new sites in our portfolio. Consequently, it makes sense for us to sell them.

Quite frankly, we'd make a lot more money if we spent several months optimizing the income on these sites and then selling them, but we have ambitious goals for our business this year and we need to focus, so we're clearing out our portfolio to make room for new projects.

Valuation

This site is being sold for less than market value. Rather than doing months of work to prop up the income and optimize the site so that it would sell for significantly more money, we've decided to simply sell the site as-is with a tremendous amount of low-hanging fruit so that we can have the site sell quickly.

Typically, website businesses are sold for somewhere between 28 and 40 times all of the monthly earnings of the site. The multiple chosen for the business is determined by a number of factors, such as the following.

- Consistency of traffic and earnings over time
- Amount of work required to maintain the investment
- Low-hanging fruit that could give the buyer a quicker return
- Size of followership
- Intellectual property such as information products and trademarks included
- Site's history on Google search and likelihood of being impacted negatively by an algorithm update
- Trajectory of traffic and earnings

This site is being sold at a multiple of 37 which is slightly on the higher end, but the valuation includes only the earnings from advertising on the site! There is no affiliate income, information product income, or any other revenue stream included in the valuation. This gives you, as the buyer, an opportunity to add these revenue streams and get a rapid return on your investment.

For this site, we used an 8-month look-back period to which we applied the multiple of 37. The reason we chose 8 months is because we added a significant amount of content, which improved traffic last year. If we would have chosen too short of a look-back period, we would show higher earnings in the fourth quarter of 2019 due to a higher ad-spend for the Christmas season. The 8-month period in the middle of these two anomalies provides, in our opinion, the most accurate valuation metric. We used a median rather than mean to determine average because the higher Q4 numbers would over-emphasize higher numbers that shouldn't be expected year-round.

Given the factors listed previously to determine the multiple, consider the following.

- Consistency of traffic and earnings over time (Extremely consistent. Traffic rarely fluctuates, seasonality is mild, and ads earnings have been steady. This factor weighs in favor of a high multiple.)
- Amount of work required to maintain the investment (Other than sending a hit list to our writing center to produce content last year, we have basically done nothing on the site in two years. No work is required to maintain current income month-to-month. This factor weighs in favor of a high multiple.)
- Low-hanging fruit that could give the buyer a quicker return (Almost nothing has been done with affiliate on the site despite great opportunities, there are no info products, and we haven't set up any lead gen for national RV companies like Camping World. This factor weighs in favor of a high multiple.)
- Size of followership (Not only is traffic huge on this site, we've had amazing reach from our Youtube videos on the Camper Report channel. This factor weighs in favor of a high multiple.)
- Intellectual property such as information products and trademarks included (Other than the Camper Report name and logo, there isn't anything here, so this weighs in favor of a lower multiple.)
- Site's history on Google search and likelihood of being impacted negatively by an algorithm update (We have weathered many algorithm updates without any sustained hit on traffic. This factor weighs in favor of a high multiple.)

- Trajectory of traffic and earnings (We added a tremendous amount of content last year that I should expect will improve traffic during the RVing season of 2020. This factor weighs in favor of a high multiple.)

Earnings

The display advertising on CamperReport is sold through our broker, Adthrive. Given the amount of traffic that this site has, we see no reason why Adthrive would not continue to want to work with the new site owner, but you should know that we cannot guarantee that the buyer will be approved by Adthrive. Having said that, we have sold several sites and have never had a buyer be turned down by Adthrive, and if worst came to worst, you could always choose Mediavine which usually offers very similar RPMs.

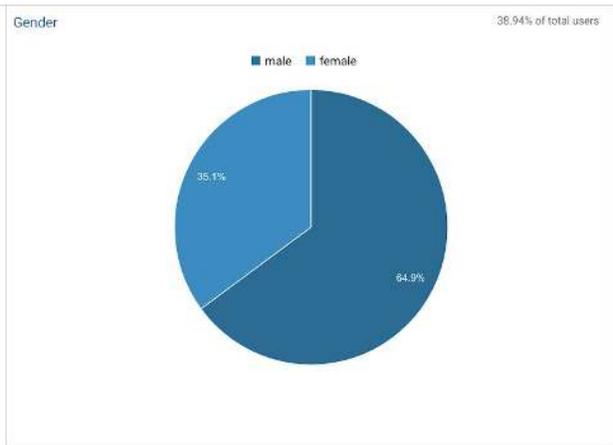
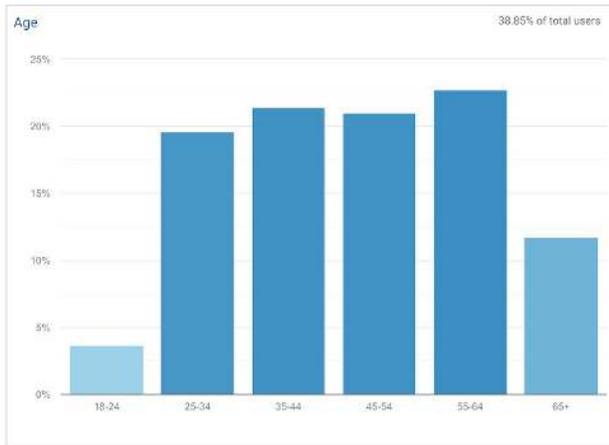
The following shows CamperReport's income and RPM numbers as reported by Adthrive for the previous year.

	CamperReport Ad Income	CamperReport RPM
December 2019	\$9,280.00	\$36.08
November 2019	\$10,271.00	\$36.29
October 2019	\$10,150.00	\$29.51
September 2019	\$7,580.00	\$25.66
August 2019	\$7,476.00	\$23.04
July 2019	\$7,631.00	\$23.23
June 2019	\$8,329.00	\$28.39
May 2019	\$9,040.00	\$27.21
April 2019	\$7,372.00	\$24.77
March 2019	\$7,552.00	\$24.48
February 2019	\$6,138.00	\$22.63
January 2019	\$5,016.00	\$19.26

The RPM that we get on CamperReport is absolutely fantastic, but we're not reaching the site's potential. We have heard from many other owners of large sites that video ads (a small video in the sidebar that you produce and which has a video on it) can bring in as much as 20% of the ad earnings. We haven't had the time to implement this yet, so we're not even at the peak of what can be done. We've also asked Adthrive to tone down the number of ads, so you could turn that up as well.

The reason Camper Report does so well with advertising is because of the audience. Camper purchasers are frequently more mature, are making a large purchase when they visit the site, and a high percentage of the user base is in the United States. The image below shows the percentage of US traffic.

Language	Users	% Users
1. en-us	2,012,116	90.14%
2. en-ca	98,829	4.43%
3. en-gb	71,452	3.20%
4. en-au	10,841	0.49%
5. fr-ca	4,239	0.19%
6. fr-fr	2,927	0.13%
7. de-de	2,340	0.10%
8. en	2,277	0.10%
9. nl-nl	1,911	0.09%
10. es-es	1,743	0.08%



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While only advertising income has been taken into account for this sale, we do have other monetization turned on for the site, but we have done next to nothing to improve those numbers. It's low-hanging fruit, but we are so busy with our many projects that we simply haven't had the time to focus on them.

One affiliate program we've toyed with on the site is Outdoorsy. It's basically AirBnB for Rvs. They give a VERY generous affiliate commission, but our very limited testing showed it was difficult to get the traffic to convert.

We do have Amazon affiliate links on the site right now. Our monetization plugin broke several months ago and we've been so busy with other projects that we didn't notice for months, and then didn't get to it for more months. We generally find that affiliate income didn't do as well during the winter because people were still interested in researching RVs, but since they weren't actually going camping when it was cold outside, the affiliate commissions were lower in the winter.

Simply turning on affiliate links right now won't accomplish much, but in just a couple hours of going through the highest traffic pages and really selling some links could do well. Also, reviews on generators, solar systems, and solar generators could do really well. We have one or two articles on generators that were earning some solid commissions back when we had Amazon affiliate rolling on the site.

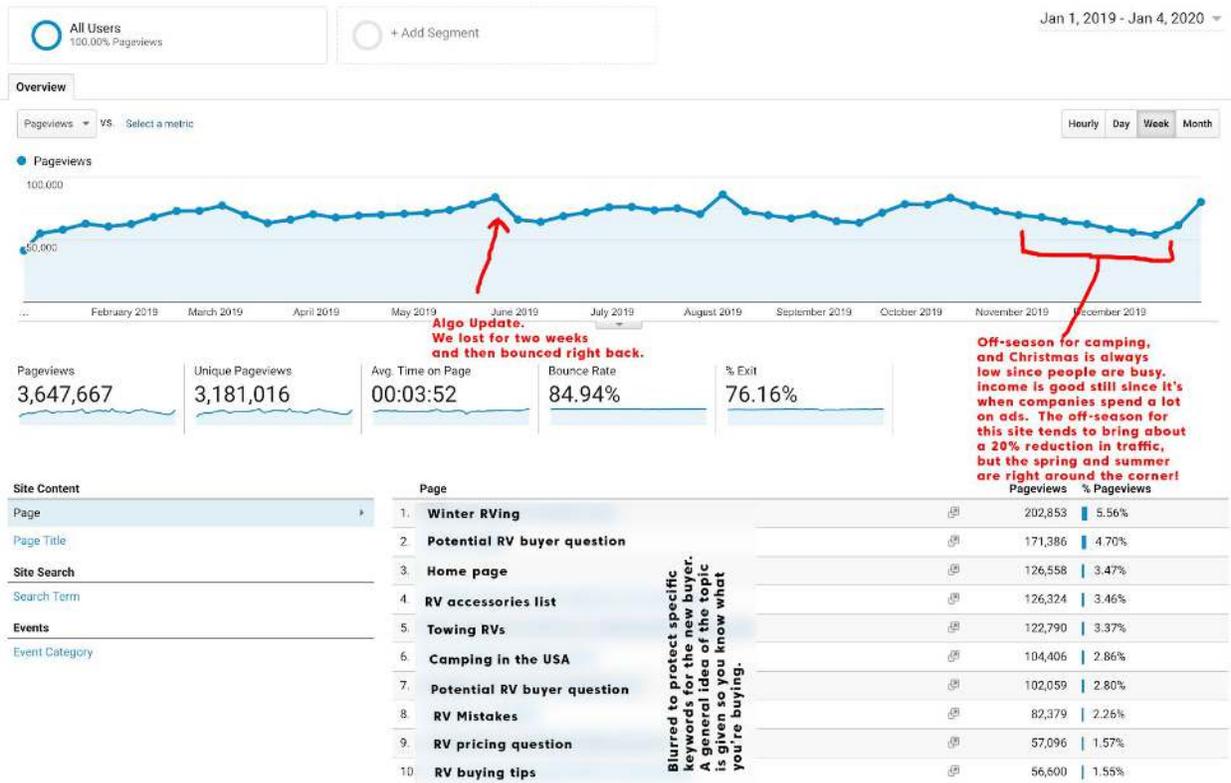
Honestly, though, I would look for other affiliate programs. Amazon just isn't paying what it used to. Perhaps being an affiliate for Cabelas or Camping World could be more profitable.

Further, I'd highly recommend trying an affiliate program. We've always thought it'd be cool to hire a former RV salesman to give an hour lecture on how to get a great price on an RV, and sell it as a download for \$20. If you could make a cool promise that people would learn how to save thousands on a large RV purchase, I'm quite sure they'd gladly spend \$20 on a video showing them the tricks. Also, a course on RV maintenance could do well.

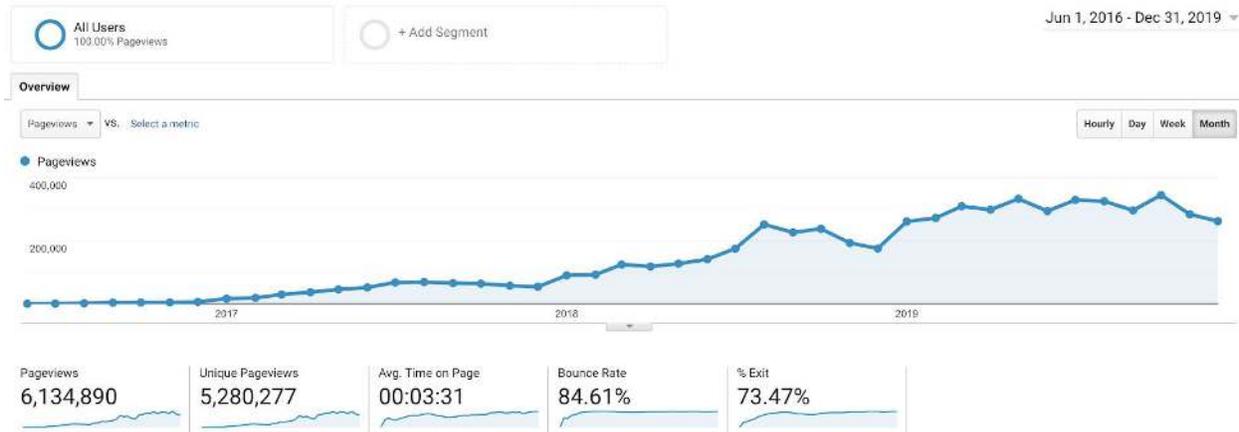
One thing that could be transformative for this site is if you could partner with a large RV dealership like Camping World and sell them leads for people interested in buying RVs. To our knowledge, a lead gen program like this doesn't currently exist, but this site has enough traffic that you could have some bargaining power in creating something like that. It wouldn't be easy, but there is so much content about buying an RV on the site that it could be awesome if you could pull it off.

Traffic and Followership

Historically, traffic seems to grow substantially in March and April and peaks in May and June. The traffic continues strong through September when it begins slowly going down through Christmas. Christmas day is always the lowest traffic of the year as users are not camping, and are busy with family. Despite the drop in traffic during the off-season, the winter is actually the best earnings of the year since advertisers spend more money in the Q4 Christmas rush. So while the site certainly has a seasonality, the income remains quite steady.



From the following graph, you can see that the site was built organically. It did not suddenly spike at any point, and the growth has been steady.



The highest traffic month in 2019 was October with 344,000 pageviews. The lowest was January with 260,000 pageviews. At the time of writing on January 9, 2019, the site has averaged 11,569 pageviews per DAY in January 2020. Should that trend extend through January, it would produce 358,000 pageviews, which would be incredible for this time of year. To me, that's a strong indicator that traffic is on the upswing, but it's difficult to ever really know what will come in the future.

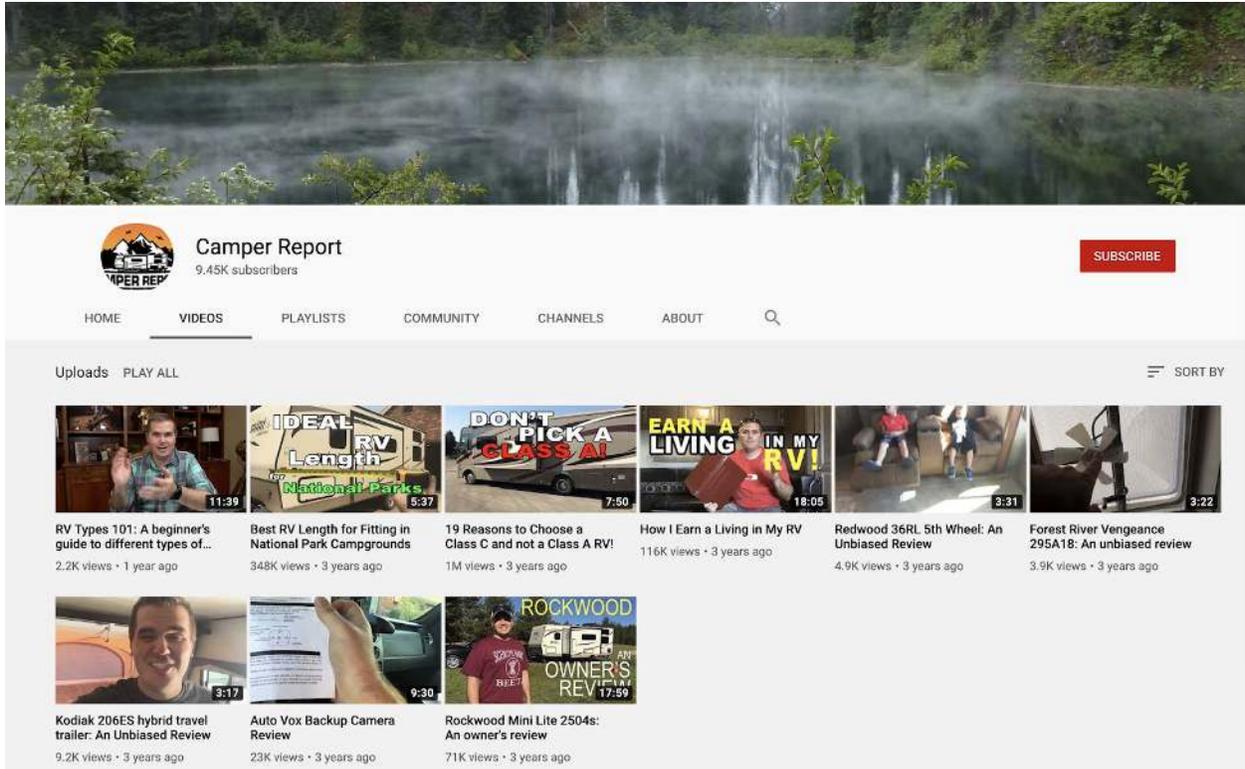
From the preceding graph, you can see that 2019 saw a plateau of growth. This is likely because of the content written in 2018. As Ricky and Jim were busy with other projects, they allowed freelance writers to do their own keyword research, which resulted in many articles being written which stood little chance of bringing in new traffic. Some of the articles did work well, but many were wasted. A plateau isn't necessarily a bad thing as long as traffic isn't going down, but there could be some work to do in improving traffic over time since there is already a lot of content on the site.

In 2019, the Income School Creator Studio wrote a significant amount of new content on the site. The following shows posts published in 2019.

- January 2019 - 15 new posts
- February 2019 - 19 new posts
- March 2019 - 86 new posts
- April 2019 - 35 new posts
- May 2019 - 39 new posts
- June 2019 - 36 new posts
- July 2019 - 31 new posts
- August 2019 - 32 new posts
- September 2019 - 10 new posts
- No posts have been added since September

Given the amount of content produced in 2019, it is our hope that traffic will see a year-over-year increase in 2020 compared to 2019.

Overall, the site's traffic and followership looks steady, organic, and there are factors that would lead us to think that 2020 will be an excellent traffic year for the site. Youtube is a HUGE untapped potential for this site, but you'll get your start on an established channel that has clearly proven the concept for easy growth.



The Camper Report Youtube channel has 9,450 subscribers. With only 9 videos, the channel has one video that reached 1 million views, and another that reached 348,000 views. The channel has grown cold over time without new content, so expect a re-engagement campaign with new content will be necessary to gain traction again.

Included Assets

The purchaser will receive CamperReport.com with all content on the site, the Camper Report Youtube channel, the Camper Report trademark rights, the Camper Report logo and associated rights, and a partridge and a pear tree (partridge and pear tree sold separately).

Opportunities and Low-Hanging Fruit

By far, the best opportunity on this site is monetization. We would focus our efforts on finding good affiliate programs other than Amazon as the primary monetization, launching a course on RV maintenance or purchasing an RV (you could hire an RV salesman or RV mechanic to teach it), and also adding Amazon links. Also, we would write more content about RV generators which give generous affiliate commissions. The site is being sold with poor monetization, which is a great opportunity for someone with some skills to flip it quickly by improving monetization. Don't expect anything to be easy, but it could be quick if you're smart about it. It will take some trial and error and making an info product, but it wouldn't surprise me if you could double the EPMP (earnings per thousand pageviews).

Our recommendation would be to only post one new post per week on this site. Instead, we recommend focusing almost all of the effort initially on monetization, and then revamping older content which isn't ranking well. There are so many keywords targeted with this site's 477 posts, that it would make little sense to try and target new ones and abandon the older ones which just need improvements in order to rank better. It takes far less time to revamp older content compared to writing new content from scratch.

If I were to buy this site today, I'd focus all my efforts first on monetization since the low-hanging fruit there could produce a very quick return, then after a month of working on monetization, I'd focus 50% of my time revamping posts older than a year that aren't ranking high, and 50% of my time creating Youtube content.

Short-Term Issues

We don't want to just put rose colored glasses on this prospectus and make it seem as if these are golden investments which will magically triple in value over night. Every investment has risk, requires work, and should only be made after careful analysis by a qualified professional.

Amateurs without a working knowledge of internet marketing should be extremely cautious and prudent in choosing whether or not to purchase an existing website. There are certainly ways you can mess up the site and lose traffic and income.

The biggest problem on CamperReport today is that the traffic is coming from Google, yet E-A-T is only partially established on the site. The backlink profile on this site is pretty strong. We have some great links by very authoritative sites like Key Bank (linked to our article on RV depreciation), and other large sites in the RV industry. That helps a lot with E-A-T, but we feel it'd be extremely important to establish a Youtube channel to further establish E-A-T for this site.

Also, some of the content written when we were pumping it out quickly during 2019 suffered in the quality department to some extent. Work should be done in improving the authoritativeness of some of the content that wasn't given the care it should have received. Also, diversifying income is a problem on this site. The monetization has received little to no effort over the years and it's crying out for a few weeks of effort in monetizing the articles to bring in more money. The site should be earning more with this much traffic.

Purchasing Process and Transition Plan

Please do not pursue the purchase of this site until you have liquid ready to go for the purchase. Many potential purchasers of sites expect to be able to easily obtain bank financing, and quickly realize that it is extremely difficult to get a bank loan for an online business.

We can't have the site tied up for months for a potential buyer only to find out that the deal will not go through. Once you are to the point that you could make the full purchase price transfer to Income School LLC within 7-10 days, then you can go ahead and hit the "Apply to Purchase" button on the listing at incomeschool.com/marketplace.

If you are a serious buyer with the funds to pursue the purchase and have a pre-purchase question, please feel free to reach out with questions. We're glad to have lurkers and those who are just curious to see the sale and learn from these sites, but please don't submit questions unless you can realistically have the money in an account ready to purchase quickly so that our customer service isn't overrun.

With a site of this size, we will go to great lengths to ensure we aren't being scammed. We may even require the purchase to be in-person for an asset of this size. We've been around the block and won't allow the site to be transferred out of escrow until we have verified and confirmed all funds, have a signed contract, and extensive verification of the buyer's identity.

We'd be glad to do two Skype calls with the buyer to make sure you fully understand the site and share our knowledge of how we would move forward with it. However, the site really is very straightforward and anyone with knowledge of internet business should have no trouble getting going. It's not a very complex investment compared to many other sites of this size.

Important Legal Information

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