



Prospectus: DirtBikePlanet.com

- **Price:** \$37,721
- **Valuation Methodology:** We took the median monthly earnings of only the advertising on the site over the last six months (\$1,019.50) and multiplied that amount by 37. This means the site is under-valued because other monetization methods can be easily turned on.
- **Site Established:** July 18, 2017 (DirtBikePlanet.com was established on this day, but we transferred over dirt-bike-tips-and-pics over to DirtBikePlanet on this day. Dirt-bike-tips-and-pics.com was established on October 12, 2006 and that domain is included in this sale so you can maintain the redirects)
- **Published Posts:** 213 (96 of the posts are from the ancient dirt-bike-tips-and-pics.com site and don't contribute meaningfully to the site's traffic. Most of this traffic is from the new content we put on the site, but the older domain helped us to rank it faster.)
- **Posts less than 12 months old:** 82 (Subtracting out the ancient posts, most of the content on the site is less than a year old, which is incredibly exciting for future growth.)
- **Monthly Pageviews:** Average monthly pageviews in 2019 were 94,474
- **Included Assets:** Site with all traffic, small Youtube channel, information product
- **Platform:** Wordpress with standard plugins and no custom code
- **Industry:** Dirt bikes, off-roading

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

Dirt Bike Planet is a very well-established site with a long history of strong growth on Google, and consistent earnings. There are many posts on the site that link to Amazon, but our Amazon affiliate plugin broke several months ago and we simply haven't had time to fix it. Simply turning this on will bring in additional revenue.

Dirt-Bike-Tips-And-Pics.com is a site that we found for sale a few years ago. The site had an AMAZING backlink profile stemming from its time on the web dating back to 2006, and there was still some good traffic coming to the site. Unfortunately, the site was built on the (stunningly horrible) Solo Build It! platform. We did the hard work of migrating the site over to Wordpress and we added fresh content and it took off right away.

In 2019 we added the bulk of the content, which means most of the good posts aren't even a year old. You can see that this new content is working because there was no dip in traffic during the winter season like we'd expect to see on a dirt biking site. The traffic has remained consistent and we suspect the reason is that new content is taking off to balance out the lower search volume in the winter. To us, that's a good indication that spring, summer, and fall 2020 will see a marked increase in traffic, but we have no crystal ball so we can't make that guarantee.

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

We simply took the median monthly earnings over the last 6 months and multiplied that amount by 37 to determine the valuation of this site. We used the median so that we wouldn't unfairly take the higher Q4 ad spend and apply it to the price.

Frankly, this site is being sold way under market value, for several reasons. First, we all know monetization is pretty easy to turn on with Amazon Associates, and there are info product sales being made that aren't even being accounted for in the pricing. Second, much of the content is less than a year old, so traffic is likely to rise in 2020 (although we make no guarantee, which our lawyer keeps telling us we have to say).

Earnings

The display advertising on Dirt Bike Planet is sold through our broker, Adthrive. Adthrive generally only works with sites with 100,000+ monthly pageviews. The new buyer of the site will have to have the site approved through Adthrive to continue using them, and we make no guarantee that they will approve you. This site would be borderline for getting on Adthrive because it's hovering just right around 100,000 pageviews depending on the month.

However, this is a rare case where I actually think it could be a good thing to leave Adthrive with this site and try Mediavine. We usually find that Adthrive has stronger RPMs than Mediavine by a narrow margin, but we have also seen some sites that weren't performing well on Adthrive moving over to Mediavine and seeing an increase. DirtBikePlanet's RPMs on Adthrive are lower than what we generally see with our sites, so I'd actually recommend moving this to Mediavine anyway to see if you could get an increase.

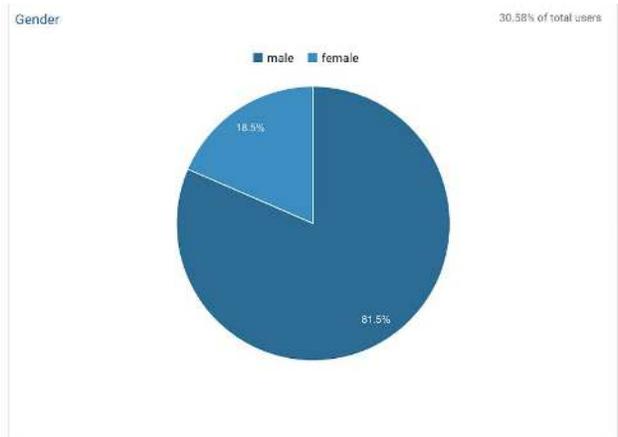
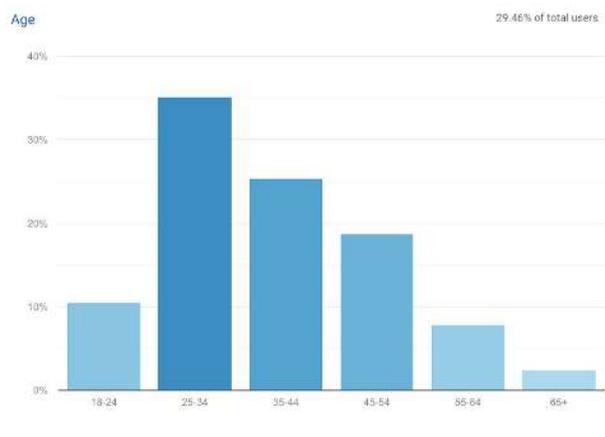
The following shows Outdoor Troop's income and RPM numbers as reported by Adthrive for the previous year.

	DirtBikePlanet Ad Income	DirtBikePlanet RPM
December 2019	\$1,361.00	\$13.74
November 2019	\$1,246.00	\$12.82
October 2019	\$1,053.00	\$11.60
September 2019	\$986.00	\$8.45

August 2019	\$892.00	\$9.77
July 2019	\$892.00	\$10.36
June 2019	Not on Adthrive	Not on Adthrive
May 2019	Not on Adthrive	Not on Adthrive
April 2019	Not on Adthrive	Not on Adthrive
March 2019	Not on Adthrive	Not on Adthrive
February 2019	Not on Adthrive	Not on Adthrive
January 2019	Not on Adthrive	Not on Adthrive

Outdoor Troop's largely US audience makes it a good match for advertisers.

Language	Users	% Users
1. en-us	447,902	68.90%
2. en-gb	101,802	15.66%
3. en-au	35,185	5.41%
4. en-ca	26,241	4.04%
5. en-nz	2,922	0.45%
6. sv-se	2,154	0.33%
7. en-za	2,120	0.33%
8. nl-nl	1,891	0.29%
9. fr-fr	1,638	0.25%
10. es-es	1,520	0.23%



DirtBikePlanet has an eBook for sale made by the previous owner of the site called the Garage Manual that teaches how to fix and maintain dirt bikes. Sales of the Garage Manual were \$585.75 during the year 2019. This income isn't being counted in the valuation of the site, but is income that will come to you as the new owner.

We do have Amazon 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.

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.

Traffic and Followership

Traffic on Dirt Bike Planet has been remarkably consistent. Although there is some seasonality and you'll likely see an uptick in the spring compared to winter, we haven't found the site to be nearly as seasonal as many of our other sites in the outdoor industry.



The highest traffic month in 2019 was August with 80,788 pageviews. At the time of writing on January 10, 2020, the site has averaged 3,054 pageviews per DAY in January 2020. Should that trend extend through January, it would produce 94,674 pageviews,

which is exactly normal for this site compared to average yearly traffic, but really exciting to see that kind of number during the worst time of year for dirt biking. 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.

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

- No posts were added before May in 2019
- May 2019 - 21 new posts
- June 2019 - 20 new posts
- July 2019 - 18 new posts
- August 2019 - 17 new posts
- September 2019 - 6 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.

Included Assets

The purchaser will receive DirtBikePlanet.com with all content on the site, the Dirt Bike Planet trademark rights, the Dirt Bike Planet logo and associated rights, and the small Dirt Bike Planet Youtube channel which has low subscribers, but the 3 videos have done very well which proves the concept of what could be done there.

<https://www.youtube.com/channel/UCot5C3BUKEzrUyh42jx0xOQ/videos>

Opportunities and Low-Hanging Fruit

By far, the best opportunity on this site is monetization and simply waiting for the new content to rank. We would focus our efforts on finding good affiliate programs other than Amazon as the primary monetization, launching an info product, and also adding Amazon links.

We would not recommend adding more than one new post per week on the site since there is already so much content. Instead, we recommend focusing almost all of the effort initially on monetization, and then revamping older content which isn't ranking well after it has had a full 12 months to rank. Then once monetization is done well, get into a routine of adding a post or two per week, or do nothing and just let the site be passive.

This would probably be a great investment for someone who wants a very passive site since it has such strong history, traffic, and consistent earnings.

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.

Having said that, Income School has built a brand and reputation on integrity and authenticity. I would have no qualms whatsoever about seeing a close friend or family member purchase any one of these sites as I feel very confident that they are solid investments. However, all buyers must recognize that every online business comes with risk.

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 Dirt Bike Planet today is that the traffic is coming from Google, and while the site has great links and history, it could use a face of the site who can establish E-A-T. The first thing I would do with this site after buying it is monetization, but the second thing I'd do is begin working on E-A-T following the steps we provide in the E-A-T course in Project 24.

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 cash 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 will take care of the transfer of the site and content to your hosting provider after payment has gone through and all funds have been verified. You won’t need to lift a finger.

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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