



Prospectus: EmboraPets.com

- **Price:** \$60,000
- **Valuation Methodology:** The average advertising income from the last four months is \$1,436. With a multiplier of 37x, the total comes to \$53,132. However, this site is doing extremely well with traffic and the site is only one year old with most of the content being less than a year old. Also, affiliate isn't turned on right now to take advantage of those easy earnings. So for that reason, we're asking only \$60,000.
- **Site Established:** January 10, 2019
- **Published Posts:** 530
- **Posts less than 12 months old:** 309 of the posts are less than a year old, so we expect traffic to jump up significantly in 2020 (though we can't make any promises since we have no crystal ball)
- **Monthly Pageviews:** In November, 118,000. In December, 123,000. This month (January), it's on track to do 133,000.
- **Included Assets:** Site with all traffic
- **Platform:** Wordpress with standard plugins and no custom code
- **Industry:** Pets of all kinds

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

It's frankly incredibly stupid for us to sell Embora Pets. We spent a lot of money on writers to produce the massive number of blog posts on the site, and we haven't even given the site one year for that content to rank, and now we're selling it. It's likely that this site will explode with traffic in 2020 if the content performs how we've seen on our other sites (though we make no guarantees as no one has a crystal ball to see into the future).

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

Coming up with a fair algorithmic valuation for this site makes little sense, but I'll walk you through our thinking on the valuation.

Ads earnings have ranged between \$743 to \$2,128 per month over the last few months that we have had the site on Adthrive (increasing every month).

We haven't even implemented affiliate on the site as we've been slammed with other projects and simply haven't gotten to it yet, so going off of those earnings doesn't work either.

Then we can look at the content. With hundreds of published posts on this site, and almost all the content being under one year old, we believe it is very likely that this site will take off like a rocket in 2020 under the right direction of its new owner (though again, we make

no promises, because despite Ricky's excellent vision, we can't quite see around the curvature of the earth yet).

The strong current ads earnings, massive amount of content not yet ranking because it is new, easy potential for affiliate earnings, and a site that could sell info products, are all factors that lead us to think \$60,000 is an extremely good deal for this business.

This site isn't the right investment for every buyer. A purchaser of Embora Pets will recognize just how well set-up this site is for future success, and will be willing to recognize some element of risk since this site has a short history. For some buyers, this won't be the right investment, but for someone willing to assume some risk for the promise of an extremely nice ROI on the investment, this could be a good choice. Use your own discernment and invest wisely.

Earnings

The display advertising on Embora Pets is sold through our broker, Adthrive. Adthrive generally only works with sites with 100,000+ monthly pageviews, but since we have other sites on Adthrive, they let us in early.

Given the performance on this site in terms of traffic, I see no reason why Adthrive wouldn't accept the new buyer, but you should know that we cannot guarantee that. However, we have sold a number of sites monetized with Adthrive and we've never had them deny the buyer. Further, if worst came to worst, you could just go to Mediavine which is sometimes even better but usually only very slightly worse than Adthrive in terms of RPM.

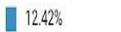
The following shows Embora Pets's income and RPM numbers as reported by Adthrive for the previous year.

	EmboraPets Ad Income	EmboraPets RPM
December 2019	\$2,128	\$17.47
November 2019	\$1,841	\$15.57
October 2019	\$1,032	\$10.21
September 2019	\$743	\$9.17
August 2019	Not on Adthrive	Not on Adthrive

July 2019	Not on Adthrive	Not on Adthrive
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

The RPM that we get on Embora Pets is great, 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.

Embora Pets's largely US audience makes it a good match for advertisers.

1. en-us	289,256	 74.29%
2. en-gb	48,350	 12.42%
3. en-ca	12,552	 3.22%
4. en-au	8,454	 2.17%
5. en	2,099	 0.54%
6. de-de	1,638	 0.42%

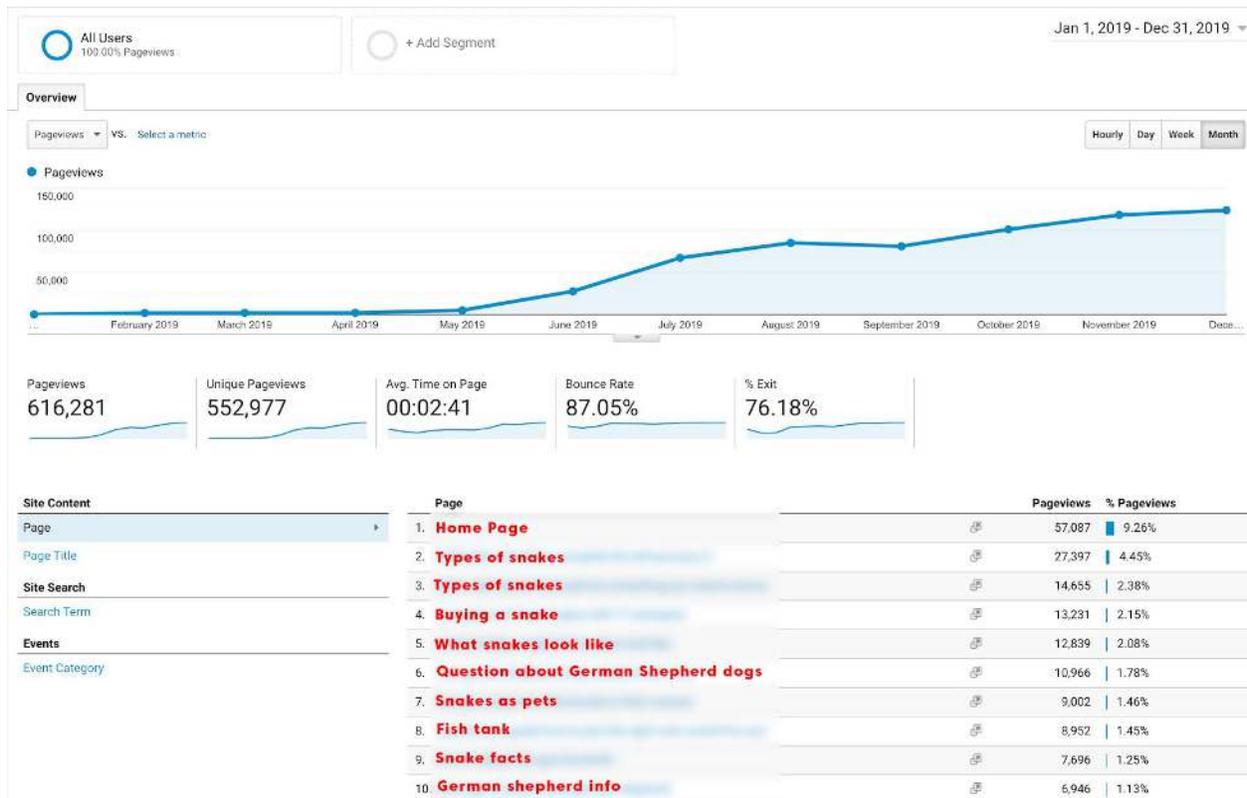
We do have Amazon links on the site right now. Our monetization plugin broke several months ago and we've been so busy with other projects that we didn't notice for months, and then didn't get to it for more months.

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.

Honestly, though, I would look for other affiliate programs. Amazon just isn't paying what it used to. Perhaps being an affiliate for Chewy, Pet Plate, or Petco would be wise.

Traffic and Followership

I expect the traffic for this site to be just about as non-seasonal as it gets, meaning that it shouldn't go down much in any particular time of the year. We have posts, in fact, that do particularly well in the winter time, so creating more content that is specific to particular seasons could be advantageous.



You'll notice that several of the top articles are about pet snakes. This is because that is the oldest content on the site. Most of the newer content is about dogs and some of that content is already popping up, but I would suspect by the end of 2020, the vast majority of the traffic will be to articles about dogs since there is more of that.

In 2019, the Income School Creator Studio wrote a significant amount of new content on the site. It would take an individual blogger many years to produce this much content. The following shows posts published in 2019.

- September 2018 - 31 new posts (This was originally published on Snakeowner)
- October 2018 - 154 new posts (This was originally published on Snakeowner)
- November 2018 - 30 new posts (This was originally published on Snakeowner)
- January 2019 - 11 new posts
- February 2019 - 127 new posts

- March 2019 - 47 new posts
- April 2019 - 29 new posts
- May 2019 - 35 new posts
- June 2019 - 33 new posts
- July 2019 - 24 new posts
- August 2019 - 9 new posts

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 EmboraPets.com with all content on the site, the Embora Pets trademark rights, the Embora Pets logo and associated rights, and SnakeOwner.com so you can maintain the redirect to this site.

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. There are so many keywords targeted with this site 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.

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 Embora Pets today is that the traffic is coming from Google, yet E-A-T is not well-established on the site. 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.

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