G Grills.co

BUYER DILIGENCE PACK

Acquire Grills.co

A premium plural exact-match .co domain, a production Astro content-commerce platform, 74+ pages of structured editorial, six interactive tools, and a complete Outdoor Kitchens lead-generation hub — packaged as a turnkey acquisition.

ASKING PRICE

$7,495

USD · domain + codebase + content

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> **How to use this document.** Read the executive summary and asset overview first; then jump to buyer fit and the diligence checklist. The build-vs-buy and commercialization sections support a final valuation conversation with a partner, attorney, or accountant. The phased plan is an undated operator playbook — not a guarantee of outcomes.

01 — EXECUTIVE SUMMARY

What you are looking at

Grills.co is a turnkey acquisition: a premium plural exact-match domain, a production-ready content-commerce platform, and a complete Outdoor Kitchens hub with an installer lead-gen funnel — ready for one serious operator to take over and grow.

What the asset is

A premium .co domain (Grills.co), a production Astro / TypeScript / MDX codebase, 74+ pages of structured editorial content, six interactive tools (Grill Finder, Grill Size Calculator, Fuel Cost Calculator, Maintenance Checklist, Outdoor Kitchen Planner, and Outdoor Kitchen Cost Calculator), a complete Outdoor Kitchens hub (13 pages with an installer lead-gen funnel), a brand identity and design system, an SEO foundation (JSON-LD, sitemap, llms.txt, canonical handling), and transfer documentation.

Who it's for

Affiliate operators, BBQ and outdoor-cooking brands, outdoor-kitchen dealers and installers, SEO portfolio operators, ecommerce brands looking for an editorial top-of-funnel, and agencies or lead-generation operators looking for a national content vehicle in a high-AOV category.

Why someone might buy it

Replacement cost to build the equivalent — premium domain, custom Astro build, 74+ pages of editorial, six interactive tools, and the Outdoor Kitchens hub — runs **$26,500 to $56,000** at mid-market rates. The asking price of **$7,495** is deliberately set below replacement so the next operator can spend on growth and traffic acquisition instead of construction.

> **Honest framing.** The site has no claimed traffic, no claimed revenue, no email list, and no prior monetization. This is a finished, pre-launch asset. The opportunity is not that it already owns the market — the opportunity is that it gives a buyer a polished, defensible starting point in a category with clear commercial intent. The buyer brings distribution, monetization, and ongoing content/SEO execution.

02 — ASSET OVERVIEW

What transfers on closing

Asset	Detail
Domain	Grills.co — premium plural exact-match keyword on the .co ccTLD. Six characters plus TLD, one-attempt pronounce/spell, high commercial intent, no known trademark conflicts, clean history.
Codebase	Production Astro 5 / TypeScript / MDX build with Tailwind CSS. Static-first with React islands for interactive tools. Builds in under a minute. Deploys to Cloudflare Pages.
Content	74+ structured pages: homepage, 8 buying guides, 8 grill type hubs, 6 comparison pages, 12 product reviews, 10 learn articles, 8 recipes, 6 tool pages, 13 outdoor-kitchen pages, 7 evergreen pages. Schema-validated.
Tools	Grill Finder, Grill Size Calculator, Fuel Cost Calculator, Maintenance Checklist (React islands), plus Outdoor Kitchen Planner and Cost Calculator (vanilla-JS islands — zero build dependencies).
Outdoor Kitchens hub	13-page top-level section (hub, planner, calculator, layouts, components, materials, built-in vs modular, DIY vs pro, budget tiers, seasonal care, ROI, find-installer, gallery) with installer lead-gen funnel.
Brand assets	Color palette (charcoal / ember / bone / sage), Inter + Fraunces typography pairing, card and button system, layout primitives, SVG logo and favicon, OG image template.
SEO foundation	JSON-LD across page types (Article, Product, Recipe, Review, BreadcrumbList, Organization, Website). Sitemap, robots.txt, llms.txt, canonical handling, internal linking.
Compliance scaffolding	FTC-compliant affiliate disclosure, Amazon Associates statement on Amazon-linking pages, rel="sponsored nofollow" on outbound affiliate links, editorial policy, privacy policy, terms.
Documentation	README, content guide, and a transfer guide covering domain push, hosting, affiliate program connections, and analytics setup.
Sale terms	Listed price: **$7,495 USD**. Closes via **Escrow.com**. Reasonable offers welcome; structured terms available for the right buyer (typically 60% on transfer, 40% over a short follow-on window, held in escrow).

03 — WHAT'S INCLUDED

Asset components, buyer value, and transfer notes

Component	Description	Buyer value	Transfer notes
Grills.co domain	Premium plural exact-match keyword on the .co extension.	Category-level brand recognition; type-in equity; SEO anchor.	Pushed at the registrar to the buyer's account.
Astro codebase	Astro 5, TypeScript, MDX, Tailwind, React islands. Cloudflare Pages.	Production-ready foundation; sub-minute builds; near-zero hosting cost.	Repository transferred or fresh archive provided; Cloudflare project migrated.
Editorial content	74+ structured pages across guides, types, comparisons, reviews, learn, recipes, tools, outdoor kitchens.	Skips the slowest, most expensive part of building a content site.	Lives in MDX files inside the repo; transfers with the codebase.
Six interactive tools	Grill Finder, Size Calculator, Fuel Cost Calculator, Maintenance Checklist, Outdoor Kitchen Planner, Cost Calculator.	Linkable, share-worthy SEO entry points; high engagement signals.	Source code transfers with the repo; client-side, no backend.
Outdoor Kitchens hub	13 pages, two interactive tools, installer lead-gen funnel, ~15,000 words.	Opens highest-AOV adjacent category; three distinct revenue paths.	Installer form needs to be wired to your CRM or lead network on day one.
Typed product data model	Product / brand / category / affiliate-program data in centralized JSON with Zod validation.	Add a product once; it appears everywhere it is referenced.	Lives in the repo; buyer plugs in their own affiliate IDs.
Brand & design system	Color palette, typography pairing, card / button / layout primitives.	Premium look without paying for branding work.	Lives in Tailwind config + shared components in the repo.
SEO foundation		Indexation-ready from day one; no SEO debt.	Transfers with the repo; buyer connects Search

Component	Description	Buyer value	Transfer notes
	JSON-LD across page types; sitemap; robots.txt; llms.txt; canonicals; internal linking.		Console on their account.
Compliance scaffolding	FTC affiliate disclosure, Amazon Associates statement, sponsored-nofollow, editorial policy, privacy, terms.	Reduces legal risk; satisfies affiliate-program requirements.	Buyer should update entity names, contact, and jurisdiction language.
Transfer documentation	README, content guide, and operator handoff guide.	Smooth handoff; lower ramp-up cost for a new operator or hire.	Delivered with the repository transfer.

04 — BUYER FIT

Six buyer archetypes where Grills.co fits cleanly

Affiliate operator

You run content sites and you know what editorial structure and design polish cost to build. You would rather plug into a finished asset on a premium domain than start from a blank install. **Why it fits:** the heavy lifting on platform, content scaffolding, and compliance is already done — your effort goes into traffic and conversion.

BBQ or outdoor-cooking brand

You manufacture or sell grills, smokers, accessories, rubs, pellets, or outdoor kitchens. **Why it fits:** owning Grills.co gives you category-level brand recognition and a credible editorial top-of-funnel that competitors struggle to replicate.

Outdoor-kitchen dealer or installer

Your business depends on local search and lead generation. **Why it fits:** a national content brand on Grills.co becomes a top-of-funnel feeding your installer network — and the installer-matching form is already built. It also locks competitors out of the category name.

SEO investor or portfolio operator

You acquire and grow content assets at a price-to-build ratio. **Why it fits:** premium plural keyword domain + finished editorial structure + a multi-billion-dollar underlying market is exactly the profile your acquisition criteria already screen for.

Ecommerce brand

You already sell grills or grill-adjacent products. **Why it fits:** the site becomes the trusted content layer that introduces buyers to your category before they hit a product page — and routes affiliate-style traffic into your own store at favorable economics.

Agency or lead-generation operator

You build acquisition machines for clients. **Why it fits:** the Outdoor Kitchens funnel and installer-matching form give you a national content vehicle to monetize a category dealers actively pay to be in front of.

05 — COMMERCIALIZATION OPPORTUNITIES

Realistic paths the platform is built to support

Opportunity	Why it fits	Suggested first move	Complexity
Affiliate monetization	High-AOV grill, smoker, and outdoor-kitchen affiliate band ($500–$5,000 grills; $200–$2,000 smokers). Product data model is wired.	Apply to Amazon Associates and BBQGuys (Impact). Plug your tracking IDs into the product data model.	Low
Installer lead generation	Outdoor-kitchen installer leads clear $50–$150 each in lead-marketplace pricing. The matching form is live.	Sign up for a lead-network account (Modernize, Networx, HomeAdvisor pro) and wire the form to it.	Medium
Dealer sponsorships	Regional outdoor-kitchen dealers and stone/cladding suppliers sponsor lead-gen content at $500–$3,000 / month.	Approach one regional dealer in a Sun Belt or Pacific market for a sponsored content pilot.	Medium
Newsletter & audience	Seasonal cycles drive recurring traffic spikes; newsletter capture component is in place.	Connect your ESP (Beehiiv, ConvertKit, Substack, etc.); add capture across guides and tools.	Low
Display ads at scale	Once monthly sessions clear Mediavine / Raptive / Ezoic thresholds, display layers on top of affiliate revenue.	Apply to Ezoic first (lower threshold), then graduate to Mediavine or Raptive as sessions grow.	Low
Ecommerce top-of-funnel	Buyer-intent content routes traffic into a connected store at margins better than pure affiliate.	Wire the product data model to your store's PIM; replace affiliate links with direct CTAs where appropriate.	High

Stacking the paths. Two or three of these stack cleanly from day one. Affiliate + installer-lead-gen + newsletter is a sensible starting combination. Display ads are best added after the site clears a Mediavine or Raptive threshold so they do not depress affiliate click-through during the growth phase.

06 — BUILD VS. BUY

What it would cost to assemble vs. the acquisition price

What it would cost to assemble	Market rate
Premium plural .co exact-match domain	$3,000 – $5,000
Custom Astro / TypeScript / MDX build (~150 dev hours)	$6,000 – $12,000
61 pages of structured editorial content	$3,000 – $8,000
Outdoor Kitchens hub — 13 deep pages, ~15,000 words, lead-gen funnel	$5,500 – $12,000
Outdoor Kitchen Planner + Cost Calculator (interactive)	$4,000 – $8,000
Brand identity, color system, typography pairing	$1,500 – $4,000
Four React-island tools (finder, size, fuel, maintenance)	$2,000 – $4,000
Schema, SEO foundation, transfer documentation	$1,500 – $3,000
Total replacement cost	**$26,500 – $56,000**
Your acquisition price	**$7,495 USD**

Hourly rates assume mid-market US/EU contractors. Comparables: Flippa and Empire Flippers (custom-built starter-site listings, typically $4,000–$7,000); NameBio and Sedo (premium plural .co exact-match domain sales in commercial niches, typically $1,000–$8,000). Replacement-cost ranges are estimates intended for valuation framing — not warranties.

07 — SUGGESTED PHASED GROWTH PLAN

An undated operator playbook

Timelines depend on operator skill, traffic acquisition strategy, and seasonality. This is the order in which a competent operator would sequence the work — not a guarantee of outcomes.

INITIAL PHASE

Technical handoff and setup

- Domain transfer to the buyer's registrar
- Codebase deployed to the buyer's Cloudflare account
- Analytics installed (GA4, Plausible, or equivalent)
- Search Console connected and verified
- Conversion tracking configured for affiliate clicks and the installer form
- Newsletter ESP connected to the capture component
- Content audit: refresh seed product specs, update entity / contact references
- Monetization decision: which one or two paths to launch first

GROWTH PHASE

Publish, distribute, index

- Publish additional long-tail buying guides where keyword research warrants
- Submit sitemap; request indexation through Search Console
- Begin outreach: regional dealers, lead networks, affiliate program managers
- Build distribution on Pinterest, Reddit, and Houzz (the planner and calculator tools are natural assets here)
- Pilot one sponsored slot with a regional outdoor-kitchen dealer
- Capture early newsletter subscribers; begin a simple seasonal cadence
- Test monetization combinations; measure RPM and affiliate EPC by page cluster

SCALE PHASE

Scale winning channels; compound

- Double down on top-performing pages and revenue paths
- Expand installer-lead coverage by region; segment the form by ZIP / state
- Layer display ads (Ezoic → Mediavine / Raptive) once traffic clears thresholds
- Add authority pages and depth on highest-AOV topics

- Build repeatable acquisition and growth loops (programmatic outreach, content templates, partnerships)
- Improve conversion: A/B test CTAs, comparison tables, and the installer form
- Consider product/digital-good additions (a paid planner upgrade, dealer directory, etc.)

08 — TRANSFER CHECKLIST

What gets handed over

Asset handoff

- ☐ Domain pushed to buyer's registrar (Grills.co)
- ☐ Repository transferred or fresh archive provided
- ☐ Cloudflare Pages project migrated to buyer's account
- ☐ Environment variables documented and shared
- ☐ Any third-party API keys rotated and provided
- ☐ Brand assets (logo, favicon, OG image, color tokens) delivered
- ☐ Content ownership transferred with the repo
- ☐ README, content guide, and operator handoff guide included

Buyer-side setup

- ☐ Analytics (GA4, Plausible, or equivalent) on buyer's account
- ☐ Search Console connected; sitemap submitted
- ☐ Newsletter ESP connected to the capture component
- ☐ Affiliate program approvals with buyer's tax ID
- ☐ Installer lead network connection (or CRM endpoint) wired
- ☐ Contact form endpoint pointed at buyer's inbox
- ☐ Compliance copy (privacy, terms) updated for buyer's entity
- ☐ Optional: limited post-sale support by mutual agreement

> **Timing note.** Domain push timing depends on the buyer's and seller's registrars and any applicable ICANN / registrar lock policies. Code, content, and documentation transfer happen on closing. Buyer-side setup typically begins immediately after the domain push completes.

09 — BUYER DILIGENCE CHECKLIST

Questions to verify before closing

Category & positioning

- ☐ Do I understand the outdoor-cooking and outdoor-kitchens category well enough to operate it?
- ☐ Have I identified at least two competitors I would benchmark against?
- ☐ Do I have a credible point of view I would publish from?

Monetization

- ☐ Have I picked one or two revenue paths to launch first (affiliate / installer leads / sponsorships / newsletter / display)?
- ☐ Am I eligible for the relevant affiliate programs (Amazon Associates, BBQGuys, Home Depot, Lowe's, etc.)?
- ☐ If pursuing installer leads, do I have an account with a lead network or a CRM endpoint to send leads to?

Technical fit

- ☐ Am I (or my team) comfortable with Astro / TypeScript / MDX / Tailwind?
- ☐ Do I have a Cloudflare (or alternative) hosting account ready?
- ☐ Are there any third-party dependencies that would require my own paid accounts?

Content & SEO

- ☐ Have I reviewed the live site and confirmed the content quality matches the claims?
- ☐ Have I confirmed the page count and structure on the live site or in the sitemap?
- ☐ Have I validated structured data on a sample of pages (e.g., Google Rich Results test)?
- ☐ Do I have a plan for ongoing content cadence?

Compliance & legal

- ☐ Will I update the privacy policy, terms, and affiliate disclosure for my entity and jurisdiction?
- ☐ If pursuing installer leads, am I compliant with my region's lead-generation and consumer-disclosure rules?
- ☐ Have I confirmed the domain has no known trademark conflicts in markets I plan to operate in?

Claims verification

- ☐ Have I confirmed the asset list on the live site (pages, tools, hub) matches what is described?
- ☐ Have I independently verified industry research citations (Grand View Research, etc.)?
- ☐ Have I confirmed there is no existing email list, no existing revenue, and no existing traffic stream included in the sale (this is a pre-launch asset)?

10 — RISK & DISCLAIMERS

Plain-language risk notes

Sold as-is

The asset is sold as-is unless otherwise agreed in writing. Buyer is responsible for due diligence before closing. This document is informational; it is not a warranty.

No revenue, traffic, or ranking guarantees

There are no traffic, ranking, or revenue guarantees, projections, or commitments. Outcomes depend entirely on operator execution, distribution strategy, ongoing investment, and external factors (seasonality, competition, algorithm changes).

Replacement-cost framing is an estimate

The build-vs-buy comparison uses mid-market contractor rates for valuation framing only. Actual costs vary by market and operator. The figures are not an appraisal.

Industry data is third-party

Market-sizing references (e.g., Grand View Research) reflect publicly reported figures and should be verified independently as part of diligence. Replacement-cost comparables reference Flippa, Empire Flippers, NameBio, and Sedo at the time of writing.

Buyer-owned accounts required

Affiliate programs, lead networks, analytics providers, newsletter providers, and any third-party APIs will require buyer-owned accounts after transfer. The seller cannot transfer affiliate-program tax IDs or third-party account relationships.

Operator responsibilities

Buyer is responsible for future marketing, SEO, monetization, hosting, legal compliance, content quality, and operations after the handoff. Compliance scaffolding (FTC disclosure, Amazon

Associates statement, sponsored-nofollow, editorial policy) is provided, but ongoing compliance is the buyer's responsibility.

Domain transfer timing

Domain push timing depends on the buyer's and seller's registrars and any applicable ICANN / registrar lock policies. No fixed transfer window is guaranteed.

11 — CONTACT & NEXT STEPS

How to take the next step

Three actions, in any order, get you to a closing conversation.

1 — Review the live acquisition page

Visit grills.co/acquire. The page mirrors this pack with live links into the Outdoor Kitchens hub, the interactive tools, and the rest of the site.

2 — Walk the live site

Open the homepage, the Outdoor Kitchens hub at grills.co/outdoor-kitchens, the Planner at /planner/, and the Cost Calculator at /cost-calculator/. Confirm the asset matches the description.

3 — Close through Escrow.com

The listing is set up for direct close through Escrow.com from the acquisition page. Funds are held until the domain push and code transfer are verified by the buyer. Standard escrow fees apply and are typically split.

Direct Escrow link: www.escrow.com/checkout?token=48860a5b-81f8-4368-acd2-ad75ca0a6746

> **Questions, structured terms, or a partner intro?** Reach out through the acquisition page or the contact channel listed there. Reasonable offers are welcome. Structured terms are available for the right buyer (typically 60% on transfer, 40% over a short follow-on window, held in escrow). Lowball offers below the listed floor will be politely declined.

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