

Starter Website Buyer's Checklist

- Use Moz to check the quality of the backlinks.
- Check the site's history on Archive.org.
- Evaluate the site's performance using Google Analytics.
- Ensure the content is unique with a plagiarism check on Copyscape.
- Check design for user-friendliness, mobile optimization, and speed.
- Assess monetization strategies in place + potential new ones.
- Review quality of included social media accounts' content & users.
- Analyze the competition to identify opportunities for growth.
- If the site comes with an email list, assess quality and engagement of subscribers.