**Due Diligence Checklist**

**Basic Due Diligence**

* Check the website’s history
* Check to see how old the website is
* Check whether the domain is good and has value
* Look if traffic and revenue are in line or if there are any spikes during certain periods
* Analyze the current monetization methods and determine new opportunities
* Research the market to see if it’s a market you can operate in
* Do a competitor analysis

**Financial Due Diligence**

* Review the revenue sources to make sure they are legitimate
* Review how the revenue is split between the various revenue streams
* Check what is the revenue-per-mille (sessions, users, or pageviews) of the website
* Verify which are the most popular products being sold and the revenue generated from each
* Verify which product categories has the most concentration
* Check to see that users are buying the recommended products
* Analyze the financials and tax returns

**Quantitative Due Diligence**

* Determine how much traffic the site has by using sessions or unique visitors as the metric
* Check the traffic sources to see where the traffic is coming from
* Verify what the top pages are (pageviews/sessions)
* Analyze Google Analytics to determine the conversion rates
* Determine how much seasonality there is

**SEO Due Diligence**

* Check the domain authority of the site
* Check how many backlinks there are
* Verify if any link building has been done on the site
* Check if the site has ever disavowed spammy links
* Check to see how many keywords the site is ranking for and if keywords ranking 1-3 are increasing

**Operational Due Diligence**

* Check how the site is hosted (generic host or private server)
* Find out what platform the site is built on
* Determine how many researchers, writers, and editors worked on the site
* Find out if the site has a publishing schedule
* Check to see if there are updated SOPs in place
* Check that all links and products are live and up to date
* Test the page speed for top ranking posts
* Ask for a list of all plugins and themes used on the site

**Final Checks**

* Determine how long the hand-over process is to be included in the sale