

# ***INFO PACK***



***Travelerrr.com/TravSell.com***

***October 2016***

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*AcquisitionStation.com  
4225 Executive Square #600  
La Jolla, CA 92037*

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## ***Disclaimer and Confidentiality***

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# Intro Summary

## Business Overview:

**URL(s):** Travelerrr.com (3 years old and 86% of revenues)/TravSell.com (1-year-old)

**Niche:** Online travel, make money online

**Revenue source(s):** Business package sales

**Asking price:** \$225,000

**Multiple:** 2.44x

**Contact:** Bastien Fournier-Peyresblanques  
([bastien@acquisitionstation.com](mailto:bastien@acquisitionstation.com))

Skype (bastienfournierpeyresblanques)

## Summary:

This opportunity is a 3-year-old "business in a box" solution for people looking to get into the online travel space without the typical startup cost and required knowledge.

The business sells website packages that set up customers with a fully functional travel search engine affiliate business. The 2 owners spend 8-12 hours per week (combined) managing a team of 3 to handle all customer service, web design, and other tasks.

With a proven business model in niches with evergreen demand (travel and "make money online"), numerous growth opportunities available (see page 7), traffic and profits growing year on year, and 60-90 days of after-sale training, we feel that this specialized business is ideal for an individual looking to make their first acquisition in the online space or a company looking for synergies with an existing product line.

## Work Requirements:

**Time per week:** 8-12 hours.

**Tasks:** managing staff, sales, customer support, and general management.

## Traffic Snapshot Travelerrr (LTM):



**Avg sessions/month:** 4,065

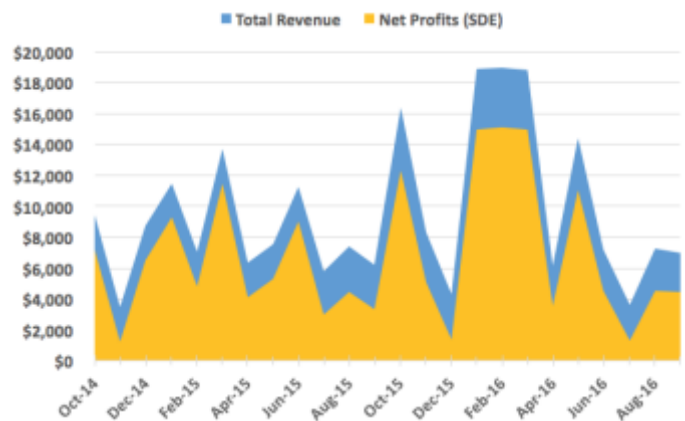
**Avg users/month:** 3,065

**Avg pageviews/month:** 8,545

**Total backlinks (dofollow):** 33,342 (33,021)

**Top ranking keywords (position Google US):** get paid per visitor (3), best travel affiliate programs (2), travel pay per click (5), tripadvisor affiliate (5), online travel business (3)

## Financial Snapshot (L24Months):



**LTM gross revenue total:** \$130,583

**LTM SDE profit total\*:** \$92,074

\*Seller's Discretionary Earnings. See page 6.

## Home page:

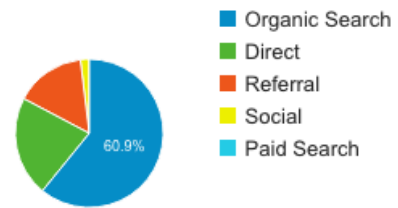


**Recommended skills:** internet business and marketing, management, and industry knowledge.

## Traffic Overview (Travelerrr)

The following data was collected from Ahrefs.com, the seller's Google Analytics account, and Semrush.com. A marketing agency was paid ~\$600-\$700/month to handle all SEO and social media campaigns. More information on marketing can be found in the seller Q+A, page 9.

Traffic sources breakdown (LTM):

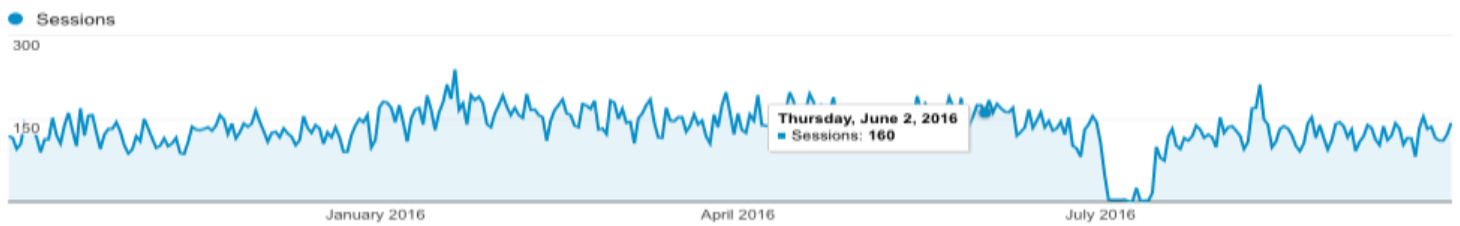


Start Travel Affiliate Website Business - Travel Agent Websites | Travelerrr.com  
www.travelerrr.com

Facebook 624 | Google+ 127 | LinkedIn 69 | Pinterest 0

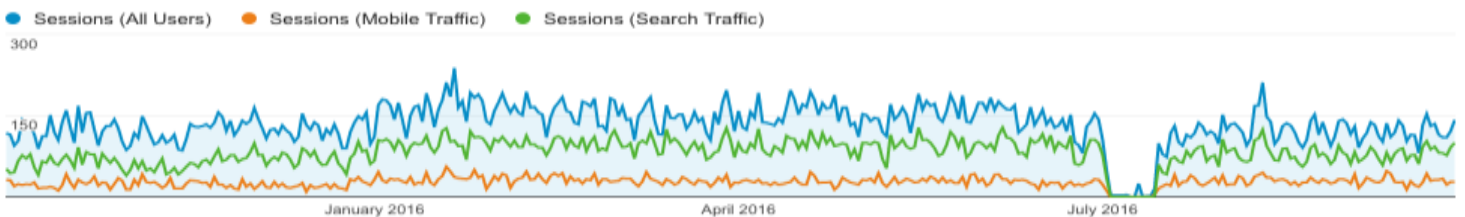
Ahrefs Rank <sup>i</sup>	UR <sup>i</sup>	DR <sup>i</sup>	Backlinks <sup>i</sup>	Referring domains <sup>i</sup>	Organic keywords <sup>i</sup>	Organic traffic <sup>i</sup>	Paid keywords <sup>i</sup>
761,752	32	52	32.7K -71 Live 29K	142 +2 Live 117	3.4K	371	0

Daily visits (LTM):



\* Reason for drop in traffic and sales, July 2016: website temporarily shut down due to a virus. The site has since been fully secured

Daily visits as % of mobile traffic and search (LTM):



\* Reason for drop in traffic and sales, July 2016: website temporarily shut down due to a virus. The site has since been fully secured

## Audience overview (LTM):



## Current keyword rankings sample for Travelerr.com (Semrush.com):

Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend
white label travel affiliate	1 (3)	20	60.77	0.00	<a href="#">www.travelerr.com/grams/</a>	21.95	0.00	0.80	1,910,000	
hotelscombined affiliate	10 (9)	170	70.92	0.00	<a href="#">www.travelerr.com/eview/</a>	12.19	0.00	0.02	214,000	
best travel affiliate programs 2014	1 (1)	10	-	0.00	<a href="#">www.travelerr.com/grams/</a>	9.75	0.00	0.73	3,730,000	
white label travel affiliate program	1 (3)	10	67.94	0.00	<a href="#">www.travelerr.com/grams/</a>	9.75	0.00	0.71	1,020,000	
priceline affiliate program	4	50	58.03	0.00	<a href="#">www.travelerr.com/grams/</a>	7.31	0.00	0.18	420,000	
online travel business	3	40	78.79	4.83	<a href="#">www.travelerr.com/</a>	7.31	9.39	0.85	545,000,000	
best travel affiliate programs	7	50	62.50	4.27	<a href="#">www.travelerr.com/grams/</a>	4.87	4.41	0.71	1,850,000	
best travel affiliate programs	6	50	62.50	4.27	<a href="#">www.travelerr.com/grams/</a>	4.87	5.52	0.71	1,850,000	
hotels combined affiliate	7	50	62.25	0.00	<a href="#">www.travelerr.com/eview/</a>	4.87	0.00	0.00	759,000	
paid per visitor	3 (3)	20	50.61	0.00	<a href="#">www.travelerr.com/money/</a>	2.43	0.00	0.21	60,600,000	

## User location breakdown (LTM):

Country	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	<b>48,783</b> <small>% of Total: 100.00% (48,783)</small>	<b>71.98%</b> <small>Avg for View: 71.83% (0.20%)</small>	<b>35,113</b> <small>% of Total: 100.20% (35,043)</small>	<b>62.11%</b> <small>Avg for View: 62.11% (0.00%)</small>	<b>2.10</b> <small>Avg for View: 2.10 (0.00%)</small>	<b>00:03:01</b> <small>Avg for View: 00:03:01 (0.00%)</small>
1.  United States	<b>14,533</b> (29.79%)	<b>76.67%</b>	<b>11,143</b> (31.73%)	<b>62.60%</b>	<b>2.09</b>	<b>00:02:34</b>
2.  India	<b>4,927</b> (10.10%)	<b>80.01%</b>	<b>3,942</b> (11.23%)	<b>62.82%</b>	<b>1.97</b>	<b>00:02:37</b>
3.  United Kingdom	<b>4,028</b> (8.26%)	<b>72.77%</b>	<b>2,931</b> (8.35%)	<b>62.64%</b>	<b>2.17</b>	<b>00:03:04</b>
4.  Canada	<b>2,705</b> (5.54%)	<b>69.50%</b>	<b>1,880</b> (5.35%)	<b>56.30%</b>	<b>2.27</b>	<b>00:02:48</b>
5.  Australia	<b>1,866</b> (3.83%)	<b>66.83%</b>	<b>1,247</b> (3.55%)	<b>60.18%</b>	<b>2.31</b>	<b>00:03:39</b>
6.  Malaysia	<b>899</b> (1.84%)	<b>68.74%</b>	<b>600</b> (1.71%)	<b>61.18%</b>	<b>2.13</b>	<b>00:03:19</b>
7.  United Arab Emirates	<b>767</b> (1.57%)	<b>67.93%</b>	<b>521</b> (1.48%)	<b>57.89%</b>	<b>2.30</b>	<b>00:04:13</b>
8.  Singapore	<b>669</b> (1.37%)	<b>71.15%</b>	<b>476</b> (1.36%)	<b>59.34%</b>	<b>2.39</b>	<b>00:03:49</b>
9.  Thailand	<b>657</b> (1.35%)	<b>55.86%</b>	<b>367</b> (1.05%)	<b>63.47%</b>	<b>1.93</b>	<b>00:02:44</b>

# Financial Overview

## Must know:

Package sales consists of \$295 Starter, \$595 Pro, \$995 All-Inclusive, and \$3,995 Elite Custom levels.

Current team members can arrange to stay on with the new owner, or stay on for 90 days to help train a new team. The sellers will provide 60-90 days of support to help the new owners transition.

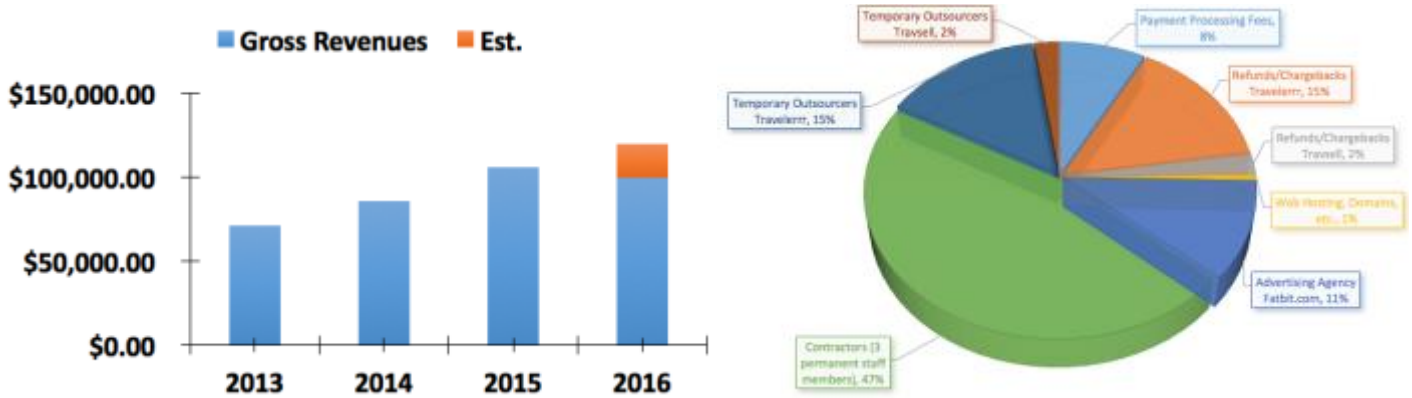
All finances can be proven and the owners are willing to do a live screen share.

The income statement has been prepared on an SDE (Seller Discretionary Earnings) basis and does not include salary and operating expenses at the estimated 8-12 hours per week (1 person). As these costs can vary greatly, it is up to each buyer to determine a suitable estimate based on an individual or team's experience and resources. More details on income can be found on pages 12-13.

## Income (LTM)

	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	LTM
<b>Revenue Sources</b>													
Travelerrr Revenues	\$15,203	\$8,077	\$3,055	\$15,918	\$16,451	\$16,335	\$4,077	\$14,046	\$5,920	\$2,800	\$4,782	\$6,412	\$112,857
Travsell Revenues	\$1,200	\$250	\$1,248	\$2,990	\$2,548	\$2,500	\$2,050	\$340	\$1,300	\$800	\$2,500	\$600	\$17,726
<b>Total Revenue</b>	<b>\$16,403</b>	<b>\$8,327</b>	<b>\$4,303</b>	<b>\$18,908</b>	<b>\$18,999</b>	<b>\$18,835</b>	<b>\$6,127</b>	<b>\$14,386</b>	<b>\$7,220</b>	<b>\$3,600</b>	<b>\$7,282</b>	<b>\$7,012</b>	<b>\$130,583</b>
<b>Less Cost Of Sales</b>													
Payment Processing Fees	\$242	\$209	\$244	\$305	\$289	\$288	\$272	\$212	\$246	\$228	\$288	\$245	\$3,020
Refunds/Chargebacks Travelerrr	\$760	\$404	\$153	\$796	\$823	\$817	\$204	\$702	\$296	\$140	\$239	\$351	\$5,643
Refunds/Chargebacks Travsell	\$60	\$13	\$62	\$150	\$127	\$125	\$103	\$17	\$65	\$40	\$125	\$30	\$886
<b>Total Cost Of Sales</b>	<b>\$1,062</b>	<b>\$625</b>	<b>\$459</b>	<b>\$1,250</b>	<b>\$1,239</b>	<b>\$1,229</b>	<b>\$578</b>	<b>\$931</b>	<b>\$607</b>	<b>\$408</b>	<b>\$652</b>	<b>\$626</b>	<b>\$9,549</b>
<b>GROSS PROFIT</b>	<b>\$15,341</b>	<b>\$7,702</b>	<b>\$3,844</b>	<b>\$17,658</b>	<b>\$17,760</b>	<b>\$17,606</b>	<b>\$5,549</b>	<b>\$13,455</b>	<b>\$6,614</b>	<b>\$3,192</b>	<b>\$6,631</b>	<b>\$6,386</b>	<b>\$121,034</b>
<b>Less Operating Expenses</b>													
Web Hosting, Domains, etc.	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$230
Advertising Agency Fatbit.com	\$700	\$700	\$700	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$0	\$4,200
Contractors (3 permanent staff members)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Temporary Outsourcers Travelerrr	\$760	\$404	\$153	\$796	\$823	\$817	\$204	\$702	\$296	\$140	\$239	\$351	\$5,643
Temporary Outsourcers Travsell	\$60	\$13	\$62	\$150	\$127	\$125	\$103	\$17	\$65	\$40	\$125	\$30	\$886
Other Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Operating Expenses</b>	<b>\$3,040</b>	<b>\$2,636</b>	<b>\$2,435</b>	<b>\$2,665</b>	<b>\$2,670</b>	<b>\$2,662</b>	<b>\$2,026</b>	<b>\$2,439</b>	<b>\$2,081</b>	<b>\$1,900</b>	<b>\$2,084</b>	<b>\$1,901</b>	<b>\$28,959</b>
<b>NET PROFIT (SDE)</b>	<b>\$12,301</b>	<b>\$5,066</b>	<b>\$1,409</b>	<b>\$14,993</b>	<b>\$15,090</b>	<b>\$14,944</b>	<b>\$3,523</b>	<b>\$11,016</b>	<b>\$4,533</b>	<b>\$1,292</b>	<b>\$4,547</b>	<b>\$4,485</b>	<b>\$92,074</b>

Revenue by year and breakdown of expenses (LTM, per month):



# Growth Potential

The current owners have run and grown the business as time permitted up to this point. However, due to the demands of their other projects, they are not in a position to take on the next level of growth by themselves. Here are a few ideas to consider to increase traffic, conversions and revenue going forward:

## Implement customer phone support

The business currently does not offer regular phone support and is run primarily on email, skype, and occasional live chat support messages. The number of missed phone calls has significantly impacted sales and can be easily remedied. Hiring a team or a service to handle phone and chat requests (ideally 24 hours) would increase conversions and customer satisfaction.

## Create new business packages

Consider creating new packages that focus on different business models within the travel niche such as content sites, digital products, forums, etc.

## Focus on larger package sales

The current owners suggest focusing on selling the newly established "Elite Custom" package. In addition to providing good value to customers, sales of this package have the best margins and highest profit per sale. Opportunity to create more premium packages to "price anchor" customers and increase upsell opportunities.

## Add traffic generation upsell

Currently, clients are responsible for their own traffic generation beyond basic keyword research and SEO suggestions. Opportunity to offer internet marketing services to as an upsell to the packages.

## Paid marketing

Restart the work performed by Fatbit.com on SEO and social media efforts. (See Seller FAQ for details on FatBit; seller will pay for 60 days of their services.)

Can also test Google paid ads, do forum and comment marketing, and other paid traffic strategies. Opportunity to reassess conversion rates and ROI of past marketing campaigns, then redistribute marketing spend more effectively.

More ideas can be found on page 10, question 13 and in the [Growth Potential Appendix page 13](#).

## Google Trends ("book travel online" and "travel booking website")



# Package Summary

## What's included in the sale:

### Website

Travelerrr.com, Travelerrr.co, Travelerrr.net, Travelerrr.info, Travsell.com, Travsellpro.com domains  
All content, website files, graphics, databases, logos, etc.

### Miscellaneous

Client list (431 previous clients and 200 unsold leads).

### Social Media Accounts

twitter.com/travelerrra  
facebook.com/TravelerrrAffiliate  
ca.linkedin.com/in/travelerrr  
Full list on page 11

### Training

Full after-sale support and training on all aspects of running the business, as needed based on the technical requirements of the buyer, for up to 60-90 days.

## Next steps:

1. **Contact listing broker with due diligence questions (call with seller can be arranged)**
2. **Make a verbal or written offer via letter of intent (LOI)**
3. **Finalize due diligence prior to signing web asset purchase agreement (WAPA)**
4. **Escrow phase and transfer**
5. **Closing of transaction and start of support phase**

## Contact:



**Email:** [bastien@acquisitionstation.com](mailto:bastien@acquisitionstation.com)

**Skype:** bastienfournierpeyresblanques

**LinkedIn:** <https://ca.linkedin.com/in/bastienfp>

**Bio:** Bastien is a website broker at AcquisitionStation.com. He has advised on over \$30M worth of financing in the last 5 years. He has 2 years of internet marketing experience building and selling his own websites and helping others do the same.



# Seller Q+A

## GENERAL

- 1. Please provide a brief timeline of the business and how it's come to this point, when and why it was started, initial growth activities, etc.**

Reda and I (Brayden) became website partners and created this web business in Feb, 2013. He originally offered a travel website that people could use to earn money, and through our partnership we worked together to sell it on a greater scale through Travelerrr.com and eventually developed Travsell.com as the latest modern version.

- 2. Why are you selling?**

We are starting numerous new investor backed projects and need the time. We are also simply looking to start fresh and have our full attention on the new web projects. Travelerrr has been a success since launch and it will be sad to see it go from the portfolio but it will be good to see a new owner be able to give it more attention to properly grow.

- 3. Do you own any businesses in the same niche, and would you be willing to sign a standard 1-2 year non-compete agreement with a new owner?**

No we do not or plan on owning any business in the same area.

Yes, we would sign non-compete agreement.

- 4. Have you ever had any legal or copyright issues running this business? If so, what did it entail and is it ongoing?**

Never had legal or copyright issues running Travelerrr.com or Travsell.com

- 5. How much time and money have you put into building the business so far? What would it take for a new owner to recreate this, i.e. barrier to entry?**

We worked on it daily for 1-2 hours per day since launching Travelerrr. More time was invested at startup to grow and make improvements. We grew the business from the start using the website's revenue by re-investing. The monthly expenses cost around 2000 per month to manage currently as we have been outsourcing and this includes ongoing website marketing to continue to grow traffic and sales.

- 6. How many hours do you spend running the business per week and what are your typical duties?**

The staff runs most of the day to day business operations and this is budgeted into monthly expenses. The owner has to overlook operations, make sure customers are getting proper services applied to orders, and coordinate sales and support emails. This takes 1-2 hours per day.

- 7. How many staff members do you have, what do they do, where are they located, how long have they worked with you, and are they willing to stick around with a new owner? Who handles the phone calls and live chat support?**

We currently have a project manager (Lesley), a logo designer (John), and a website installation manager (Norman) for a total of 3 staff members to run the business. Reda and I currently work on sales and support. Staff is located in Philippines and Malaysia, they can stay for 90 days as the new owner transitions and takes over the business. Staff can train any new staff as necessary or arrange to stay on with the new owner.

**8. How many calls do you get per week and what do they typically entail?**

Not sure exactly how many calls per week. We are missing daily calls by not having phone support, mainly people inquiring to learn more about how to start their travel site.

Right now, one of us personally manages the email and livechat support. The new owner can have the project manager position cover more tasks including livechat support. We used to have on-call sales agent and in process of looking for new phone sales support.

**9. What are your current phone hours?**

We currently don't have anyone answering calls. Right now all support managed via email and Skype. We recommend the new buyer to have 24-7 active phone number and support as this is international service and we have been missing sales due to missed calls.

**10. Do you currently outsource any tasks to non-team members, if so at what cost per month?**

When necessary we outsource tasks and get odd jobs done on Fiverr. Full training provided for the new owner. For elite custom travel website orders more outsourcing may be necessary but the larger elite orders' cost covers any additional potential costs.

**11. What skills would you suggest a new owner have to effectively run the business?**

Email, communication and organizational skills would be necessary in order to contact customers and help staff to make sure everything gets completed for customer orders.

**12. Will there be any issues with a new owner taking over for the business, even if they live internationally?**

There will be no issues with an international new owner taking over Travelerr.com/Travsell.com. We will help entirely through the transfer and training process to leave the new owner properly setup to continue running as we were and show them potential improvements and areas to grow the site. (See Growth Potential Appendix below)

**13. How could a new owner grow the business further?**

Selling more elite packages would be the best option for the new owner to grow the business more rapidly along with implementing 24hr phone sales support to bring in more sales.

The elite package offers custom travel web design so it caters to larger order customers than the other packages. This is an area for the business to grow and what we recommend the new owner focus on to further increase revenue.

You could also focus on building and selling websites on marketplaces such as Flippa.com or Freemarket.com as we had success doing that in the beginning.

The blog could also use regular content which would help bring in more visitors. We developed Travsell to get more established in larger travel site development projects such as custom development and direct booking where projects could range from 12k to 30k+ when there are projects like close API/direct booking sites. We have potential web outsourcers that can be used on such projects to assist in development.

**14. Would selling more elite packages cause expenses to increase?**

Yes, expenses would increase with increased elite sales. The elite package costs \$2995 USD for the customer so it provides more money to outsource when necessary. It would be best for the new owner if they pursue branching into custom travel website development and find an outsource team or WordPress site developer able to manage the elite orders.

**15. Are you willing to stay on and help train the new owner after the sale for a period of time, if so, for how long and what can you help with?**

Yes, we will fully help transfer the site and train the new owner on day to day operations along with a forward plan. The staff we have currently managing Travelerrr can arrange to stay on with the new owner or remain in place for 90 days to transition a new team. We will be available anytime when necessary for guidance or support.

**16. Please list everything that is included in the sale such as domains, social media accounts, email lists, content, advertising accounts, and any other asset.**

Travelerrr.com & Travsell.com comes with the main domain name along with the following:

Travelerrr.co, Travelerrr.net, Travelerrr.info, Travsellpro.com  
431 previous customer contact details  
Over 200+ active unsold leads with email contact details  
Web Commercial  
LinkedIn  
Google+  
Twitter  
Facebook  
About  
Calameo  
Medium  
Web Magazine  
Vator  
Storify  
PRWeb  
Wordpress Blog  
Blogspot Blog  
Travelerrr Blog

**17. What would you say are the negatives of this business, and the positives? From your point of view, how does the future viability of this business model look?**

Travelerrr has a lot of potential helping individuals running their own home based travel sites. The positive is that this business is based on two of the most popular niches including travel and make money online. Unlike other products, even if no one has heard of Travelerrr and stumbles upon it there is greater chance of general interest in the product. This is why we have had such high conversion rate from visitors and why the new owner would always have a market to continue marketing Travelerrr services. This is not a product that will go out of date or stop selling.

Negative could be outdated website in few years from now with everyone going Mobile. We recommend updating or improving the demo travel design in the future to a fully responsive site for new travel site customers. Our latest Travsellpro.com demo is mobile friendly and we created it in efforts to keep the product up to date and in demand.

**18. Who are your main competitors and do they currently present a threat?**

The main competition for turnkey travel website providers are on Flippa and they are all on a small scale and don't present a problem.

**19. What general market feedback have you received regarding your business?**

The feedback is that it's an in-demand web business and product that people are excited to be a part of. Upon request, I can collect real testimonials from past customers.

**MARKETING**

**20. What have you done for marketing in the last 3 years? What has worked well, what hasn't?**

We have paid a trusted marketing provider (Fatbit.com) every month for the last 2 years to constantly be spreading Travelerrr's name around the web to grow web traffic. Organic search engine marketing was primarily done, with a little bit of social marketing. Search engine rank is nicely established and there's room to grow social traffic.

These last months, we used Fatbit on and off and tried other marketing to test results. After our tests with other methods, we recommend the new owner continue marketing campaigns with Fatbit, they were responsible for growing the search engine traffic that remains long term. We will pay for 60 days of marketing for the new owner to continue to see growth in leads. With monthly support from them, search ranking and traffic will continue to increase.

**21. Up to this point have you ever paid for marketing in the form of AdWords, BingAds, media buying, SEO campaigns, Facebook ads, etc.? If so, did you keep track of conversions and do any split testing?**

Yes, last year we tried Google Adwords for a few months but decided to not continue running it. We don't have recorded stats. The new owner could potentially invest in AdWords for specific keywords only and track results in analytics to ensure cost effective advertising. Travelerrr.com has established steady traffic. We would recommend to focus marketing efforts on Travsell as it is newer.

**22. Please describe your affiliate program.**

We set up the affiliate program at the beginning of 2015. When affiliates sign up they do so with www.jvzoo.com and from there can generate their affiliate link to promote Travelerrr and earn 35% for every package sale. It is already all set up with Jvzoo and has some active affiliates promoting although at this time no sales have been made. But it does provide a small amount of consistent traffic to Travelerrr. The new owner can grow the affiliate program in the future to get more active and skilled affiliates promoting for sales.

**INCOME**

**23. How are your expenses broken down?**

The monthly expenses are broken down as the following:

**Website Development Manager** - \$700 per month – duties are to overlook all new travel website customers' installations and setups and provide technical support.

**Website Project Manager** - \$600 per month – duties include communicating with customers before and after purchase to relay customer requests to web team.

**Website Logo Designer** - \$200 per month – duties including designing three logos for every new customer and modifying them as customer suggests.

**Website Marketing Team (Fatbit.com)** – was \$500 per month on and off – duties include growing website traffic on the web via organic and social marketing strategies. Report at the end of each month.

**24. Does the marketing team handle all SEO and related traffic generation for client's websites?**

The marketing team does not work on clients' websites, it only manages Travelerrr.com monthly marketing for organic search engine marketing and social media marketing. Clients manage their own SEO and traffic generation.

If they ask for marketing, the new owner can start a new service to assist with growing customers' traffic but as of now we have not charged customers for traffic generation. This is a huge potential upsell that new buyer can get into, by offering customers travel web marketing services after their site is developed, currently we only focus on development.

Included in our packages is basic keyword research and search engine optimization so sites each time are targeting different keywords. The website installation manager currently manages all of this during setup.

**25. Is there any room to save money on your team, or are these fixed amounts the most efficient in an effort to keep them happy and saving money? Have you had any issues with the team complaining of being overworked or underpaid and have asked for raises?**

There is room to save money by not paying every month for web team marketing but I recommend marketing every month in order to continue steady traffic that converts to sales.

We have never had any problems with the team. In the Philippines and Malaysia, one can easily find qualified staff at these monthly prices needed to process orders and continue running the same. We can guide the new owner if they need help finding new staff and getting everything setup smoothly.

**26. Where do you host the site, and is it advisable to host it somewhere else to reduce the cost?**

Currently we have the website hosted on the Hostgator.com baby plan. We suggest the new owner uses the same host or we can transfer to any new host provider of choice.

**27. What have you done to increase revenue over the last year?**

We added an Elite package service (<http://www.travelerrr.com/custom-travel-web-design/>) which costs customers \$2,995 per sale for services as well as improving website all around for better conversions and growing web traffic.

Additional to that we launched Travsell.com to cater to larger orders for customers/companies looking for travel portal development to create a long term source of income for the business.

**28. Is the business seasonal in any way?**

The website runs 24hrs a day, 365 days a year. Always in business, able to receive orders and haven't seen any patterns in demand based on the season.

# Growth Potential Appendix

This appendix will review areas of improvement of the Travelerrr.com and Travsell.com website business. We will briefly touch on areas we have ignored and add some recommendations for the new owner in order to increase revenues and profits.

## MARKETING

As of right now, we have been using the same marketing company since the beginning, they are called Fatbit.com. They have been successful in promoting our website(s) to this point.

The areas ignored for marketing include:

- PPC ads on Google, which could be explored but it wouldn't be our first recommendation as Travelerrr already dominates a lot of its target keywords that get people to the site and inquiring. For PPC, targeting popular keyword such as – Travel Website Design – in Google AdWords campaign combined with one of our landing pages for Travsell or Travelerrr could increase the number of leads.
- Blogging. There should be daily blog posts published on Travelerrr and Travsell blogs to bring in new search leads. Travelerrr has been aged and is now trusted on search engines since 2013 so blog posts get indexed fast and show up in prominent results when published through the blog.
- Follow-Up Marketing is completely ignored right now and with the amount of email leads we receive, there is a potential to implement an email and phone marketing follow up campaign to re-capture more interest and close more sales.
- Facebook promotions as well are currently not active and provides another channel to advertise in front of new buyers. In the past, we have grown traffic via Facebook successfully by paying to boost posts on our established Facebook page and get the post in front of a particular audience related to Travel. It is good for affordable targeted marketing and helps increase traffic and leads.

## SALES

Since launch we had ignored phone and live chat sales and only had someone available when the owner was taking calls. Sales support will increase revenue substantially by talking to people on the phone. It creates a relationship with new buyers when they first contact.

The website live chat is almost never active and hasn't been since launch. On top of this, we have had people ask us why our phone number wasn't working, which decreased our sales due to a lack of customers' trust. We had an active phone sales agent taking calls for the website between January and May 2016 and it was the highest revenue period ever. This former sales rep's contact information will be provided as part of the sale.

Implementing a 24-7 phone and live chat sales support is **HIGHLY** recommended to maximize revenue. The Zopim live chat tool is already set up for the new owner.

## **PROJECT MANAGEMENT**

Currently the hired staff Lesley and Norman, manage all the project management amongst themselves to process orders as they come in. They use a spreadsheet where we record all the customers' details.

To make projects even more organized, we recommend using a Project Management Wordpress Plugin to keep records of each new customer and have a way to search their info on demand. This would greatly improve the current workflow and reduce the back and forth we sometimes experience in order to collect customers' website project details.

We can help the new owner set this up. The plugin is already installed and ready to go.

## **OUTSOURCED SUPPORT**

The only work that needs to be outsourced is a customization request. We would charge extra for this type of work on a per-hour-basis.

For example, a customer gets their site up and then wants to change something on it. We quote them based on the amount of time it takes the web developer to complete their request. If our staff developer can't handle them we've successfully outsourced those requests on Fiverr.com at a low cost. We've also outsourced custom projects in the past for customers buying an elite package or a custom website.

We recommend the new owner to have a Custom WordPress Developer on hand as he/she would be able to handle custom projects We can provide outsourcers' contacts for the new owner.

## **CUSTOMER SERVICE**

The lack of customer service has hurt the growth of the business. At times, these websites were almost fully ignored because no one was available to manage them. Specifically, leads were ignored in the past and follow-ups were late. Having a consistent customer service will greatly improve the revenue.

We recommend expanding the Project Manager duties to email sales support as well. Currently the owners manage the sales, but the staff could help with sales as well.

## **CREATIVE OPPORTUNITIES/NEW SERVICES**

- Add an upsell for web marketing services for customers that have purchased. Using the current relationship of Fatbit.com, the new owner can create an upsell offer to resell the services we use from Fatbit.com.
- Market the new Travsell API package. Travsell has an API \$12,000 USD package already showcased on the website. Past leads have shown a lot of interest for API travel website services but we have yet to convert API/direct booking leads to sales.
- Web Franchise Idea – sell Travelerrr.fr and other country-based domain extensions in order to create a franchise model. The franchisees can set up their own travel affiliates in their region and rely on Travelerrr.com to handle the development or their customers' websites at wholesale prices. This is a proven business and Travsell was created because we saw an opportunity to take over as the go-to web development company for the travel industry.

Currently if you look at the competition, no one stands out compared to Travelerrr. We recommend to carry on this vision and dominate the online travel industry development and marketing services. Travsell is already setup to take on international business for any types of travel entrepreneur or business from design, development to monthly web marketing services. The service prices range from \$50 to \$50k for direct booking custom developed sites.