

ACQUISITION OPPORTUNITY

# MetalDetectors.co

Buyer Diligence Pack

A premium exact-match category domain plus a professionally built starter buyer's guide website for the metal detecting market.

**ASSET**

MetalDetectors.co domain + complete starter site

**ASKING PRICE**

\$4,999 USD (one-time)

**PREPARED FOR**

Prospective buyers

**ACQUISITION PAGE**

<https://metaldetectors.co/acquire>

*Pre-revenue asset. No traffic, revenue, or customer data is included or implied.*

## What this asset is

MetalDetectors.co is a transferable digital asset package: a premium .co category domain, a production-grade Astro/TypeScript/Tailwind codebase, a 13-guide buyer's-guide library, a 52-page state-by-state directory, and a complete acquisition document set.

It is offered as a pre-revenue starter asset. There are no verified traffic numbers, revenue figures, customer lists, affiliate accounts, or backlinks bundled with the sale.

The value is in the domain, the polished foundation, and the editorial architecture. A buyer with distribution, monetization, or category expertise can move directly from acquisition into commercialization without the months of build-out a greenfield site would require.

# What you're buying

Component	Detail
Domain	MetalDetectors.co — exact-match category .co domain.
Website	Static, fast, polished buyer's guide site. Production-grade Lighthouse scores out of the box.
Codebase	Astro 4 + TypeScript + Tailwind CSS v4 + MDX content collections. No database, no backend.
Content library	13 long-form buyer's guides, a glossary, and a 52-page state-by-state 'Where to Detect' directory (50 states + DC + regional hub).
Interactive surface	Front-end-only Detector Finder quiz built in vanilla TypeScript.
Acquisition surface	/acquire page tuned for prospective buyers, with this PDF wired in as a downloadable diligence pack.
SEO foundation	Sitemap, robots.txt, /lms.txt, JSON-LD, canonical URLs, breadcrumbs, internal-linking architecture.
Acquisition documents	Asset summary, buyer personas, monetization roadmap, transfer checklist, outreach templates, keyword map.
Asking price	\$4,999 USD (one-time).

## WHAT'S INCLUDED

# Component-level breakdown

Component	Description	Buyer value	Transfer notes
Exact-match domain	MetalDetectors.co	Category authority on first read. Hard to replicate.	Standard registrar push or auth-code transfer.
Astro + TS codebase	Full source for the static site, components, and quiz.	Drop into your GitHub, deploy to any static host.	GitHub repo transfer or ZIP export.
Buyer's guide library	13 long-form MDX guides covering beginner, beach, gold, coins, waterproof, accessories, brand comparisons.	Commercial-intent surface for affiliate, dealer, or sponsored monetization.	Source files travel with the repo.
State directory	52 pages: 50 states + DC + regional hub.	Geographic long-tail SEO plus region-by-region lead-gen surface.	Source files travel with the repo.
Detector Finder quiz	Vanilla TypeScript quiz wired into the buyer's guides.	Engagement surface and a natural place to add lead capture.	Source files travel with the repo.
SEO scaffolding	Sitemap, robots.txt, /llms.txt, JSON-LD across every page, canonical URLs.	Indexable and discoverable from the first deploy.	Lives in the repo; rebuilds on every deploy.
Acquisition document set	Asset summary, personas, monetization roadmap, transfer checklist, outreach templates, keyword map.	A re-sellable acquisition surface plus operator playbook.	Files in the included docs folder.

## Who tends to get the most out of this asset

### **Metal detector ecommerce stores**

Acquire a category domain and use the site as top-of-funnel buyer education feeding a storefront.

### **Affiliate marketers**

A polished comparison/review foundation with commercial-intent pages and clean internal linking.

### **Manufacturers and dealers**

A neutral educational site that can become a lead-generation channel with a dealer inquiry CTA.

### **YouTube creators in the niche**

A memorable domain to anchor detector reviews, field tests, and affiliate links from video descriptions.

### **Outdoor hobby publishers**

Expand into treasure hunting, beach detecting, gold prospecting, and relic hunting on an existing structure.

### **SEO / niche-site operators**

A starter authority site with a content architecture you can grow into a 50–100 page niche property.

## Realistic paths for the next owner

Opportunity	Why it fits	Suggested first move	Complexity
Affiliate buyer's guides	Guide pages are already organized around commercial intent.	Apply to 3–5 manufacturer and specialty-retailer affiliate programs; swap placeholder links as approvals land.	Low
Dealer lead generation	State-by-state directory provides natural geographic targeting units.	Add a 'help me choose a detector' form and outreach a regional dealer to validate lead value.	Medium
Sponsored placement	High commercial-intent pages with neutral editorial tone.	Sell a single sponsored slot on the highest-intent guide page with FTC-compliant disclosure.	Medium
Ecommerce redirect	A retailer-owner can route high-intent visitors directly into their storefront.	Add storefront links on the top three comparison pages and measure click-through.	Low
Creator funnel	A creator can use the site as the written companion to video reviews.	Match the most-watched video topics with on-site comparison pages and link both directions.	Low
Paid directory model	Detector clubs, dealers, and regional services have inquiry value.	Add a single paid listing on the regional hub and validate willingness to pay.	High

## What the buyer avoids by acquiring this asset

Step	Build from scratch	Acquire this asset
Category domain	Source and broker a premium domain, or settle for a weaker brand.	MetalDetectors.co — exact-match category, transferred at close.
Site foundation	Hire design, write spec, build, QA, deploy.	Astro + TypeScript + Tailwind site already shipping clean Lighthouse scores.
Content architecture	Plan IA, write 13+ guides, build a 52-page state directory.	Guides and directory are in the repo and internally linked.
SEO foundation	Sitemap, robots, JSON-LD, canonical strategy, /llms.txt, internal linking.	All in place from the first deploy.
Acquisition / sale page	If you ever want to flip the asset later, build the memo.	/acquire page is ready to re-list under your terms.
Time to first monetization test	Months of building before the first affiliate or lead test.	Days — the surface area is already there.

## A phased roadmap for the next owner

Three timeless phases the new owner can adapt at their own pace. No calendar deadlines — phases are sequenced by readiness, not by date.

### Initial phase

*Technical handoff and instrumentation.*

- Transfer the domain and deploy the repo to your static host of choice.
- Wire up analytics (Plausible, Fathom, or GA4) and confirm pageview tracking.
- Submit the sitemap to Google Search Console and Bing Webmaster Tools.
- Audit the content library and pick the first commercial-intent pages to expand.
- Pick a monetization wedge to validate first: affiliate, dealer leads, or sponsored placement.

### Growth phase

*Content depth, distribution, and first revenue.*

- Apply to manufacturer and specialty-retailer affiliate programs; replace placeholder links as approvals land.
- Publish additional comparison and 'best under [budget]' pages on top of the existing structure.
- Add lead capture (newsletter or 'help me choose' form) tied to the buyer's-guide pages.
- Begin outreach to detector dealers, hobby forums, and YouTube creators in the niche.
- Layer real reviews or field tests onto specific models — with proper methodology disclosure.

### Scale phase

*Compound the channels that worked.*

- Double down on whichever monetization wedge converted in the growth phase.
- Expand the state-by-state directory with regional sub-pages and city-level content where demand justifies it.
- Productize: paid directory listings, sponsored slots, or a lightweight tool/quiz upgrade.
- Build editorial authority pages (history, ethics, club directory) for sustained link equity.
- Tighten conversion on the highest-traffic commercial pages.

## Everything that changes hands at close

- Domain transfer initiated through registrar (push or auth code).
- Repository ownership transferred (GitHub repo transfer or ZIP export).
- Deployment redeployed by buyer under their hosting account (Vercel / Netlify / Cloudflare Pages / static host).
- Environment variables set by buyer: PUBLIC\_SITE\_URL, PUBLIC\_CONTACT\_EMAIL, PUBLIC\_OWNER\_NAME, optional analytics.
- Buyer-owned third-party accounts created: analytics, search console, affiliate networks, form endpoint.
- Brand assets (favicon, OG image, color palette) retained or replaced by buyer.
- Content ownership transferred: MDX guides, glossary, state directory, quiz logic.
- Acquisition documents handed off: asset summary, personas, monetization roadmap, outreach templates, keyword map.
- Post-sale support terms agreed in writing as part of the bill of sale.

## Questions to answer before you commit

- Do you understand the metal detecting buyer journey well enough to make editorial decisions?
- Do you have a primary monetization hypothesis (affiliate, dealer leads, sponsored, ecommerce, creator funnel)?
- Have you reviewed the codebase, content collections, and quiz logic for fit with your stack?
- Have you confirmed which third-party accounts (affiliate networks, analytics, registrar) you will own post-transfer?
- Have you reviewed the editorial guardrails and confirmed you can keep claims honest as you add reviews?
- Have you mapped how the state-by-state directory fits your geographic targeting or lead-gen plans?
- Have you checked the registrar and the agreed transfer method (Escrow.com or other)?
- Have you budgeted for hosting, future content production, and outreach beyond the purchase price?

## Plain-language buyer notes

- Pre-revenue asset. No traffic, revenue, customer, affiliate, partnership, or backlink portfolio is included or implied.
- Buyer is responsible for due diligence on the asset, the niche, and applicable laws or compliance requirements.
- Buyer is responsible for hosting, deployment, analytics, monetization, SEO, and ongoing editorial operations after transfer.
- Third-party integrations (analytics, forms, affiliate networks) require buyer-owned accounts after transfer.
- Domain transfer timing depends on registrar rules and the agreed transfer method.
- Editorial guardrails are non-binding after transfer. The current site is intentionally neutral and avoids fabricated reviews; a buyer should preserve or replace that standard with a stricter one.

## NEXT STEPS

# How to proceed

- Visit <https://metaldetectors.co/acquire> to review the full acquisition overview.
- Reach the seller through the contact form on the acquisition page.
- Complete the purchase securely through Escrow.com when ready.

## READY WHEN YOU ARE

# Acquire MetalDetectors.co

Visit <https://metaldetectors.co/acquire> or contact the seller to begin.