

AVAILABLE FOR ACQUISITION

# Kayaking.co

## Buyer Diligence Pack

One-word kayaking domain with a static outdoor content platform, buyer guides, destination pages, and interactive tools.

<b>Domain</b>	kayaking.co
<b>Asset type</b>	Domain, static website, content library, tools, documentation
<b>Status</b>	Development-stage; no revenue or traffic claims are advertised
<b>Price</b>	\$6,995 USD list price

# Executive Summary

Kayaking.co is a development-stage digital asset for a buyer who wants a faster starting point in the kayaking and recreational paddling category. The package combines a one-word .co domain, a production-ready static website, original editorial page templates, seed content, two interactive tools, SEO metadata, and buyer handoff documentation.

The opportunity is not that the asset already owns the market. The opportunity is that a buyer can start from a polished domain and site foundation instead of sourcing the domain, designing the brand, writing the first content set, building the tools, and documenting the technical path from scratch.

No traffic, revenue, user, backlink, ranking, or profitability claims are included in this pack. The next owner still needs to bring distribution, editorial judgment, partnerships, monetization, analytics setup, and ongoing operations.

## Asset Overview

Item	Current state
<b>Domain</b>	kayaking.co, a one-word .co domain matching the kayaking category.
<b>Website</b>	Static HTML/CSS/vanilla JavaScript site with homepage, gear hub, learn hub, destinations, tools, launch directory shell, legal pages, and acquisition page.
<b>Content/pages</b>	30+ seed pages across gear, learning, destinations, legal, and utility sections.
<b>Tools</b>	Kayak Finder quiz and a printable, localStorage-backed trip checklist.
<b>Documentation</b>	Acquisition overview, deployment notes, affiliate setup, content model, CMS guide, monetization roadmap, and SEO roadmap.
<b>Terms surfaced in repo</b>	\$6,995 USD list price; Escrow.com checkout link; reasonable offers are referenced in the acquisition overview.

## What Is Included

Asset component	Description	Buyer value	Transfer notes
<b>Domain</b>	kayaking.co	Short category domain for a paddling-focused operator.	Registrar push or auth-code transfer.
<b>Codebase</b>	Static HTML, CSS, and vanilla JS.	Portable technical foundation with no runtime lock-in.	Repository transfer or zip delivery.

Asset component	Description	Buyer value	Transfer notes
<b>Content library</b>	Gear, learn, destination, tools, legal, and acquisition pages.	Seed structure for an editorial or affiliate buildout.	Buyer should audit and update before scaling.
<b>Interactive tools</b>	Kayak Finder quiz and Trip Checklist.	More useful than a content-only shell; supports lead capture and conversion experiments.	No third-party API keys required for current static behavior.
<b>SEO structure</b>	Sitemap, robots file, canonical tags, Open Graph, Twitter Cards, and JSON-LD patterns.	Gives the next owner a clean starting point for technical SEO.	Buyer should connect Search Console and analytics after transfer.
<b>Documentation</b>	Roadmaps and handoff docs in the docs folder.	Reduces ambiguity during takeover and future migration.	Docs should transfer with source files.

## Buyer Fit

Buyer type	Why this asset fits
<b>Outdoor affiliate operator</b>	Can apply existing editorial, comparison, and affiliate systems to a focused paddling category.
<b>Rental, tour, or outfitter operator</b>	Can use destination and launch-page structure as a lead-generation layer.
<b>Niche publisher or newsletter operator</b>	Gets a dedicated kayaking brand and content base for an audience extension.
<b>Developer or SaaS builder</b>	Can build from the quiz, checklist, launch directory, or outfitter database concepts.
<b>Agency or service business</b>	Can route kayaking-related commercial intent into client work, partnerships, or local campaigns.

## Commercialization Opportunities

Opportunity	Why it fits	First 30-day action	Complexity
<b>Affiliate gear guides</b>	The site already has gear and buying-guide structure.	Replace placeholder links with approved affiliate URLs and update disclosures.	Low
<b>Rental and tour lead generation</b>	Destination pages can point demand to local operators.	Pick one state, contact outfitters, and test a tracked inquiry path.	Medium
<b>Newsletter capture</b>	Beginners need repeat guidance before purchasing gear or planning trips.	Add a simple lead magnet tied to the checklist or kayak finder.	Low
<b>Sponsored placements</b>	Gear brands and local outfitters can sponsor clearly labeled placements.	Create a media kit only after there is measurable audience data.	Medium
<b>Launch or outfitter directory</b>	The URL structure and docs already anticipate a launch/destination database.	Define the listing schema and publish a small manually curated pilot.	High
<b>Paid guides or courses</b>	Trip planning, kayak camping, and fishing from a kayak map to downloadable products.	Validate one guide topic with email capture before building it.	Medium

## Build vs. Buy

Build from scratch	Acquire Kayaking.co
<b>Source and negotiate a credible kayaking domain.</b>	Start with the existing kayaking.co domain.
<b>Create brand positioning and visual system.</b>	Use the existing outdoor editorial brand foundation.
<b>Design homepage, hubs, article pages, tools, legal pages, and acquisition page.</b>	Start with live static pages and established page patterns.
<b>Write the first gear, learn, destination, and tool content.</b>	Review and improve 30+ seed pages already present.
<b>Build interactive utilities.</b>	Use the Kayak Finder and Trip Checklist as starting tools.

Build from scratch	Acquire Kayaking.co
Prepare docs, deployment notes, and monetization plan.	Receive existing docs and handoff materials.
QA, deploy, and set up technical SEO from a blank slate.	Begin from a static site with sitemap, robots file, canonicals, and metadata patterns.

## Suggested 30/60/90-Day Plan

### First 30 days

- Complete domain, repository, static assets, and documentation handoff.
- Set up buyer-owned hosting, analytics, Search Console, affiliate accounts, and conversion tracking.
- Audit every content page for accuracy, safety language, affiliate disclosure, and buyer brand preferences.
- Choose one primary monetization path to test first.

### Days 31-60

- Refresh top gear and beginner guides before sending paid or organic traffic.
- Publish a small batch of tightly scoped destination or gear pages.
- Begin outfitter, rental, gear-brand, or publisher outreach.
- Add a newsletter or inquiry capture flow if it matches the monetization test.

### Days 61-90

- Double down on the highest-signal channel from the first tests.
- Improve conversion paths based on actual analytics and query data.
- Build authority pages, comparison pages, or a directory pilot around the winning path.
- Document the repeatable growth loop before scaling content volume.

## Transfer Checklist

Checklist item	Buyer should verify
Domain transfer	Registrar account, auth code or push path, transfer lock timing, DNS records.
Repository/code	Full static site, docs folder, assets, scripts, and any source files delivered.
Hosting/deployment	Buyer-owned host, HTTPS, redirects, cache behavior, and 404 handling.
Environment/API keys	Current static site does not require third-party API keys; future CMS, email, analytics, or affiliate integrations should use buyer-owned accounts.

Checklist item	Buyer should verify
<b>Analytics/Search Console</b>	Buyer should connect new properties after transfer and should not assume historical traffic data exists.
<b>Brand/content ownership</b>	Confirm page copy, SVG assets, tools, docs, and video assets included in the transaction.
<b>Post-sale support</b>	The repo docs reference optional 14-day handover support via Escrow.com messaging.

## Buyer Diligence Questions

- Do you understand the kayaking and outdoor recreation category well enough to improve the content responsibly?
- Which monetization path will you test first, and why?
- What third-party accounts do you need to recreate after transfer?
- Which claims on the public site are supported by the repo, and which should be updated before promotion?
- Which content pages need expert review, compliance review, or product refreshes first?
- What legal, affiliate disclosure, safety, privacy, or local-regulation issues apply to your intended use?
- Do your hosting, analytics, email, and affiliate systems support the handoff plan?

## Risk and Disclaimer Notes

- The asset is sold as-is unless the buyer and seller agree otherwise in writing.
- No traffic, revenue, ranking, backlink, user, profitability, or buyer outcome guarantees are made in this pack.
- The buyer is responsible for independent due diligence before purchase.
- The buyer is responsible for future marketing, SEO, monetization, legal compliance, hosting, analytics, and operations.
- Affiliate programs, analytics, email providers, CMS platforms, APIs, and other third-party services may require buyer-owned accounts.
- Domain transfer timing depends on registrar rules, transfer locks, buyer registrar readiness, and payment/escrow process timing.

## Contact and Next Steps

Review the live acquisition page at <https://kayaking.co/acquire/>, download the latest pack, and inspect the site pages and docs. If you want to transact at the listed price, use the Escrow.com checkout link surfaced on the acquisition page. For pre-purchase questions, contact [lanzera08@gmail.com](mailto:lanzera08@gmail.com).

Escrow checkout: <https://www.escrow.com/checkout?token=9d7581e6-5e8d-45e2-a40b-2ad65803873a>