



GiftCertificate.co

ACQUISITION DILIGENCE PACKAGE

Buyer Diligence Pack

A premium exact-match content platform for the small-business gift certificate category, including the most comprehensive 50-state gift card law database online.

ASKING PRICE

\$7,499 USD

One-time transfer · Domain + 140+ pages + full codebase + 50-state law database

What this asset is

GiftCertificate.co is a premium exact-match .co domain paired with a production-grade, deploy-ready static content platform built for the small-business gift certificate category. The asset combines a category-defining domain, 140+ pages of original content (including a comprehensive 50-state gift card law database), a custom Astro codebase with a hand-built design system, and a complete acquisition narrative.

The platform is engineered to be a starting point for a serious operator. It is not a flipped domain with thin AI content stapled on top, and it is not a traffic flip — there is no traffic or revenue history to inherit (and therefore no traffic decay risk or earnout exposure to assume). The price reflects the build, not historical performance.

Who this is for

The highest-fit buyer is a gift card / POS software company (Square, Shopify, Toast, Vagaro, Mindbody, GiftUp, Yiftee, Tango), an SMB-focused affiliate operator, a local-commerce agency, a niche content portfolio operator, or a domain investor with an operator mindset. The full buyer profile list is enumerated later in this pack.

Why someone might buy it

- Exact-match .co on a \$358B-and-growing category.
- 55-page state law database that would cost \$10–25k to commission from a freelance research team.
- Production-quality Astro build (TypeScript strict, design system, SEO foundation, JSON-LD schemas).
- Multiple parallel monetization paths pre-structured (affiliate, lead-gen, template sales, sponsorship, agency funnel).
- Clean liability footprint: no payments, no stored value, no money-transmitter exposure, no customer data inherited.

HONEST FRAMING

This is a launch-ready foundation, not a turn-key revenue stream. The buyer must bring distribution, partnerships, monetization activation, and ongoing growth execution. The pricing reflects this honestly.

What you are acquiring

The acquisition transfers the following components to the buyer:

ASSET	DESCRIPTION	STATUS
Domain	giftcertificate.co — exact-match category .co	Held at GoDaddy, unlocked at close
Codebase	Astro 6 static site, TypeScript strict, hand-crafted CSS design system	Full source via Git or zip
Content	140+ pages of original SMB-focused content	Owned, transferable
» State law database	55 pages — all 50 US states + DC, comparison matrix, analysis	Flagship asset
Templates	18 industry-specific gift certificate template pages	Included
Business guides	15 SMB implementation guides with FAQ schema	Included
Industry pages	12 vertical playbooks (restaurant, salon, spa, etc.)	Included
Software profiles	10 independent vendor profiles (affiliate-ready)	Included
Legal explainers	8 plain-English federal/state rule overviews	Included
Holiday playbooks	10 seasonal campaign blueprints	Included
Brand system	Design tokens, typography, components, OG images	Included
SEO foundation	Sitemap, robots.txt, JSON-LD (Article, FAQ, Org, BreadcrumbList)	Included
Asking price	\$7,499 USD	Transactable via Escrow.com

Who this asset fits

Several distinct operator types have a defensible thesis for acquiring this asset. The list below is ranked by category fit and is not exhaustive.

Gift card / POS software company

HIGHEST FIT

Exact-match category domain captures search intent for the buyer's ICP. Provides a destination for SEO, partner content, and lead-gen.

SMB-focused affiliate operator

HIGH FIT

Slot-in property with affiliate-ready software comparisons, holiday campaign pages, and downloadable template scaffolding.

Local marketing agency

HIGH FIT

Restaurant, salon, spa, photography, fitness agencies can use the platform as a content engine and lead source for gift card program services.

Template marketplace operator

MEDIUM-HIGH FIT

Brand-aligned destination plus 18 template-ready industries to expand into. Convert the free library into a paid pack.

Niche-site portfolio operator

MEDIUM-HIGH FIT

Category platform with strong keyword anchors, internal linking, structured monetization paths. Sized to scale, not a thin affiliate flip.

Newsletter operator

MEDIUM FIT

Content destination and lead-magnet engine that complements newsletter monetization in the SMB / commerce vertical.

Domain investor with operator chops

MEDIUM FIT

Premium exact-match .co with substantial build. Recoverable value through hold-and-flip even before operating monetization.

Paths the next owner can pursue

Each path below is structurally supported by the existing build. None is guaranteed — every monetization outcome depends on operator execution, growth investment, and macro conditions.

OPPORTUNITY	WHY IT FITS	FIRST 30-DAY ACTION	COMPL EXITY
Affiliate (POS / gift card software)	Software comparison pages structured for affiliate insertion. Multiple vendors offer programs.	Apply to Square, Shopify, Toast partner programs	Low
Paid template pack	18 industry templates ready to convert to a \$19–49 paid bundle via Gumroad or Lemon Squeezy.	Set up Gumroad, package and price the pack	Low
State-law SEO + affiliate	55 state law pages each rank for long-tail compliance keywords with low competitive density.	Submit sitemap, set up Search Console, monitor	Low
Newsletter / lead magnet	Scaffolding for email capture in place; resource bundle ready to gate.	Wire ESP (Resend / ConvertKit / Beehiiv), ship welcome series	Low
Sponsored vendor placements	POS / gift card vendors sponsor SMB-focused content for awareness and lead-gen.	Build sponsorship spec sheet, outreach to 5 vendors	Medium
SMB lead generation	Software vendors pay \$50–200 per qualified small-business lead.	Build a 'find software for my business' quiz	Medium
Agency funnel	Local agencies can use the platform as a content engine to sell gift card program services.	Productize gifting-season campaign management	Medium
Paid compliance workbook	50-state database supports a gated PDF/workbook product (\$99–299).	Productize the database as a downloadable workbook	Low

What it would take to build this from scratch

The honest comparison. Building a property of this scope and quality from scratch is a multi-month, multi-thousand-dollar undertaking before the first piece of distribution work begins.

WORK ITEM	BUILD FROM SCRATCH	ACQUIRE THIS ASSET
Source a category exact-match .co	Variable — competitive	Included
Brand positioning & design system	1–3 weeks	Included
Information architecture for 140+ pages	1–2 weeks	Included
Astro / TypeScript codebase	2–4 weeks	Included
18 industry template pages	2–3 weeks	Included
15 SMB business guides	3–4 weeks	Included
12 industry vertical pages	2–3 weeks	Included
10 software profiles	2 weeks	Included
10 holiday playbooks	1–2 weeks	Included
» 50-state gift card law database	3–6 months · \$10–25k	Included
SEO foundation (sitemap, robots, JSON-LD)	1 week	Included
Acquisition narrative & this diligence pack	1 week	Included

REALISTIC RECOVERY

Sum the line items above at typical freelance / agency rates and the build-from-scratch budget exceeds the asking price by a wide margin. The asset is priced to move, not to extract maximum negotiation surplus.

A practical 30 / 60 / 90 plan for the new owner

Days 1–30 · Take ownership

- Complete domain transfer to your registrar (5–7 business days).
- Deploy to your preferred host (Vercel, Netlify, Cloudflare Pages, S3 — all supported).
- Wire Google Search Console and Bing Webmaster Tools, submit sitemap.xml.
- Add analytics (Plausible, Fathom, or GA4 — your choice).
- Pick the email service (Resend, ConvertKit, Beehiiv) and wire the newsletter form.
- Apply to 2–3 affiliate partner programs (Square, Shopify, Toast are good first picks).
- Audit content: any cosmetic edits, pricing freshness checks, brand voice tweaks.

Days 31–60 · Activate revenue

- Launch a \$19–49 paid template pack via Gumroad or Lemon Squeezy.
- Insert affiliate links into software profiles and comparison content.
- Publish 4–8 new pages targeting your highest-fit keyword cluster.
- Begin outreach to vendors for sponsored placement conversations.
- Stand up the lead-gen form if 'find software for my business' fits your plan.
- Test multiple monetization signals; double down on what shows traction.

Days 61–90 · Expand & scale

- Scale the channels showing early ROI (paid templates, affiliate, sponsorship).
- Add 10 'gift certificate ideas in [city]' pages targeting local intent.
- Add 10 vendor deep-comparison pages (Square vs. Shopify, Toast vs. Square).
- Improve conversion rate on the highest-traffic pages.
- Build the repeatable growth loop: content + distribution + monetization measurement.

What changes hands at close

Items the seller delivers and the buyer takes ownership of as part of closing. Buyer should confirm each item is received and operational before releasing escrow.

ITEM	OWNER AFTER TRANSFER	NOTES
Domain	Buyer	Unlock + EPP auth code at close; transfer to registrar of choice.
Repository / source code	Buyer	Delivered via Git transfer or zip archive. Buyer owns all rights.
Hosting / deployment	Buyer	Buyer deploys to their preferred static host. No infrastructure handoff required.
Environment variables	Buyer	None required by default; buyer adds keys when wiring email, analytics, etc.
Third-party API keys	Buyer	Buyer creates own accounts for analytics, email service, affiliate programs.
Analytics / Search Console	Buyer	Buyer creates new properties and submits sitemap.
Brand assets	Buyer	Logo, favicons, OG images, design tokens — included.
Content rights	Buyer	Full transfer; buyer may modify, redistribute, or resell.
Documentation	Buyer	README + this diligence pack + comments in source.
Post-sale support	Seller	Up to 4 hours of Q&A within 30 days of close.

Questions the buyer should answer before purchase

Use this checklist to pressure-test the acquisition for your specific situation. The seller is available to discuss any item.

Strategic fit

- Does this category sit inside or adjacent to my existing operator domain?
- Do I have a concrete monetization hypothesis to test in the first 60 days?
- Do I have the distribution channel (audience, partners, SEO chops, paid budget) to make this compound?

Technical fit

- Am I comfortable with Astro and TypeScript, or do I have someone who is?
- Can my preferred host serve a static site? (Vercel, Netlify, Cloudflare Pages, S3 — all work.)
- Do I want to swap to a CMS later? (Content is in TypeScript modules and maps cleanly to Sanity, Notion, or markdown.)

Content & legal

- Am I comfortable with the 'educational only — not legal advice' framing on the legal and state-law pages?
- Do I plan to have an attorney review and add bar-admitted depth to the state-law section?
- Are there content edits I'd want to make in the first 30 days?

Commercial

- Am I clear that no traffic or revenue is being transferred?
- Do I understand the asking price reflects the build and category opportunity, not historical performance?
- Do I have realistic expectations about the ramp time to first revenue (typically 3–6 months for affiliate/template income)?

Operational

- Do I have time to onboard, deploy, and run the first 90-day plan?
- Do I want post-sale support hours? (Up to 4 hours of Q&A within 30 days is included.)
- Are there specific pre-close adds I'd like? (Scoped pre-close adds can be requested at the Escrow checkout step.)

Honest, plain-language buyer notes

- Asset is sold as-is unless otherwise agreed in writing at Escrow checkout.
- No revenue, traffic, ranking, or customer guarantees of any kind. The asset is pre-launch.
- Buyer is responsible for all post-close marketing, SEO, monetization activation, hosting, analytics, legal compliance, and ongoing operations.
- Any third-party integrations (affiliate programs, analytics, ESPs, payment processors) require buyer-owned accounts after transfer.
- Domain transfer timing depends on registrar policy and ICANN rules. Typical transfer window: 5–7 business days.
- Content on legal and state-law pages is clearly disclaimed as 'educational only — not legal advice.' Buyer should retain an attorney for any compliance-critical use.
- Software profile pricing and feature information is point-in-time and can change. Buyer should refresh content periodically.
- Market size and category statistics referenced in the build are drawn from published third-party research; buyer is responsible for confirming currency at the time of use.
- Indicative monetization ranges in the acquisition narrative are scenarios, not forecasts or guarantees.
- Tax treatment of the acquisition is the buyer's responsibility; consult a CPA.

BOTTOM LINE

This pack is a faithful, conservative summary of the asset. If something is unclear or contradicts what you find when you inspect the live site, treat the live site as authoritative and ask the seller.

How to proceed

If the asset fits your thesis and you've worked through the diligence checklist, here are your options:

1. Inspect the live site

Browse <https://giftcertificate.co> end-to-end. Pay particular attention to <https://giftcertificate.co/state-laws> (the flagship section), <https://giftcertificate.co/software>, and <https://giftcertificate.co/acquire>.

2. Send final questions

Use the contact path linked from <https://giftcertificate.co/contact>. Typical response within 48 hours.

3. Purchase via Escrow.com

Open the secured Escrow checkout at <https://www.escrow.com/checkout?token=551f09dd-838b-4d12-a047-7f2c0a140ae7>. Fund the escrow. Typical close: 5–7 business days end-to-end.

4. Receive transfer

Domain unlocked + auth code provided. Source code delivered via Git or zip archive. All brand assets and content transferred. Up to 4 hours of post-acquisition Q&A within 30 days.

End of Buyer Diligence Pack · giftcertificate.co · Asking price \$7,499 USD