

**Hello,**

**Regarding Domain Name: ZodiacSigns.com**

**Key Domain features are as follows:**

**Global Broad Monthly Searches: (10 Million - 100 Million)**

That's the website traffic one can get on the site with this domain.

**(Source: As per Google Adword Keyword tool)**

**Adwords Cost Per Click: \$1.12** (highest in the niche)

**Age: 16+ Year old!**

**Highest CPC in the niche.**

CPC comparison with other imp astro terms:

**KEYWORDS**

[horoscopo] - \$0.17

[horoscope] - \$0.54

[horoskop] - \$0.85

[tarot] - \$1.02

[horoscop] - \$0.59

[horoscopes] - \$0.61

[horoscopos] - \$0.21

[tarot gratis] - \$0.31

[astrology] - \$1.05

[astro] - \$0.44

**[zodiac signs] - \$1.14**

**highest in the niche!**

### **Highest Global Search Volume in the Niche**

ZodiacSigns.com is a premium keyword domain that can help anyone in the astrology industry generate huge leads from the web or the best domain for a new startup in this niche! It is largest industry related search term on Google search with [10 Million – 100 Million] defeating even the term “Astrology” [Global Search Volume [100K-1M] and on Par with “Horoscopes”], with higher CPC than the term “Horoscopes”] and is the highest cost to advertise on with **\$1.12 cost-per-click**, making it a prime candidate for development as a lead generation portal for those that sell products or services related to the Astrology business.

### **Site Details:**

Site can be included if required along with the domain, **(70,000+ unique word articles) + VB license** (includes VB seo) + **20k aweber subscriber list + 20K customer data** collected recently on the site (**with no promotion**). There are many software available to make automated reports.

**This is the Last Premium Domain available in Astrology Niche.**

Many people are also not aware of the true potential of this industry and niche, here's a short market analysis:

### **Market Analysis**

- According to the Harris Poll, nearly 41% of adult Americans believe in astrology. An eight-year, worldwide study by Roper Starch reported a 30% increase in the belief in astrology.
- A Google search on the word “ZodiacSigns/Astrology/Horoscope/” produces over 103 million results.
- >>>> An estimated 38 million people spend approximately \$44 billion annually on new age products and services including astrology.
- Americans spend \$100 million on astrology each year. In spite of its immaturity, the astrology market, including magazines and newspaper columns, private consultations,

classes, custom-generated reports, books, software, journals, and advertising is likely to reach \$300 million annually by 2035.

- Virtually every newspaper and a significant percentage of magazines (especially women's magazines) have regular astrology columns.
- There are astrology columns at most popular web sites (for example: Yahoo, AOL, MSN). Based on statistics for existing sites that feature astrology, web-based astrology readership is already in the tens of millions with over 150 million page views per month .

## **Market Analysis:**

### DATING, MATING AND RELATING

- USA Today reported the following response to the question, "Is there a Mr. or Ms. Right?"

More than 66% of adults believe every person has a perfect match.

The breakdown by age group is:

18-24 84.6%

25-34 71.0%

35-44 50.2%

45-54 67.3%

55-64 63.3%

65-74 60.0%

75+ 52.6%

(Source: Olsen Market Research, 2/98)

## **The Most Powerful Leaders Use Astrology**

Presidents, CEO's, and billionaires use astrologers. Entrepreneurs, business owners, therapists, doctors, financial planners, managers, executives, sales-representatives, artists, writers, lawyers, musicians, and numerous other professional backgrounds use astrology, as well as publicly

traded corporations, business, government, and non-profit organizations. President Ronald Reagan used an astrologer and she saved his life. Reagan's astrology revealed he could be fatally wounded, so his beloved wife, Nancy took action and it was mitigated.

Banker J. P. Morgan listened to his astrologer who said: "Don't get on the Titanic." He heard, observed and watched some of his best friends die on that tragic vessel. J.P. Morgan also used astrology for business timing purposes. He financed such companies as U.S. Steel Corporation and the Great Northern & Pacific Railroad. Once asked by a reporter, "Is it true, Mr. Morgan, that millionaires use astrology?" Morgan replied, "Not to my knowledge young man, but billionaires do." His use of astrology helped make him a billionaire.

Walt Disney used astrological cycles for business purposes. He made millions using astrological timing for the opening of his movies and theme parks.

Businesses in Asia have been utilizing astrology for centuries. Their formidable business competition proves their understanding of the art of astrological timing. Knowledge is power.

On Wall Street, business astrologers are referred to as 'business consultants'. "Astro-economics" is like technical analysis 30 years ago. People were using it and nobody talked about it", says Henry Weingarten, a financial astrologer turned money manager. "It's a fairly open secret that a certain segment of fund managers, traders and investors use financial astrology, and eventually it will become mainstream." –Reuters

## **Competitive Analysis**

It is extremely difficult to assess the Internet astrology marketplace today, because most of the business information is hidden or has been restricted by those persons and/or companies who do not wish their financial information published.

For example, in previous years it was possible to monitor Astrology.com's contribution to its parent company's, iVillage's revenue line, because iVillage was then a public company. In 2006, iVillage was acquired by NBC Universal for \$600 million and as a result Astrology.com's quarterly information is no longer published. When it was available (2005), Astrology.com's annual revenue was about \$2.5 million, considerably less than that of Twelve Signs, Incorporated, the Publisher of the famous Starscroll Success Horoscope Magazine sold in retail stores throughout the world. Probably more than 25-30 Million today.

Astrology.com, Tarot.com and Astrocenter.com are all competitors of each other on the Web today. These Sites provide a horoscope, tarot readings and subscription offerings of various kinds, even a mobile application or two

Only the people in this niche are actually aware of its true potential today, you would never see any site with considerable success in this niche on sale here, unless they are starting out like this one!

You'll never find a premium domain of this level in the astrology market EVER!!!

The biggies are making TONS of money and they would never sell their assets.

The two competitors Astrology.com is owned by NBC Group ( i village - > owned by NBC - > Majority stakes Owned by General mototrs -> doesn't need an introduction!!!) and Horoscope.com owned by other biggies like LYGo and Qualis group!

ZodiacSigns.com also has the highest CPC compared to any other astro niche term ever, defeats astrology and horoscope too!!!

It has the potential to be the Biggest Baddest leader in the industry. And guess what? its out in the OPEN to be grabbed!!!!

My exact estimate is that with proper SEO, this website can easily generate \$300k-\$400k A MONTH!!!, its a no-brainer Even more if it ranks # 1 for its term, due to being an exact match domain!

I'll be glad to provide skype and email support to the buyer to make this a highly profitable venture, by providing a clear road-map if required.

Includes high Type-in Traffic too.

***Buy-Now Price: \$235,000***

We pay Escrow.com Escrow fees too.

So no other charge has to be paid by the buyer.

***Regards,***

***Dhaval Raja,***

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ZodiacSigns.com