

Website Due Diligence Checklist

Twenty checks to work through before you buy a website. Tick each one off before you sign.

Site: _____ Asking price: _____ Date: _____

1. FINANCIALS

- ☐ Profit and loss for at least the last 12 months, month by month
- ☐ Revenue matches payout records from every network and processor
- ☐ Every expense listed, including writers, tools and hosting
- ☐ Add-backs explained and supported

2. TRAFFIC

- ☐ Read access to Google Analytics and Search Console
- ☐ Sessions match Search Console clicks and an independent estimate
- ☐ Country split matches the revenue sources
- ☐ 12–24 month trend checked against Google core update dates
- ☐ No single page or source carries most of the traffic

3. BACKLINKS AND PENALTIES

- ☐ Backlink profile reviewed for paid, spam or private-network links
- ☐ No manual actions in Search Console
- ☐ Domain history checked on the Wayback Machine

4. LEGAL AND OWNERSHIP

- ☐ Seller owns the domain, content and images outright
- ☐ No trademark conflicts in the domain or brand
- ☐ Affiliate and ad accounts can be transferred or replaced
- ☐ Purchase agreement covers non-compete and warranties

5. OPERATIONS

- ☐ List of every account, tool and login to be handed over
- ☐ Writers, suppliers and contractors willing to continue
- ☐ Hours per week the owner actually spends, in writing
- ☐ Migration and support period agreed before payment

Before you pay: close through a licensed escrow service and never send funds before the assets are held in escrow.