

Buyer Diligence Pack

A built headphone decision site with an exact-match .co domain, production Next.js codebase, product catalog, buyer tools, comparisons, deals, and alert flows.

DOMAIN

headphones.co

ASKING PRICE

\$14,888 USD

No inflated traffic or revenue claims. This is a transferable digital asset package.

EXECUTIVE SUMMARY

What this asset is

Headphones.co is a transferable digital asset package: an exact-match .co domain, a built Next.js website, structured product and offer data models, buyer-decision tools, comparison pages, deals, alerts, admin workflows, SEO routes, legal pages, and documentation.

The buyer gets a polished starting point in a category with clear shopping intent. The buyer still needs to bring distribution, partnerships, monetization, ongoing content work, analytics discipline, and operational execution.

This pack does not present traffic, revenue, rankings, backlinks, customers, partnerships, or profitability as part of the purchase rationale.

ASSET OVERVIEW

Transferable components

Domain	headphones.co
Website	Headphone recommendations, comparisons, product pages, deals, tools, alerts, search, admin, and legal pages.
Codebase	Next.js App Router, React, TypeScript, Prisma, PostgreSQL, ESLint, Vitest, Playwright, job scripts, and deployment docs.
Content and data	Product schema, seed data, product media source notes, generated product content, use-case content, comparison records, and public feed fixtures.
Acquisition terms shown	\$14,888 USD asking price with the current page pointing buyers to Escrow.com.

Asset inventory

ASSET COMPONENT	DESCRIPTION	BUYER VALUE	TRANSFER NOTES
Exact-match domain	Headphones.co, the public-facing domain and brand anchor.	Gives the next owner a clean category name to build around instead of starting with a longer invented brand.	Domain transfer timing depends on registrar rules and the final transaction method.
Next.js website codebase	Next.js App Router, React, TypeScript, Prisma, PostgreSQL, ESLint, Vitest, and Playwright setup.	Provides a working technical foundation for recommendations, product pages, comparisons, deals, alerts, admin, and SEO routes.	Repository transfer should include source code, commit history if available, setup instructions, and environment-variable documentation.
Product and offer data model	Prisma schema for brands, categories, products, metrics, features, assets, resources, merchant offers, price history, and outbound clicks.	Creates a structured product graph that can support search, comparison, ranking, affiliate routing, and future APIs.	Buyer should run their own database, seed data, merchant feeds, and affiliate account configuration.
Recommendation and comparison system	Deterministic scoring logic, use-case weights, head-to-head comparison routes, and recommendation result records.	Turns product data into decision support instead of generic content pages.	Buyer should review scoring assumptions and update product data before scaling acquisition.
Sixteen buyer tools	Tool routes for ANC simulation, battery planning, codec checks, fit checks, scoring, value breakdowns, upgrade advice, and related buying workflows.	Adds interactive surfaces that can support search demand, conversion, and newsletter or lead capture experiments.	Buyer should test each tool against current catalog data after handoff.
Deals and alert flows	Deal pages, product offer displays, price-drop, target-price, and restock alert infrastructure with confirmation and unsubscribe flows.	Creates a practical path to owned audience capture and affiliate click monetization.	Email transport, affiliate tags, analytics, and merchant account credentials must be owned and configured by the buyer.
Admin and operations surfaces	Admin screens for products, offers, comparisons, use cases, jobs, price history, and system readiness.	Lets an operator maintain the site without editing the database directly for routine catalog work.	Buyer should rotate secrets, set a new admin secret, and verify access controls after transfer.
SEO and legal page structure	Canonical URLs, sitemap, robots route, structured data helpers, methodology, affiliate disclosure, privacy, terms, about, and acquisition pages.	Gives the buyer a cleaner starting point for indexable pages and buyer trust material.	Buyer is responsible for legal review, current compliance, and future content accuracy.
Launch and deployment documentation	README, launch checklist, runtime configuration notes, Docker/Caddy deployment assets, scheduled-job scripts, and product-media source matrix.	Reduces handoff ambiguity for the next operator or engineering team.	Buyer should adapt deployment steps to their own hosting, database, scheduler, and email provider.

Best-fit buyer profiles

Affiliate and commerce operators

The site already has product pages, comparison routes, outbound click tracking, offer data, and disclosure pages. A buyer can focus on traffic, merchant relationships, and conversion tests instead of building the whole commerce stack first.

Niche publishers and media buyers

Headphones are comparison-heavy purchases. The existing use-case pages, product pages, tools, and methodology give a publisher a structured base for SEO, newsletter, and review-content expansion.

SaaS or tool builders

The decision-engine foundation can be extended into saved recommendations, buyer intake widgets, B2B procurement tools, or paid utilities for audio shoppers and teams.

Agencies and lead-generation operators

The category can support leads for corporate audio, remote-work equipment, podcasting, production, education, and AV purchasing. The asset gives an agency a focused category wedge.

Developers buying a finished starting point

The codebase includes typed routes, Prisma models, admin screens, tests, scheduled-job infrastructure, and deployment documentation. It is easier to evaluate than a parked domain or mockup.

Realistic opportunities to test

OPPORTUNITY	WHY IT FITS	FIRST 30-DAY ACTION	COMPLEXITY
Affiliate monetization	The platform already has product pages, merchant offers, outbound routing, affiliate disclosure, and deal surfaces.	Connect buyer-owned affiliate accounts, replace tags, verify outbound click tracking, and prioritize high-intent pages.	Medium
Newsletter and deal alerts	Price-drop, target-price, and restock alerts create a reason to capture email from shoppers who are not ready to buy today.	Configure email transport, add newsletter consent where appropriate, and build a weekly deal or buying-advice cadence.	Medium
Lead generation	The same buyer-decision structure can be adapted for office, podcast, education, studio, or bulk-purchase inquiries.	Add lead forms on selected use-case pages and route qualified inquiries to relevant resellers or service partners.	Medium
Sponsored placements	Comparison and use-case pages can support clearly labeled placements once the buyer has distribution and editorial standards.	Define sponsorship inventory, disclosure rules, and a small set of placement pages before outreach.	Low
SaaS or widget expansion	The recommendation model and product graph can become embeddable tools, quizzes, procurement aids, or retailer widgets.	Package the recommendation flow as an embeddable intake or API prototype and test it with one partner segment.	High
Content and media property	The site already has a structured foundation for product, use-case, comparison, deals, methodology, and tool-led content.	Run a content audit, update the most commercially relevant pages, and build an editorial calendar around buying decisions.	Medium

What acquisition avoids rebuilding first

BUILD FROM SCRATCH	ACQUIRE HEADPHONES.CO
Source and negotiate a category domain.	Start with Headphones.co as the category-facing brand.
Define positioning, page architecture, and buyer flows.	Use existing homepage, product, comparison, use-case, tools, deals, alerts, and legal routes.
Design and implement recommendation logic, filters, and comparison templates.	Extend the current deterministic recommendation engine, use-case weights, and comparison pages.
Model products, metrics, offers, price history, assets, resources, alerts, and click events.	Work from the existing Prisma schema, repositories, seed data, and admin workflows.
Create analytics, outbound tracking, email-alert, and scheduled-job infrastructure.	Configure the existing outbound, analytics-event, alert, cron, and job pipeline code for buyer-owned accounts.
Write launch docs, deployment scripts, legal pages, and handoff notes.	Use the existing README, launch checklist, deployment assets, and diligence pack as the handoff base.

OPERATOR PLAN

Suggested 30/60/90-day plan

First 30 days

- Complete domain, repository, hosting, database, and environment handoff.
- Set up analytics, Search Console, conversion tracking, uptime checks, and email transport.
- Audit product data, legal pages, affiliate disclosure, and priority user flows.
- Choose the first monetization test and update the highest-intent pages around it.

Days 31-60

- Publish or refresh comparison, use-case, deal, and tool-led content.
- Begin outreach to affiliate programs, retailers, brands, resellers, or newsletter sponsors.
- Add or refine lead capture, alert capture, and outbound CTA tests.
- Review analytics weekly and remove friction from the pages that show intent.

Days 61-90

- Scale the channels and pages that show early signal.
- Add authority pages, buying guides, and product data updates around proven buyer intent.
- Improve conversion paths across product, comparison, deals, alerts, and tools.
- Create a repeatable acquisition and content loop the buyer can operate each month.

TRANSFER CHECKLIST

Items to confirm during handoff

- Domain transfer or registrar push
- Repository transfer and local setup verification
- Database schema, migrations, seed data, and any production data export agreed by the parties
- Hosting and deployment handoff
- Environment variables and secret rotation
- Third-party API keys and buyer-owned account setup
- Analytics and Search Console setup
- Affiliate tag and merchant account configuration
- Email provider setup for alerts and notifications
- Brand assets, public files, media-source notes, and documentation
- Post-sale walkthrough or support terms, if agreed

BUYER DILIGENCE CHECKLIST

Questions the buyer should verify

- Confirm the buyer understands the headphone category and intended monetization model.
- Review the source code, package scripts, tests, Prisma schema, and deployment docs.
- Verify the domain-transfer process, registrar status, and expected timing.
- Identify all required environment variables, secrets, API keys, and third-party accounts.
- Set up buyer-owned analytics, Search Console, affiliate, email, database, and hosting accounts.
- Review content accuracy, product data freshness, legal pages, affiliate disclosures, and compliance needs.
- Decide which pages, tools, and monetization experiments should be updated first after handoff.

TRANSFER PROCESS

Recommended closing flow

1. Review the acquisition page and Buyer Diligence Pack.
2. Ask final questions and confirm the exact assets, accounts, and support terms included in the deal.
3. Complete the purchase through Escrow.com or another agreed safe transaction method.
4. Transfer the domain, repository, database schema and seed data, documentation, and brand assets.
5. Buyer takes over hosting, analytics, email, affiliate accounts, Search Console, legal compliance, monetization, and growth.

Plain-language buyer notes

- The asset is sold as-is unless the buyer and seller agree otherwise in writing.
- No revenue, traffic, ranking, backlink, customer, partnership, or profitability guarantees are being made.
- Buyer is responsible for independent due diligence before purchase.
- Buyer is responsible for future marketing, SEO, monetization, legal compliance, hosting, analytics, email, and operations.
- Third-party integrations, merchant programs, analytics properties, email providers, APIs, and affiliate accounts may require buyer-owned accounts after transfer.
- Domain transfer timing depends on registrar rules, locks, verification steps, and the transaction method.
- This is an asset acquisition, not a revenue-multiple acquisition.
- Future results depend on the buyer's execution, distribution, content quality, partnerships, and monetization strategy.
- Product data, pricing, availability, affiliate terms, and third-party APIs can change and require ongoing maintenance.
- The buyer should have counsel review legal, privacy, affiliate, and advertising compliance obligations for their intended use.

NEXT STEPS

Continue diligence or begin the purchase flow

Visit [/acquire](#) to review the current acquisition page, download this pack again, and use the Escrow.com checkout link if the buyer is ready to proceed.

Before closing, confirm final terms, asset list, inspection access, domain-transfer timing, buyer-owned account setup, and any post-sale support terms.