

# SALES DOCUMENT FOR ARWSCRIPTS.COM

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[www.arwscripts.com](http://www.arwscripts.com)

ARWScripts was created over a year ago to build and sell unique, ready made php/mysql site scripts. (<http://www.arwscripts.com/full-site-scripts.html>) It's been extremely successful and brings in a good steady revenue every month however I now have to sell it to help fund a house move.

The site is completely constructed in php by myself with a small admin area and automatic enabling of orders. (can be disabled if you want to check all manually). Paid for orders can also be downloaded by the customers via the login they are sent on registration. The only third party item is the design for arwscripts.com alone – this is a freely available design. All the scripts you see on the site are custom designed and developed by myself from scratch and I've given no-one else any kind of rights to resale or distribute them.

There is also a basic licence management system in place on all the scripts which prohibits the scripts from running should a valid licence key not be found. Further details will be sent to the winner of the auction.

Below is some information relating to the site:

Total Sales 12 months Nov 07 – Oct 08:	<b>\$16,998.00</b>
Average monthly sales last 12 months:	<b>\$1,416.50</b>
Total Registered Members:	<b>703</b>
Total Paid Orders:	<b>461</b>
Payment provider:	<b>PayPal</b>
Total unique visitors Apr 08 – Oct 08:	<b>75,370</b>
Average visitors Apr 08 – Oct 08:	<b>10,767</b>
Alexa Rank: (as 4 <sup>th</sup> Nov 08)	<b>97,562</b>
Site Started:	<b>06/08/07</b>
Domain Expiry:	<b>06/08/09</b>
Total Available Scripts: ( <a href="http://www.arwscripts.com/full-site-scripts.html">http://www.arwscripts.com/full-site-scripts.html</a> )	<b>6 Premium 1 Free</b>

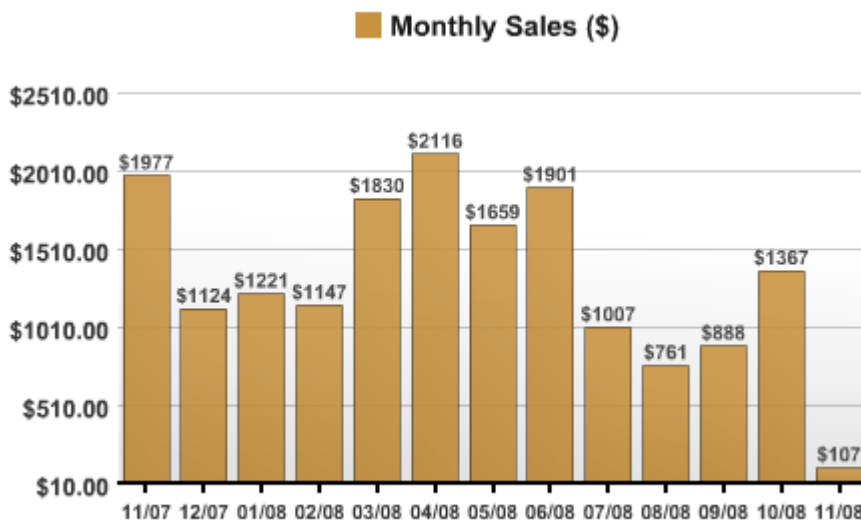
In addition to the above, the 'free gallery' script has had over 10,555 downloads since 03/10/07. This has been averaging about 25-30 downloads per day and is a great way to get people to the site.

## Google Rankings:

Sample Google.com rankings for main keywords below:

full site scripts	1st
free image hosting script	1st
file hosting script	3rd
free photo gallery script	3rd
lyrics site script	1st
file host script	3rd
Arwscripts / arw scripts	1st / 2nd

## Sales Stats:



## Webstats:

### Monthly Stats:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Mar 2008	3735	5301	827861	988407	6.11 GB
Apr 2008	11439	18127	3008756	3571325	19.94 GB
May 2008	11554	18957	3168004	3662934	16.03 GB
Jun 2008	12179	20362	11494526	12020790	15.10 GB
Jul 2008	10689	19889	7897745	8424355	10.40 GB
Aug 2008	8595	19332	2354138	2754087	7.96 GB
Sep 2008	9922	18499	2857057	3271479	9.30 GB
Oct 2008	10992	20028	3422490	3903865	12.40 GB
Nov 2008	1726	2712	446186	508401	914.99 MB
<b>Total</b>	<b>80831</b>	<b>143207</b>	<b>35476763</b>	<b>39105643</b>	<b>98.14 GB</b>

### October Daily Stats:

Day	Number of visits	Pages	Hits	Bandwidth
01 Oct 2008	640	94813	109872	292.94 MB
02 Oct 2008	708	93940	112076	593.47 MB
03 Oct 2008	634	110083	125239	183.88 MB
04 Oct 2008	640	117013	133196	632.40 MB
05 Oct 2008	659	121280	137580	576.83 MB
06 Oct 2008	612	123076	138024	215.17 MB
07 Oct 2008	619	119654	134731	288.87 MB
08 Oct 2008	608	110932	126692	272.67 MB
09 Oct 2008	614	98959	113955	258.84 MB
10 Oct 2008	611	107921	120967	237.36 MB
11 Oct 2008	454	131233	139152	111.47 MB
12 Oct 2008	496	118699	129519	144.05 MB
13 Oct 2008	603	101339	114056	221.27 MB
14 Oct 2008	711	92193	109264	403.54 MB
15 Oct 2008	673	156916	175042	1.25 GB
16 Oct 2008	626	134682	150258	224.94 MB

17 Oct 2008	671	104017	120240	238.24 MB
18 Oct 2008	646	113569	128265	258.96 MB
19 Oct 2008	665	150324	166383	247.19 MB
20 Oct 2008	693	124304	138797	599.24 MB
21 Oct 2008	692	94337	111851	258.67 MB
22 Oct 2008	740	74457	91280	274.92 MB
23 Oct 2008	691	92278	109746	242.41 MB
24 Oct 2008	706	148894	170436	1.60 GB
25 Oct 2008	651	149462	166851	1.30 GB
26 Oct 2008	683	90771	107569	245.41 MB
27 Oct 2008	692	53011	67800	219.14 MB
28 Oct 2008	690	72333	86822	197.62 MB
29 Oct 2008	630	94835	110024	204.57 MB
30 Oct 2008	667	114347	130358	571.14 MB
31 Oct 2008	603	112818	127820	228.21 MB
Average	646.06	110402.90	125931.13	409.56 MB
Total	20028	3422490	3903865	12.40 GB

Top Visiting Countries for October:

United States	us	2344661	2731038	10.30 GB
Unknown	ip	902252	919033	208.17 MB
Italy	it	141348	143141	21.72 MB
European country	eu	14575	32982	629.83 MB
Great Britain	gb	6761	10246	53.53 MB
Taiwan	tw	2862	3856	69.63 MB
Canada	ca	1880	8608	45.78 MB
Australia	au	1284	8775	108.81 MB
Germany	de	803	4852	52.29 MB
Turkey	tr	579	6800	99.91 MB

Clicks through from Search Engines for October:

- <a href="#">Google</a>	3939	3950
- <a href="#">Google (Images)</a>	639	991
- <a href="#">Yahoo!</a>	594	594
- <a href="#">Windows Live</a>	312	312
- <a href="#">MSN Search</a>	60	60
- Unknown search engines	21	22
- <a href="#">AOL</a>	15	15
- <a href="#">Google (cache)</a>	14	104
- <a href="#">Ask</a>	8	8
- <a href="#">AltaVista</a>	6	6
- <a href="#">Tiscali</a>	5	5
- <a href="#">Stumbleupon</a> (Social Bookmark)	5	5
- <a href="#">AllTheWeb</a>	3	3

Top Keywords For October:

free image hosting script	173	3.5 %
gallery script	118	2.4 %
file hosting script	115	2.3 %

arwscripts	108	2.2 %
image hosting script	88	1.8 %
photo gallery script	82	1.6 %
free photo gallery script	64	1.3 %
example lyrics	57	1.1 %
scripts	55	1.1 %
lyrics site script	47	0.9 %
free gallery script	44	0.9 %
free photo gallery	35	0.7 %
arwscripts image hosting script	35	0.7 %
recipe script	34	0.6 %
file host script	29	0.5 %
free file hosting script	25	0.5 %
why is your nose in the middle of your face	22	0.4 %
free image host script	22	0.4 %
arwscripts file hosting script	21	0.4 %
cowboy jokes	21	0.4 %
example of jokes	20	0.4 %
image hosting script free	20	0.4 %
hosting script	19	0.3 %
naturel	19	0.3 %
viewing	18	0.3 %
sunset	17	0.3 %
judge jokes	17	0.3 %
parrot	16	0.3 %
recipes script	16	0.3 %
dance jokes	16	0.3 %
porsche	16	0.3 %
your face jokes	15	0.3 %
free photo gallery scripts	15	0.3 %
download gallery	15	0.3 %
script gallery	14	0.2 %

## **Server Requirements:**

You'll need to have a good amount of server space and bandwidth to fit all the scripts on. Details of what is currently being used is:

- HDD Space: ~3.5GB.
- BW Requirements: ~20GB per month.
- Linux, Php4+, Mysql, GD with Freetype.
- 6 Mysql Dbs.

## **Support:**

Support requests on the site vary, generally there are about 2-3 a day and these will mainly relate to installation issues. There is also a custom built forum on the site which lets members post requests for help to other users.

I'll offer full support to the new owner for 1 month after purchase so they can get settled in properly. (as there's probably a lot to take on!) I'll also help with generally support queries and arrange common responses to customer questions.

## **Site Payments:**

I accept payment only in USD and via PayPal. This means that scripts can be automatically delivered on purchase and via the IPNs. Being a digital product site, there are a number of 'unauthorised chargebacks' via PayPal, the above stats take into consideration these chargebacks. When an order is received, I currently have it to manually enable them so I can check the signup IP country compared to the PayPal country – if they are different then I'll fire an email to the buyer. Generally if the country is the same, an order will be fine to accept.

## **Auction Payment:**

Payment of the sale of the site will depend on which country you are from. If UK/US then direct transfer can be made (UK can even meet if required) or a suitable Escrow service with any costs split. Outside of UK/US will be done using a method agreed by both parties. NO PAYPAL since the value is too high.

## **Final:**

I've really looked after this site and turned it into a good respected business so it would be a good site to take on and grow further. There's loads that can be done to increase the revenue such as emailing existing customers with discount offers and releasing more scripts etc.

I'll be sad to see this site go as I've worked hard on it however it's a must if I need to fund the house move! :)

Feel free to email me if you have any questions: [adam@mellowfish.com](mailto:adam@mellowfish.com).