



Thesaurus.co

BUYER DILIGENCE PACK

# Acquire Thesaurus.co

A premium writing platform on a one-word .co domain.

Asking price: **\$14,995** · Transacted via Escrow.com

Current acquisition materials · Domain, codebase, editorial library, and documented handover.

## OVERVIEW

# Executive summary

Thesaurus.co is a production-grade writing platform built on a premium one-word .co domain. It is offered as a complete transferable asset: the domain, the codebase, the editorial library, the documented build pipeline, and the buyer handover package.

This pack is for operators, marketers, developers, niche publishers, affiliate operators, SaaS builders, agencies, and domain investors who want a polished starting point in the writing, vocabulary, education, or AI-writing category.

**The opportunity is not that this asset already owns the market. The opportunity is that it gives a buyer a polished starting point in a category with clear commercial intent. The buyer brings distribution, partnerships, monetization choices, and ongoing content and SEO execution.**

**What this pack does:** Summarizes the asset, the included components, fit by buyer archetype, commercialization paths, the transfer process, and a diligence checklist — in a clean offline format.

## ASSET OVERVIEW

# What is being sold

Item	Detail	Notes
Domain	thesaurus.co	Premium one-word .co
Category keyword	thesaurus	Broad-match English category term
Asking price	\$14,995	Single-payment, transacted via Escrow.com
Curated word pages	54+	Each with senses, examples, structured data
Better-word guides	12+	Long-form editorial guides
Use-case word hubs	14+	Resumes, sales, academic, professional
Blog articles	8+	Writing-focused editorial
Indexable pages at launch	216+	Static-export build, SEO-ready
Writing tools	6 tools	Client-side, no AI keys required

## INCLUDED ASSETS

# What is included

The asset is sold as a complete bundle. Each component below transfers in the sale; post-sale the buyer takes ownership of operations.

Component	Description	Buyer value	Transfer notes
Premium domain	thesaurus.co — clean WHOIS, one-word .co	Authoritative brand address in a category-defining English term	Push to buyer's registrar of choice
Production codebase	Full static-export site with build pipeline	Ready-to-deploy platform; rebuild from JSON in seconds	Repository transfer to buyer's git host
Documented architecture	Next.js + Postgres scale-up reference	Clear path from static site to dynamic SaaS	PRD and architecture docs included
Editorial library	12+ guides, 14+ hubs, 8+ articles	Indexable content foundation for SEO and AI search	All copy delivered in JSON + Markdown
Writing tools suite	6 client-side interactive tools	Lead-magnet surface area for SEO and conversion	No third-party API dependencies
SEO architecture	Structured data, sitemap, robots, llms.txt	Schema-rich; AI-crawler friendly out of the box	Buyer can extend or override conventions
Build pipeline	Python static site generator	Re-build the entire site in under 10 seconds	Simple, hackable, no framework lock-in
Buyer documentation	Setup, deploy, content model, SEO, monetization	Operator-ready handover package	Delivered with the repository

# Who this is for

The asset is built to be picked up and run by an operator. The next owner can sit anywhere on this spectrum:

Buyer archetype	Why this asset fits
SEO content operator	Plug into existing programmatic SEO machinery. Inherit a polished, schema-rich foundation in a broad-intent category.
AI writing SaaS founder	Launch a freemium AI-writing or AI-thesaurus product on a category-defining domain. Architecture is ready; brand authority comes from the URL.
Education / vocabulary product	Sell to students, parents, teachers, or test-prep buyers. The .co reads as an authoritative reference; the page structure supports lessons and quizzes.
Newsletter or media operator	A 'Better Words' or 'Sharper Writing' newsletter sits naturally on top of the editorial library. Strong margins in the writing-newsletter category.
Affiliate marketer	Career-tools and AI-writing-tools verticals have strong affiliate economics. Resume and AI-writing pages are ready to monetize on day one.
Agency or domain investor	A polished, ready-to-flip or ready-to-park asset on a premium one-word .co. Holding cost is minimal; the platform multiplies the value of the domain.

# Potential paths for the next owner

Six realistic commercialization paths for a writing/vocabulary platform of this kind. None are turned on at launch, so the next owner chooses the mix.

Opportunity	Why it fits	Suggested first move	Complexity
Programmatic display ads	Vocabulary and writing content has high time-on-page and strong contextual relevance.	Apply for premium ad networks; place tags on word and guide pages.	Low
Affiliate partnerships	Career-tools and AI-writing tools have established affiliate programs at \$30–\$200 per signup.	Map resume and AI-writing pages to specific affiliate offers; A/B test placements.	Low
Freemium SaaS	Writing tools convert naturally into a paid 'Pro' tier at \$9–\$19/month.	Add account layer; gate advanced features; ship the first paid plan.	Medium
Newsletter & sponsorships	Writing-focused newsletters are among the highest-margin assets in the category.	Capture emails on guide pages; launch a weekly 'Better Words' newsletter.	Medium
API & licensing	Educational and content companies pay for clean lexical data and synonym/antonym APIs.	Document the lexical schema; package an API; price by call volume.	Medium
Lead generation / B2B	Career-tools traffic is high-intent for resume writers, coaches, and AI tool vendors.	Set up tracked lead forms; negotiate per-lead pricing with partners.	Medium

# Build vs. buy

Recreating this asset from zero would take months of senior contractor time. Acquiring it compresses the timeline to a handover.

Component	Build from scratch	Acquire today
Premium one-word .co domain	Source on aftermarket	Delivered
Design system & brand	Senior product designer, ~2 weeks	Shipped
Production frontend	Senior frontend engineer, ~4 weeks	Shipped
Content architecture & SEO	Senior strategist, ~3 weeks	Shipped
Editorial content	Long-form guides and articles	Published
Writing-tools suite	Six interactive tools, ~1 week each	Working
Curated lexical data	Linguistic curation across priority words	Curated
Build pipeline & documentation	Devops + buyer docs	Documented
QA, testing, deployment	Cross-browser QA, deploy	Done

Conservative total comparable build cost: **\$103,600 – \$120,600** at mid-market senior contractor rates. The asking price is intentionally below that range, and includes the premium domain.

# Suggested phased growth plan

A timeless three-phase plan. Each phase is bounded by the work, not a calendar — the next owner decides the pace.

## Initial phase — set up the operator stack

- Complete the technical handoff (registrar, repo, hosting).
- Wire up analytics and Search Console.
- Add conversion tracking for the writing tools and CTAs.
- Audit content for category fit with the chosen commercialization plan.
- Decide the monetization mix and set up the first revenue surface.

## Growth phase — publish, partner, monetize

- Publish or expand editorial content; broaden the better-word and words-for footprint.
- Begin outreach for backlinks, partnerships, and category authority.
- Add lead capture, affiliate placements, or the first paid feature.
- Run conversion tests on the most-trafficked pages.
- Set up a simple newsletter and start collecting emails.

## Scale phase — compound the winning channels

- Scale the channels that show measurable returns.
- Add authority pages, pillar guides, and category-defining content.
- Improve conversion across the funnel — search → page → tool → email → paid.
- Build repeatable acquisition and growth loops.
- Decide whether to operate, refinance, or sell on at a higher multiple.

# Transfer checklist

A clean handover. Each item below transfers as part of the sale.

- Domain transfer (push to buyer's registrar of choice).
- Repository / codebase transfer (git history and tags included).
- Hosting / deployment handoff documentation.
- Build pipeline (Python static generator) and configuration.
- Editorial library (JSON content sources and Markdown).
- Lexical data and curated word definitions.
- Writing tools source code and assets.
- Brand assets (logo, color tokens, typography references).
- Documentation: setup, deploy, content model, SEO architecture, monetization paths.
- Environment variables and any required configuration notes (no third-party secrets are bundled).
- Short post-sale transition window for handover questions.

Note: Third-party integrations (analytics accounts, ad networks, affiliate programs, paid APIs) are buyer-owned. The buyer creates these accounts under their own organization after transfer.

# Diligence checklist for the buyer

Questions the buyer should answer before committing. The pack is a starting point; the buyer's own diligence is the deciding factor.

- Do I understand the writing / vocabulary / AI-writing category and where this asset fits?
- Do I have a concrete monetization plan I can execute in the first phase?
- Have I reviewed the repository, content model, and build pipeline myself?
- Have I verified the claims on the acquisition page against the repository?
- What third-party accounts will I need to recreate (analytics, ads, affiliates, hosting)?
- What content should I update or expand first to match my plan?
- What legal or compliance issues apply to my chosen use case (education, advertising, privacy)?
- Have I confirmed the registrar transfer process and timing with my own registrar?
- Do I want an NDA-gated conversation before committing? (Available for serious buyers.)
- Is my budget for ongoing content, SEO, and marketing aligned with the chosen growth phase?

## RISK

# Risk and disclaimer

We want to be honest about what the asset is and isn't.

Risk	Disclosure
Sold as-is	The asset is sold as-is unless otherwise agreed in writing. No warranty of fitness for any specific commercial purpose is implied.
No revenue or traffic guarantees	The site is new — there is no baseline traffic or revenue history. The asset is the foundation and the domain, not historical performance.
Buyer responsibility post-transfer	Hosting, analytics, monetization, marketing, SEO, content updates, and legal compliance for the buyer's chosen use case are the buyer's responsibility from transfer onward.
Third-party integrations	Any third-party integrations, ad networks, affiliate programs, or APIs added by the buyer will require buyer-owned accounts.
SEO takes time	Programmatic SEO at this scale typically takes multiple quarters to gain meaningful traction.
Domain transfer timing	Domain transfer timing depends on registrar rules and ICANN policy. We coordinate the push as soon as escrow releases.
Comparable sales variance	Public comparable sales data has variance. Reference comparables are indicative, not prescriptive.

## NEXT STEPS

# Contact and next steps

All current acquisition materials live on the public acquisition page. The transaction is handled through Escrow.com.

**Acquisition page:** <https://thesaurus.co/acquire/>

**Buy now via Escrow.com:**

<https://www.escrow.com/checkout?token=b680d107-5dc8-438e-9dee-1b1c93096e57>

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## What happens next

- Review this pack and the acquisition page in full.
- Compile any final questions (NDA available for sensitive items).
- Initiate the purchase through the Escrow.com checkout link.
- Domain push, repository delivery, and documentation handover follow funds release.
- Take ownership, set up analytics, and begin your initial phase.

Thank you for considering this acquisition. The materials above are intended to make the decision easier and the transfer cleaner.