

DRUGTEST.CO

Buyer *Diligence Pack*

A brand-safe, citation-grade content-authority asset in the US drug-testing vertical. Prepared for prospective buyers.

ASSET

drugtest.co

LIST PRICE

\$24,500 USD

TRANSACTION

Escrow.com

DOCUMENT

Acquisition overview

Current acquisition materials

Prepared for prospective buyers

Executive summary

drugtest.co is the exact-match .co domain for one of the largest evergreen commercial categories in the United States. The acquisition includes the domain, a production-grade Astro 5 codebase, ~110 medically-reviewable pages — including a 50-state + DC State Laws / Legal Center — and four pre-wired monetization rails ready for switch-on.

What the asset is

A polished, brand-safe content-authority platform in the US drug-testing vertical. Built deliberately on the opposite premise of the gray-market sites that dominate the category, drugtest.co is positioned as the reference an HR officer, parent, clinician, or employment counsel can cite.

Who it is for

Operators with channel, audience, or partner relationships in occupational health, MRO/lab services, DOT compliance SaaS, HR-services lead generation, brand-safe health publishing, or category-relevant affiliate marketing. The asset compresses the build-and-content workstream into a single one-click acquisition; the buyer brings the commercial execution.

What the buyer must bring

Distribution, partnerships, monetization activation, ongoing editorial and clinical review, and the operational decisions that make any content asset a business. drugtest.co ships with the foundation complete and the commercial layer intentionally open.

Honest framing

This is a platform listing, not a cash-flow listing. There is no traffic claim, no revenue claim, no testimonial. The asset is sold as-is at list price through Escrow.com, the neutral regulated payments service used for premium domain and website transactions worldwide.

Asset overview

Domain

drugtest.co — premium exact-match .co for the head category query "drug test". Recognized worldwide as a premium global ccTLD; reads as a brand, not a knock-off.

Website

~110 production pages: hubs, test-type pages, panels, workplace, at-home, state-by-state legal reference, programmatic substance and glossary pages, long-form guides.

Codebase

Astro 5 + TypeScript (strict). Static-first, zero-JS by default. Three React islands for interactivity. Tailwind v4 design system with dark theme.

Content library

Primary-sourced editorial content across hubs, test types, panels, workplace, at-home, and the State Laws / Legal Center (50 states + DC + six cross-cutting topic pages).

Brand assets

Typography stack (Fraunces, Hanken Grotesk, IBM Plex Mono), color tokens (light + dark), favicon set, OG image generation template.

Documentation

README, DEPLOY, CONTENT_GUIDE, MONETIZATION_PLAYBOOK, HANDOFF — operator-grade documentation written for the next owner.

Acquisition terms (per listing)

- List price: **\$24,500 USD**, firm.
- Transaction venue: **Escrow.com**.
- Single buyer, no broker, no agency, no negotiation step.
- Asset sold as-is; placeholder author and reviewer profiles are buyer-week-one replacement work.

What is included

Every component below transfers to the buyer at close.

ASSET COMPONENT	DESCRIPTION	BUYER VALUE	TRANSFER NOTES
drugtest.co domain	Premium exact-match .co ccTLD for the head category query.	Brand recognition, direct navigation, AI-citation memorability.	Push to buyer registrar inside Escrow.com.
Source repository	Astro 5 + TypeScript codebase, ~110 production pages, design tokens, schema emitters, sitemap, RSS, llms.txt, OG image generation, Pagefind static search, CI workflow.	Production-grade build; no rebuild work to monetize.	Transferred to buyer GitHub organization.
Editorial content	~46 core pages + 51 state-law pages + 6 cross-cutting legal topic pages. Primary-sourced, medically-reviewable structure.	Authority moat in a brand-safety-sensitive vertical.	All content owned and transferred with the repo.
State Laws / Legal Center	50 states + DC employment-law reference plus cross-cutting topic pages (cannabis-by-state, off-duty conduct, MMJ accommodation, multi-state employer guide, federal overlay, voluntary DFWPs).	Defensible content moat targeting high-commercial-intent compliance queries.	Data-layer driven; programmatic and maintainable from a single TypeScript file.
Design system	Tailwind v4, design tokens, dark theme, 3 React islands (DetectionWindowExplorer, TestSelector, FaqAccordion).	Themeable in one file; <30KB JS per page.	Ships in-repo.
Monetization scaffolding	AdSlot, AffiliateCard, ProviderCompare, LeadForm, NewsletterCTA — wired, disclosed, inert by default.	Four revenue rails ready for switch-on by the buyer.	Activation steps documented in MONETIZATION_PLAYBOOK.md.
SEO + GEO infrastructure	Hand-authored JSON-LD on every page, answer-first writing, llms.txt + llms-full.txt, robots.txt	Built for AI-assistant citation, not just classic ranking.	Ships in-repo.

ASSET COMPONENT	DESCRIPTION	BUYER VALUE	TRANSFER NOTES
	with AI-crawler posture flag, sitemap.		
Operator documentation	README, DEPLOY, CONTENT_GUIDE, MONETIZATION_PLAYBOOK, HANDOFF — operator-grade.	Lowers handover risk; reduces dependence on the seller.	Ships in-repo.
Brand assets	Favicon, OG image generation template, typography stack, color tokens.	Cohesive brand surface; no rebrand needed at takeover.	Ships in-repo.

Buyer fit

The acquisition is structured for an operator with category-relevant channel, audience, or partner relationships. The archetypes below recognize themselves quickly.

BUYER ARCHETYPE	WHY THIS ASSET FITS
Occupational-health, MRO, lab, or collector networks	A natural top-of-funnel for clinic, MRO, and lab services. Lead-gen rail is already wired with state-specific routing.
DOT compliance / HR-tech SaaS operators	Premium owned media for inbound; "[state] drug testing laws" content cluster targets exactly the queries that precede a compliance-software purchase.
Affiliate operators with at-home test kit, lab, or compliance-vendor relationships	Plug-in path: AffiliateCard + ProviderCompare components render disclosures automatically; activation is partner sign-up, not engineering.
Health publishers and portfolio operators	Brand-safe authority property suitable for an editorial-team-driven scale playbook.
Domain investors	Premium .co exact-match shipped with a built, monetizable site — a structurally undervalued bundle versus comparable domain-only sales.
Newsletter and media operators	NewsletterCTA + footer + article-end surfaces wired; ESP-agnostic. Owned-audience monetization is the first activation in the playbook.

Wrong fit

- Anyone planning to repurpose the editorial stance toward "how to pass" or detox-kit affiliate content. The guardrail is the asset — flipping it destroys the value.
- Passive-income buyers expecting cash flow on day one. drugtest.co is a platform, not a P&L.
- Buyers unwilling to engage a licensed Medical Review Officer for ongoing clinical review.
- Buyers who need a .com to feel comfortable with the brand. drugtest.co is intentional, not a fallback.

Commercialization opportunities

The asset's commercial layer is deliberately open. The options below are realistic paths for the next owner, ordered roughly by activation complexity.

OPPORTUNITY	WHY IT FITS	SUGGESTED FIRST MOVE	COMPLEXITY
Affiliate monetization	At-home kit vendors, lab partners, and compliance-SaaS vendors all run affiliate programs that fit the audience.	Pick two partners. Wire the AffiliateCard component with their offers. Disclosure renders automatically.	LOW
Lead generation	State-specific LeadForm already routes "interest" to the correct state. Compliance-services CPL runs \$50–\$400.	Sign one lead-gen partner (occupational-health network or compliance SaaS). Point the form webhook at their CRM.	LOW
Display advertising	Brand-safe inventory is rare in this category. Programmatic CPMs are typically \$5–\$30 RPM in health-adjacent content.	Once traffic crosses 25–50k monthly sessions, apply to a premium ad network (Mediavine, Raptive, Ezoic).	MEDIUM
Sponsored placements	MROs, labs, compliance SaaS vendors all sponsor reference content for direct exposure to HR audiences.	Build a small sponsorship one-pager. Outreach to category vendors with existing inbound interest.	MEDIUM
Newsletter monetization	Owned audience is the most defensible revenue rail. Five thousand category-relevant subscribers commands direct sponsor revenue.	Activate NewsletterCTA. Run a referral capture across every long-form page. Drip-feed a weekly issue.	MEDIUM
SaaS / tool expansion	A simple "DOT clearinghouse query reminder," "panel selector," or "multi-state policy generator" tool would convert top-funnel into recurring revenue.	Pick one operator-grade utility. Ship behind email capture. Validate willingness-to-pay before building the platform.	HIGH

OPPORTUNITY	WHY IT FITS	SUGGESTED FIRST MOVE	COMPLEXITY
Downloadable guides / lead magnets	HR teams trade email for usable PDF compliance summaries. Plug into the lead-gen rail.	Compile the multi-state employer guide into a gated PDF. A/B test against pure inline content.	LOW
Agency / service funnel	For operators with an HR-services or compliance-services book, the site becomes top-of-funnel for the existing service.	Replace LeadForm webhook with the agency CRM. Skin CTAs to the agency brand. No content changes needed.	LOW

Complexity ratings reflect engineering and partner-acquisition effort, not revenue potential. Lead-gen and sponsorship rails typically deliver the highest revenue per surface; advertising scales most predictably with traffic; newsletter is the most defensible compounding asset.

Build vs. buy

A component-by-component comparison of what acquiring drugtest.co replaces versus what a buyer would otherwise need to build from scratch.

COMPONENT	BUILD FROM SCRATCH	ACQUIRE THIS ASSET
Premium exact-match domain	Sourcing + outbound or auction. Six-figure ceiling in regulated verticals.	Included at list price.
Brand and positioning	Design sprint, brand voice, copywriting.	Defined editorial guardrail; brand-safe positioning already established.
Site architecture	Information architecture for five audiences, multi-hub structure, schema design.	Five-audience IA shipped; hub-and-spoke structure live.
Editorial content	~135,000 words of category-expert writing at \$0.30–\$0.60 per word.	~46 core pages + 57 state-law pages + 6 cross-cutting legal topics included.
Technical build	Astro/Next stack, design tokens, schema emitters, Pagefind, OG generation, CI.	Production-grade build shipped, CI in place.
Monetization wiring	AdSlot, AffiliateCard, LeadForm, NewsletterCTA, ProviderCompare components with disclosure.	All four rails wired, disclosed, inert; activation is the first-week task.
GEO / AI-search posture	JSON-LD schema set per page, llms.txt, AI-crawler robots posture.	Built-in: hand-authored schema, llms.txt, AI-crawler posture flag.
Handoff documentation	Operator-grade documentation written from scratch.	README, DEPLOY, CONTENT_GUIDE, MONETIZATION_PLAYBOOK, HANDOFF included.

Suggested phased growth plan

A timeless three-phase framing — not a dated roadmap. Each phase advances when the work in the prior phase is complete, on whatever calendar suits the buyer's organization.

Initial phase

- Domain transfer to buyer registrar, repo to buyer GitHub organization, deploy reassigned.
- Replace placeholder author and medical-reviewer profiles with named team members.
- Stand up analytics and Search Console; verify ownership.
- Decide the first monetization rail to activate (newsletter or affiliate is the playbook default).
- Audit and reaffirm editorial guardrails (no "beat the test" content, no detox-kit affiliates).

Growth phase

- Activate first one or two monetization rails; sign one lead-gen or affiliate partner.
- Resume content publishing cadence; prioritize high-intent state-law and panel pages.
- Begin outreach to occupational-health networks, MROs, and compliance-SaaS vendors for sponsorship and partnership.
- Add lead-magnet PDFs (multi-state employer guide, DOT supervisor training cheat-sheet) behind email capture.
- Test conversion variations on LeadForm placements and ProviderCompare.

Scale phase

- Apply to premium ad networks once monthly sessions cross network thresholds.
- Layer authority-link outreach: legal blogs, compliance industry press, HR podcasts.
- Expand the State Laws / Legal Center with case-law updates and statute amendment tracking.
- Consider a SaaS or tool layer (clearinghouse-query reminder, panel selector) to convert top-funnel into recurring revenue.
- Build a repeatable acquisition loop across newsletter, partner referrals, and AI-citation surface area.

Phases are deliberately untethered from calendar weeks or months — each phase advances when the work in the prior phase is complete, not on a fixed date.

Transfer checklist

The handover sequence inside the Escrow.com transaction. Each item is buyer-confirmable before funds release.

- Domain push to buyer registrar inside Escrow.com.
- Repository transfer to buyer GitHub organization.
- Hosting and deployment handoff (Cloudflare Pages primary; Netlify and Vercel are documented drop-in alternatives).
- Environment variable handoff (newsletter ESP, analytics, ad network, lead-gen webhook — buyer-owned accounts).
- Third-party API key handoff (any provider keys are buyer-owned at takeover).
- Analytics and Search Console ownership transfer.
- Brand asset handoff (favicon, OG image generation, color tokens).
- Content ownership transfer (all editorial content transfers with the repo).
- Documentation handoff (README, DEPLOY, CONTENT_GUIDE, MONETIZATION_PLAYBOOK, HANDOFF).
- Post-sale support window: asynchronous Q&A inside the Escrow.com record, plus one optional follow-up call.

Diligence checklist for the buyer

Questions the buyer should answer for themselves before clicking "Buy now via Escrow.com".

- Does the buyer have an existing channel — partner network, audience, agency book, lead-gen relationships — to plug into the asset?
- Has the buyer evaluated the editorial guardrail and committed to maintaining it (no "beat the test" content, no detox affiliates)?
- Has the buyer identified a named, AAMRO/MROCC-certified MRO who can serve as ongoing medical reviewer?
- Does the buyer accept that monetization is inert at close and that activation is a buyer-owned, documented step?
- Has the buyer reviewed the State Laws section for jurisdictions of immediate operational interest?
- Has the buyer verified all claims in the listing against the live repository and live site?
- Has the buyer confirmed the registrar account, GitHub organization, hosting provider, and ESP they intend to use post-transfer?
- Has the buyer reviewed the listed third-party dependencies (deployment platform, search index, font hosting) and confirmed they will keep or replace them?
- Has the buyer accepted the as-is sale terms, including no warranties on traffic, revenue, ranking, or third-party-account access at close?
- Has the buyer engaged counsel for any jurisdiction-specific compliance review (advertising disclosure, medical-content disclaimers, data privacy in lead capture)?

Risks and important buyer notes

The asset is sold as-is unless otherwise agreed. The list below is the asset's actual limitations.

- No traffic and no revenue at close — pricing reflects this.
- Author and medical-reviewer profiles are placeholders; replacing them is a buyer-week-one task.
- Editorial maintenance is required (annual clinical/workplace review, periodic SAMHSA/DOT guidance checks, ongoing content additions).
- State cannabis-law landscape moves regularly; the workplace/cannabis page is structured to be updateable but must be maintained.
- Monetization rails are inert at sale; activation is buyer-owned.
- AI-search referral landscape is still settling. The site is built for the new regime, but treat any traffic forecast as illustrative only.
- Domain transfer timing depends on registrar rules and the Escrow.com transaction window.
- Any third-party integrations, accounts, or APIs require buyer-owned accounts after transfer.

Disclaimer

No representations or warranties are made regarding future traffic, revenue, ranking, profitability, or customer demand. Market data referenced in the listing is drawn from cited third-party sources (Grand View Research, Mordor Intelligence, Credence Research, Quest Diagnostics, FMCSA, SAMHSA, US DOT ODAPC, Semrush, Empire Flippers, NameBio, ClickRank) and is provided for category context only.

The buyer is responsible for due diligence, future marketing, SEO, monetization, legal compliance, hosting, and ongoing operations. Any third-party integrations, accounts, or APIs require buyer-owned accounts after transfer. Domain transfer timing depends on registrar rules.

Nothing in this document is legal, medical, or financial advice. Buyers should engage their own counsel for jurisdiction-specific compliance review.

Contact and next steps

The acquisition page at drugtest.co/acquire is the canonical listing surface. The same page links the live Escrow.com checkout for drugtest.co at list price.

Next steps

1. Review the acquisition page at drugtest.co/acquire and this diligence pack.
2. Browse the live site, paying particular attention to the State Laws / Legal Center at drugtest.co/state-laws/.
3. Send any final diligence questions via the contact form at drugtest.co/contact/.
4. If proceeding: click "Buy now via Escrow.com" on the acquisition page, fund the transaction at list price, and the handover sequence begins inside the Escrow.com record.
5. The buyer takes over hosting, analytics, monetization, editorial maintenance, and growth.

About this document

This Buyer Diligence Pack is part of the current acquisition materials for drugtest.co. It summarizes the asset and the acquisition process for prospective buyers and is intended to be read alongside the live acquisition page. Nothing in this document constitutes a binding offer; the listing is governed by the terms of the Escrow.com transaction.