

## Checklist: Due Diligence for Acquiring a Website

- Verify ownership of the website.
  - Check the [domain registration](#) to verify ownership and registration dates.
- Does the seller own the site individually, through a partnership, or by way of a business entity (corporation, LLC, etc.)?
  - Does the seller have the sole authority to sell the site? If not, who else shares joint authority?
- Verify that the site's traffic numbers are accurate by utilizing analytics platforms (such as Google Analytics).
- Verify the website's earnings.
  - Screensharing while the seller opens the site's reports on its various revenue streams is one method of accomplishing this.
- Does the seller own all of the content on the website?
  - Does owner have all the rights to all content posted on the site?
  - If third parties created content for the site, have their rights to the content been assigned to the seller in writing?
- Has the website complied with all relevant regulations?
  - COPPA, CAN SPAM Act; GDPR (EU); intellectual property and copyright regulations; etc.
- Is the website's privacy policy and terms of service compliant with current laws?
- Does the seller own any trademarks to the business name or domain name?
- Has the website been subject to any penalties from Google?
- Is the website using any software that may be subject to licensing fees?
- Has the seller entered into any third parties agreements that may be affected by this acquisition?
  - Content partnerships, sponsorships, etc.?

**Should you require any assistance with the above, please feel free to contact us:**



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