【哥飞小课堂】月访问量只有200K,但MRR有\$15k+的在线倒计时网站分析

原创 我是哥飞 哥飞 2024-11-08 18:11:45 广东

大家好,我是哥飞。

可能会有还没进哥飞社群的朋友好奇,哥飞在社群里分享哪些信息。

今天, 哥飞就把今天的"哥飞小课堂"栏目分享的信息全文发布到公众号, 给大家感受一下。

其实我们之前也发过几篇,一并列在下面给大家查看:

【哥飞小课堂】【收费文章】如何打造一个上线56天就拿下45万点击的新网站?

【哥飞小课堂】如何看到某些关键词的搜索量?

【哥飞小课堂】用几个案例来讲解程序化SEO生成海量页面获取流量的方式

以下,就是今天的哥飞小课堂全文,很值得大家仔细学习。

今天给大家分析一下这个网站 stagetimer.io,别看每个月才200K左右的访问量,但是站长透露,月收入是\$15K。

周一在树哥群里看到这个网站,我就觉得眼前一亮,想着找个机会给大家分析一下。

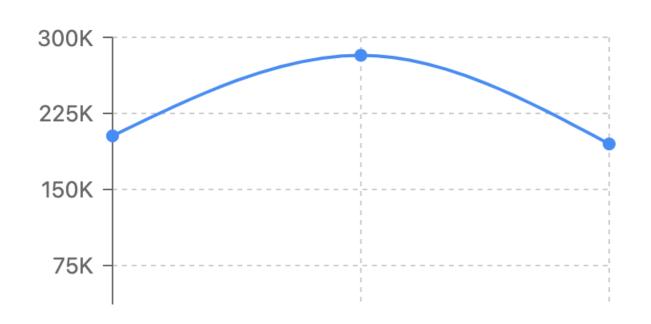
终于拖到了今天下午,找到时间了。

194.9K Monthly Visits	40.72% Bounce Rate	2.82 Pages Per Visit
00:01:31 Visit Duration	222,629 Global Rank	226,809 Country Rank

stagetimer.io

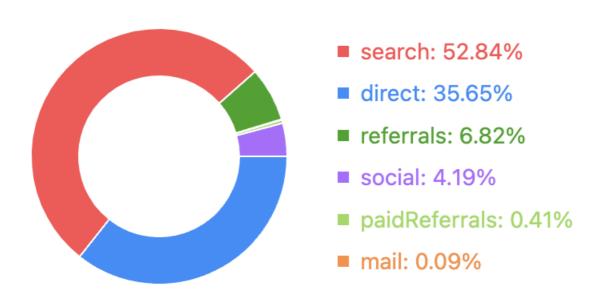
ta C X

Visits Over Time





Traffic Sources



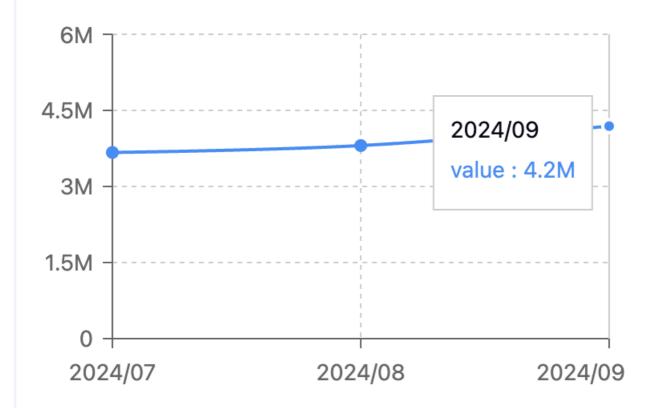
看看这UI, 是不是很漂亮, 很精致, 这就是我眼前一亮的原因之一。



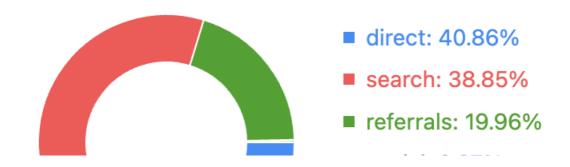
这个网站的核心功能是 Countdown Timer ,刚好去年12月,其实我在群里提到过另一个也做这个功能的网站 online-stopwatch.com ,月访问量420万。

4.2M Monthly Visits	54.58% Bounce Rate	8.14 Pages Per Visit		
00:02:23 Visit Duration	9,770 Global Rank	6,054 Country Rank		

Visits Over Time

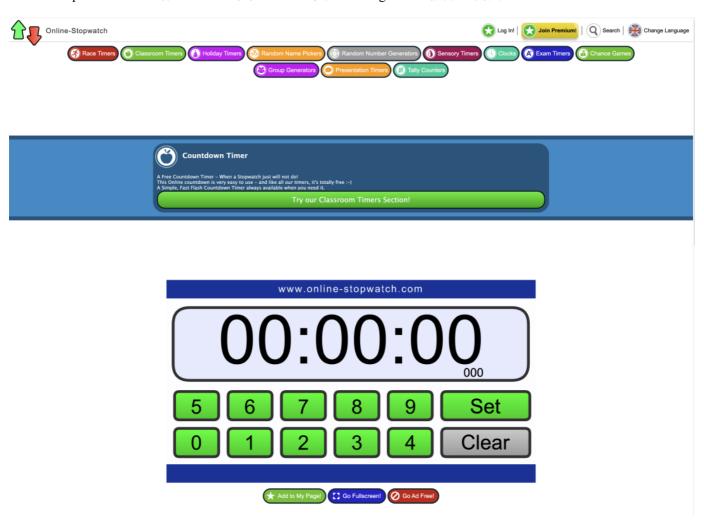


I Traffic Sources





而 online-stopwatch.com长这样,是不是感觉完全不是一类产品。stagetimer.io 做得太好看了。



除了好看之外,第二个让我眼前一亮的原因是,stagetimer.io 很会抓需求。

他主做的是 Remote-controlled Countdown Timer,字面意思,远程控制的倒计时器。

1 Title 49/60

Remote-controlled Countdown Timer | stagetimer.io

Description

154/160

Show a fullscreen timer to your presenter while you control it from another device. Runs in the browser. Basic version is free. Works on all screen sizes.

stagetimer.io 满足的场景,我给大家举个例子。

上周五我去参加了一个线下聚会,现场有很多位嘉宾上台分享,主办方就可以在 stagetimer.io 创建一个房间,然后设置好嘉宾出场顺序,每一个嘉宾的开始时间和结束时间,之后生成一个链接。

任何人拿到这个链接,用浏览器打开,就可以显示一个倒计时画面,让你可以控制整场活动的有序进行。

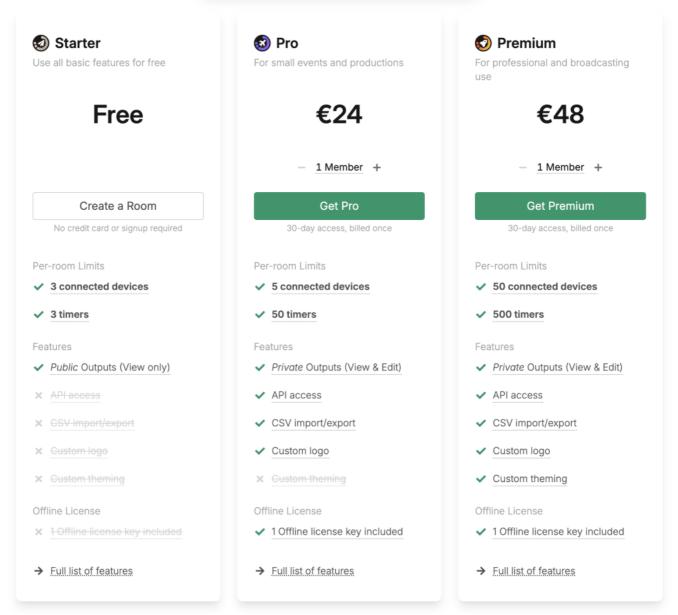
不管是线下的聚会,还是线上的虚拟活动,都可以用 stagetimer.io 来管理活动流程。

而且管理员可以在任何时候重新编排时间,改动之后,任何打开了链接的画面都会同步更新。

不再需要一个一个去通知,不要需要打印出纸质时间举牌,一切都可以在线上完成。

收费还不便宜,单一一场活动,需要付费24欧元,支持5台设备打开链接,显示倒计时信息,支持设置50个计时器。还有48欧元的套餐,支持更多的设备,更多的计时器。





当然,免费版本必不可少,免费是很好的获取用户的方式。你可以用免费套餐创建房间,大多数的小活动,其实完全足够用了。

我上面只是简单说了几个核心功能,实际这个网站还有很多功能,看看上面这个复杂的界面就知道了。

也就是说,这个产品真的深入到了需求场景里,为用户做了很多功能。所以用户才愿意付费购买使用,所以才200K的访问量就能够带来\$15K的收入。

Simple to use & easy to share

Stagetimer is a remote-controlled countdown timer that allows you to set, start, pause, and reset a timer from any device with a web browser. It is available as a web application, as well as standalone versions for Windows and Mac. It include the ability to share the timer via unique links, display customizable messages on the timer, and control the timer remotely. It is perfect for events, meetings, and presentations, and is simple and easy to use.



Run timers for your event production in the cloud

Perfect tool for show operators and event production professionals. No need for cables connecting screens across the venue.

- ✓ Use any internet-connected device
- Runs entirely in the browsers
- ✓ No HDMI or SDI splitters required



这个用户评论说,Stagetimer 是他在 IT 行业工作 45 年来使用过的最复杂却又最简单的程序。他几乎整天都在玩它,玩得越多,就越能想出它的更多用途。

Stagetimer is the most complex yet simplistic program I have ever used in my 45 years in IT. I have literally played with it all day and I am coming up with more uses for it the more I play with it.



Jeff Flynt CTO at Butler Automotive Group

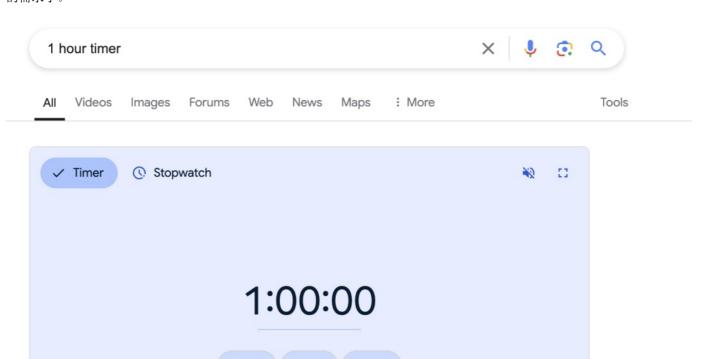
如果看最近12个月的访问量的话,可以看到流量是一直在缓慢上升的。说明这个需求抓得还是挺稳的。



再看下他获取流量的关键词,就会发现,还是我们去年刚建群时就讲过的方式,用大量长尾关键词获取流量。

	Keywords (19,681)	Clicks ↓		Change	KD	Volume	Avg Volume	CPC	Zero-Click	Top URL
1	1 hour timer	340.7K 1	14.59%	1 ,115%	• 3	9.9M	823K	\$0.89	91.03%	stagetimer.io/go/1-hour-and-1-mi nute
2	5 minute timer	320.8K 1	13.74%	1 ,065%	• 16	9.6M	797.4K	\$0.13	93.38%	stagetimer.io/go/5-minute
3	timer 1 hour	179K 7	7.67%	1 ,587%	• 3	3.1M	260K	-	82.04%	stagetimer.io/go/1-hour-and-30- minute
4	10 minute timer	78.7K	3.37%	1 459%	• 19	13M	1.1M	\$0.16	91.62%	stagetimer.io/go/10-minute
5	30 minute timer	78.5K 3	3.36%	1 26%	• 12	11.5M	960.8K	\$0.28	91.13%	stagetimer.io/go/30-minute
6	timer 5 minutes	68.6K 2	2.94%	1 294%	• 31	2.8M	235.4K	\$0.61	87.58%	stagetimer.io/go/5-minute
7	5 min timer	60.5K 2	2.59%	↑ 519%	2 1	2.9M	244K	\$0.26	85.12%	stagetimer.io/go/5-minute
8	1 minute timer	53.8K 2	2.30%	↑ 729%	• 45	5.5M	462K	\$0.15	85.93%	stagetimer.io/go/1-minute
9	1 hr timer	40.7K 1	1.74%	↑ 872%	• 3	1.1M	90.7K	-	74.41%	stagetimer.io/go/1-hour-and-1-mi nute
10	3 minute timer	39.5K 1	1.69%	1 146%	• 3	3.1M	256K	\$0.39	85.17%	stagetimer.io/go/3-minute
11	1hr timer	38.7K 1	1.66%	1 455%	• 2	939.8K	78.3K	-	76.33%	stagetimer.io/go/1-hour-and-40-s econd
12	timer 10 minutes	35K 1	1.50%	↑ 343%	2 2	5.8M	487.1K	\$0.16	88.86%	stagetimer.io/go/10-minute
13	timer 30 minutes	31.7K 1	1.36%	1 72%	• 14	4.7M	387.8K	\$0.26	86.46%	stagetimer.io/go/30-minute
14	one hour timer	31.1K 1	1.33%	↑ 73%	• 2	749K	62.4K	\$0.67	74.04%	stagetimer.io/go/1-hour
15	1h timer	28.8K 1	1.23%	↑ 511%	• 2	561.3K	46.8K	-	73.72%	stagetimer.io/go/1-hour-and-50-s econd
16	10 min timer	24.3K 1	1.04%	1 427%	• 18	3.4M	283.3K	\$0.29	84.41%	stagetimer.io/go/10-minute
17	30 min timer	22.4K	0.96%	↑ 44%	• 12	2.8M	233K	\$0.71	85.58%	stagetimer.io/go/30-minute
18	5 minutes timer	20.1K	0.86%	↑ 912%	• 18	889.6K	74.1K	\$0.58	78.50%	stagetimer.io/go/5-minute
19	5min timer	18K	0.77%	1 494%	• 14	731.1K	60.9K	\$0.66	83.25%	stagetimer.io/go/5-minute
20	stagetimer	16.9K	0.72%	↑ 40%	2 4	41.6K	3.5K	-	27.85%	stagetimer.io
21	five minute timer	16K	0.69%	↑ 721%	• 27	655.4K	54.6K	\$0.49	91.24%	stagetimer.io/go/5-minute
22	15 minute timer	15.9K	0.68%	1 2,400%	• 5	10.6M	882.5K	\$0.16	91.93%	stagetimer.io/go/1-hour-and-15- minute
23	hour timer	15.7K	0.67%	1 ,514%	• 16	487.1K	40.6K	\$0.45	75.37%	stagetimer.io/go/1-hour-and-30- minute
24	10 minutes timer	15.3K	0.65%	↑ 28%	• 18	1.9M	158.4K	\$0.53	85.99%	stagetimer.io/go/10-minute
25	40 minute timer	15.3K	0.65%	↓ -2.6%	• 1	2.8M	234.6K	\$0.20	89.69%	stagetimer.io/go/40-minute
26	timer to 1 hour	14.1K	0.60%	1 427%	• 4	219K	18.2K		75.85%	stagetimer.io/go/1-hour

我们拿 1 hour timer 这个词搜索看下,会发现,谷歌直接在最顶上显示了一个1小时的倒计时器,这能够满足绝大多数用户的需求了。





Feedback



Online Stopwatch

https://www.online-stopwatch.com > timer > 1hour

1 Hour Timer

Simple to use, no settings, just click start for a **countdown timer** of **1 Hours**. Try the Fullscreen button in classrooms and meetings:-) Try our **Timer** Page!



YouTube · Online Alarm Kur

15M+ views · 5 years ago

1 Hour Timer



Set a timer for 1 hour with the 1 hour countdown timer with an alarm. What Is the 1 Hour Timer? This is a simple 1 hour timer that allows ...

第四名



stagetimer.io

https://stagetimer.io > 1-hour



1-hour Timer

1-hour Timer. This **1-hour timer** is designed to be easy to use and ready to go. To change the time just input your desired duration and click "set.



Online Alarm Clock - vClock

https://vclock.com > set-timer-for-1-hour

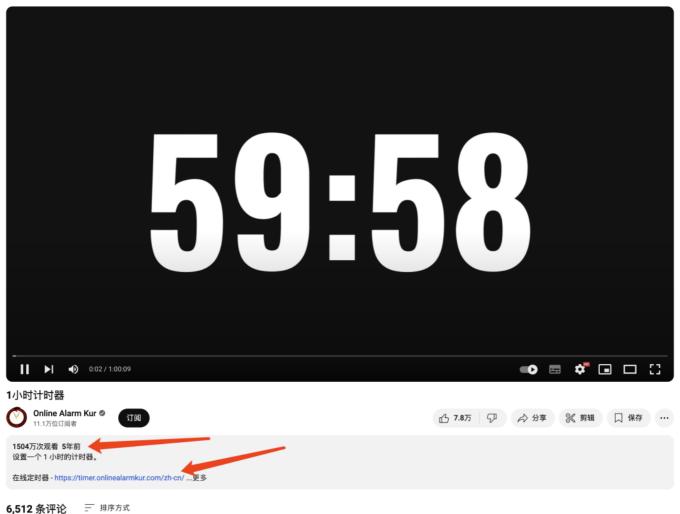
1 Hour Timer - Online Timer - Countdown

It is a free and easy-to-use **countdown timer**. Set the **hour**, minute, and second for the online **countdown timer**, and start it.

然后第2名就是我们刚才提到的那个丑丑界面的 online-stopwatch.com,第3名是 Youtube ,很多人想不到吧,在Youtube 获取播放量,居然有这么简单的方式,做一个1小时的倒计时视频就行了。

第4名,就是月入\$15K的 Stagetimer 了。

刚才搜索结果那里有显示小字15M Views,不知道大家注意到了没有。打开视频一看,上传5年时间,拿到了1500万的播放量。是 onlinealarmkur.com 这个网站站长上传的视频。

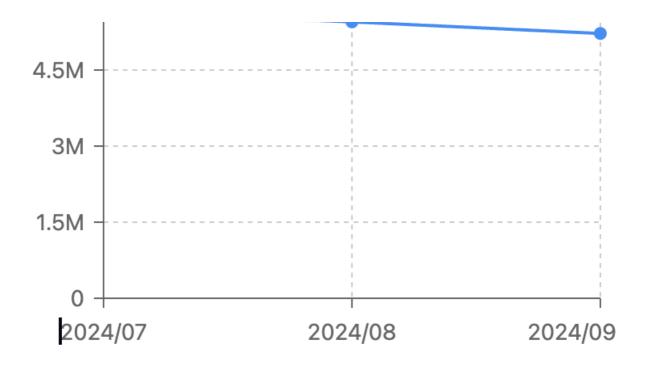


然后 onlinealarmkur.com 这个网站的月访问量是 520万。

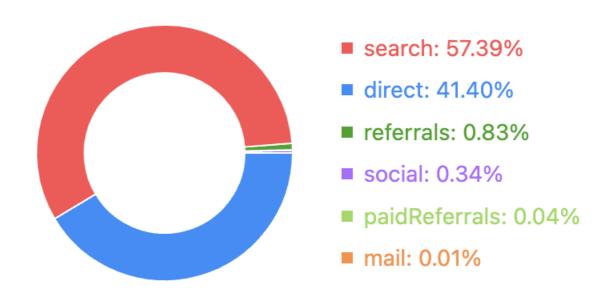
这个网站,其实跟我们之前聊过的 MorseDecoder.com 是同一个站长。老朋友,总会时不时再见面。

onlinealarmkur.com 13 C X 5.2M 40.03% 15.96 Monthly Visits Pages Per Visit **Bounce Rate** 00:02:32 5,861 436 Visit Duration Global Rank Country Rank

Visits Over Time



Traffic Sources



这是去年12月,我们群里扒出来的这个站长的网站和访问量情况。

域名	注册时间	月访问量
OnlineAlarmKur.com	2012-04-29	300万
MorseDecoder.com	2020-05-31	100万
CharacterCalculator.com	2020-10-06	80万
FullNameGenerator.com	2023-10-09	40K

记住 https://onlinealarmkur.com/ 的页面布局,这是SEO友好的典型工具站布局。





Cuma, 8 Kasım 2024

16:37:37

Anketimize katılın, Türkiye'nin uyku alışkanlıklarını keşfedin!

Alarm saatini ayarla Saat Dakika 00 00 ♡ 05:00 ₽ 06:00 ₽ 07:00 ₽ 08:00 ♥ 05:30 ₽ 06:30 ♡ 07:30 ₽ 08:30 Alarm sesi (>) Çalar Saat Alarm başlığı Alarm Alarm Kur

Bilgisayarda Alarm Nasıl Kurulur?

İşletim sisteminden bağımsız olarak, bilgisayarda alarm kurma için en pratik ve hızlı yol online alarm kurmaktır. İnternet bağlantısına sahip herhangi bir cihazınız olduğu müddetçe, Online Alarm Kur ile online alarm kurabilirsiniz.

Bilgisayarda alarm kurmak için izleyebileceğiniz diğer yollar:

- Windows 11'de <u>Saat</u> uygulamasını kullanarak alarm kurabilir, <u>zamanlayıcı</u> oluşturabilir, <u>kronometre</u> başlatabilirsiniz.
- Macbook alarm kurma için takvim uygulamasını kullanabilirsiniz.

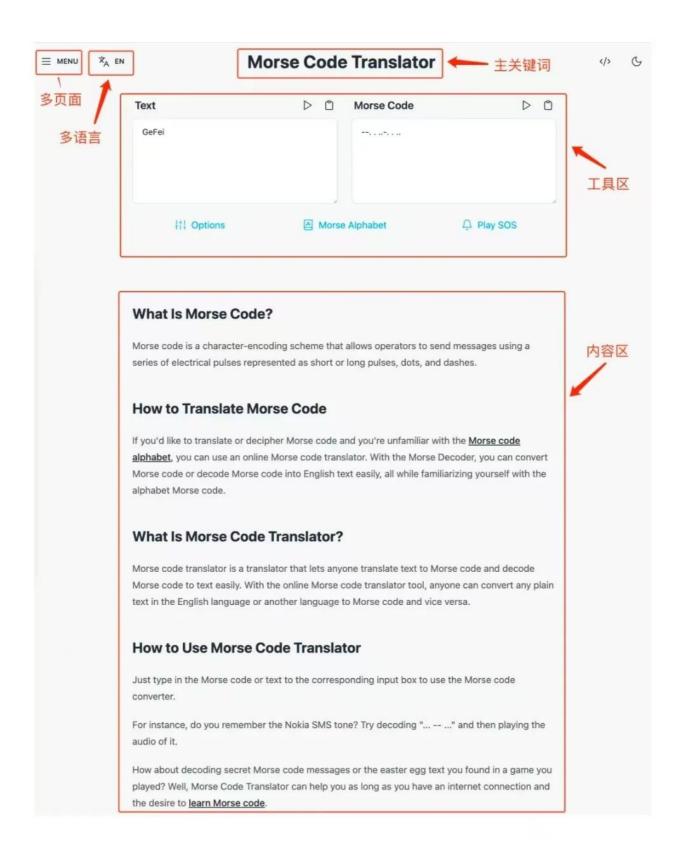
16:39



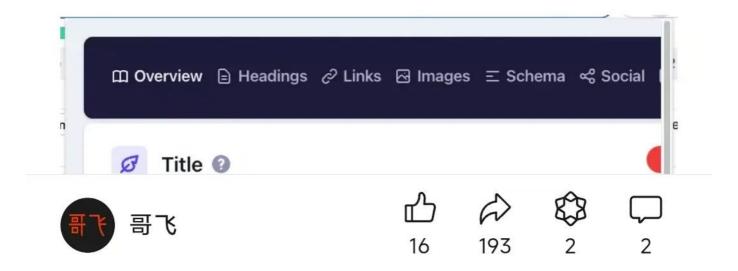




这个网站好在哪里呢?请看下图,这是一个典型的工具站的UI布局,该有的都有,而且做得很好。

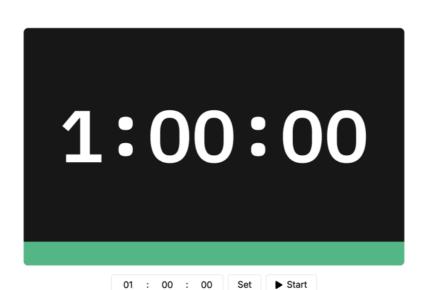


Title 和 Description 写得恰到好处。



这个界面我们在文章里分析过了,大家去看文章就好了。https://mp.weixin.qq.com/s/JulQrEb5DFdsudgZdmMHIA 打开 stagetimer 的1小时倒计时页面,你会发现布局也差不多,第一屏就把主体功能给显示出来了。

Login



1-hour Timer

This 1-hour timer is designed to be easy to use and ready to go. To change the time just input your desired duration and click "set." The timer can run in fullscreen mode with a progress bar to show you how much time is remaining. It can also be used in a vertical or horizontal mirrored display, making it ideal for use with teleprompters. With just one click, this browser-based timer is ready to go.

Fun Fact

How far could Usain Bolt run in one hour?

Usain Bolt is a world-renowned sprinter, known for his incredible speed over short distances. He is considered the fastest human in history, holding the world record in the 100m and 200m sprints. However, it is unlikely that he could run very far in one hour as sprinting is not a endurance activity and his events last around 9.58 seconds (100m) and 19.19 seconds (200m) respectively. He would need to maintain the same speed and endurance over a much longer period of time to run a significant distance in one hour. An estimation of the distance Usain Bolt could run in one hour would be challenging since it's not a common measure for him, but it is likely to be much less than a marathon distance (26.2 miles) or even half marathon (13.1 miles).

拉到页面的下面,能够看到更多倒计时入口。注意,这就是我们说的,一个关键词一个页面原则。 只要是有用户搜索的关键词,我们就去给这个关键词建一个页面,去搜索引擎竞争排名,免费获取流量。

Other Instant Timers

Minute Intervals	5 Minute Intervals	Popular Durations	Clocks
• 0:54 Timer	• 0:30 Timer	• 0:01 Timer	• Clock
• 0:55 Timer	• 0:35 Timer	• 0:02 Timer	Clock (24h) HH:MM
• 0:56 Timer	 0:40 Timer 	0:03 Timer	Clock (24h) HH:MM:SS
• 0:57 Timer	0:45 Timer	0:04 Timer	Clock (12h) HH:MM
• 0:58 Timer	0:50 Timer	0:05 Timer	Clock (12h) HH:MM:SS
• 0:59 Timer	0:55 Timer	• 0:10 Timer	
• 1:00 Timer	• 1:00 Timer	• 0:30 Timer	
• 1:01 Timer	• 1:05 Timer	0:40 Timer	
• 1:02 Timer	• 1:10 Timer	• 1:00 Timer	
• 1:03 Timer	• 1:15 Timer	• 1:15 Timer	
• 1:04 Timer	• 1:20 Timer	• 1:30 Timer	
• 1:05 Timer	• 1:25 Timer	• 1:45 Timer	

有一些关键词,要做工具落地页去承接流量,有一些关键词就要靠博客文章了。

Total Clicks

50	50 stagetimer.io/blog/countdown-timer-for-ma c 290 0.08%									
~*	Clicks Trend									
		Keywords (50)	Clicks 🗸		Change	Desktop vs. Mobile	Volume	Avg Volume		
	1	osx timer with messages	130	46.43%	New		420	< 50		
	2	smart countdown timer mac download	60	21.43%	1 200%		210	< 50		
	3	simple timer mac dmg	50	17.86%	New		240	< 50		
	4	freecountdowntimer mac	< 50	10.71%	New		120	< 50		
	5	macos opensource timer	< 50	3.57%	↓ 67%		380	70		
	6	best timer app for mac	< 50	< 0.01%	New	-	1K	457		
	7	can i use my iphone to control presntation timer o	< 50	< 0.01%	New	-	560	< 50		
	8	clock app macbook	< 50	< 0.01%	New	-	560	489		
	9	countdown calendar mac	< 50	< 0.01%	New	-	510	< 50		
	10	countdown widget for mac	< 50	< 0.01%	0	-	170	752		

上面这篇文章, 就是用来解答, 在Mac下如何倒计时。

大家可以看到用户搜索的问题各种都有,写一篇文章就可以把关心这些问题的人给抓住。

然后直接在文章里介绍自家的工具,把访客变成网站的用户。

Free Countdown Timer for Mac

Dec 28, 2021 · Parmann Liz Hermann

Most available timer software is made for Windows only. Stagetimer can be used on any Mac, iPhone, iPad, or Windows device, and it doesn't require a download - it simply runs in the browser. You can use it with any operating system and any browser, and you can share timers with others via a link or QR code. The web version of Stagetimer requires a stable internet connection, but an offline version for Mac and Windows is also available. It can be used offline and on local networks without internet access.

How to use stagetimer.io

To use Stagetimer, go to <u>stagetimer.io</u> and click on "create a timer." It will create a new timer for you and then redirect you to the controller page. From here, it's very easy to set the duration and start the countdown.



Create and control multiple speaker timers in the browser

这个网站名称不知道大家注意到了没有,是两个单词 Stage Timer , 舞台计时器, 完全是拿场景去给自己产品取名的。 这说明他这个网站立项之时, 就已经决定了, 就是要做这么垂直的一个需求。

从2020年底开始做,到现在也就是4年左右,一个月入10万人民币的生意,就做成了,而且还挺稳定的。 实际上这个网站的流量,是2023年初才开启起飞的。

整个2021和2022两年时间,没啥起色。

这又告诉我们,还是要耐得住寂寞,做好了产品,先放在那里,跟时间交朋友,时间会给你回报的。



我猜,虽然我没证据,实际收入不止\$15K,站长为了避免更多竞争,故意说低了。 好了,以上就是今天的#哥飞小课堂 ,给大家稍微分析了一下 StageTimer 这个产品。 如果大家想了解更多,可以看 IndieHackers 上的作者发的故事。

Turning a simple B2B solution into a \$15k MRR SaaS by exploiting a market niche 找到利基市场,把一个简单的B2B解决方案做成了\$15K MRR 的 SaaS 产品。

https://www.indiehackers.com/post/tech/turning-a-simple-b2b-solution-into-a-15k-mrr-saas-by-exploiting-a-market-niche-xlxrVwn24DVsN8b3PYD3

这样的哥飞小课堂,在社群里时不时就会有,只要你愿意学,哥飞就愿意教,让我们一起出海赚美元。 最近几天的文章,列在这里,给大家一个快捷入口:

从北京到老家,从上班到上站,从大厂到个体户,他靠出海实现了WLB 失业夫妻双双把站上,10月做了4个网站都上榜,总PV367K,他说好像捅破那层窗户纸了 新站上线一个月拿下219K的UV,320K的PV,经验分享全公开 做出一个日入200美金的网站需要多久?答案是半个月 朋友们,这是目前哥飞流量最大的网站 如果你对哥飞社群感兴趣,请加哥飞微信 gefei55 咨询了解。





扫一扫上面的二维码图案,加我为朋友。