



# Lead Finder Local V3

## Basic Starters Guide

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## Logging In

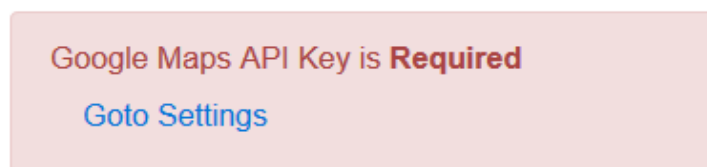
To log into your Lead Finder Local console go to <http://app.leadfinderlocal.com/> and enter your username and password into the top right hand form. Hit the RETURN key to complete the login process.

The image shows a login form with a light gray background. On the left, there is a blue link 'Forgot Password?' with a person icon. To its right is a text input field labeled 'Username'. Further right is a password input field labeled 'password' with a lock icon and a 'Show/Hide' icon.

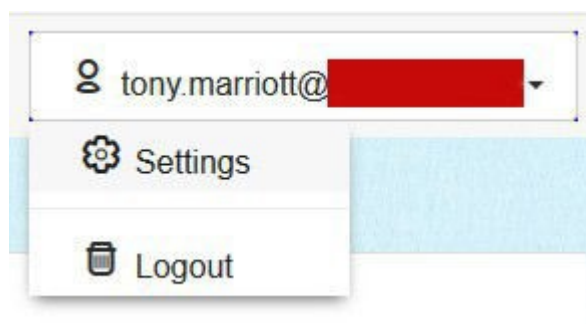
Note you can change or get a lost password via the blue link. Your login name is the email address you used to purchase LFL .

## Adding Your Google API Key

If this is the first time you have logged in you will be prompted to add your Google API Key.



If you want to change or edit your API key you can access the same form from the drop down option (Settings) box (your login name) at the top right of



the screen.



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Instructions for creating the correct API key can be found by following the PDF instructions linked to from the left of the form window.

Google API Key

For instructions on how to acquire your Google API key, please read these documents

[Google API Key Instructions PDF](#)  
[Google Places API Instructions](#)

Google API Key

Enter Google API Key

Or directly from

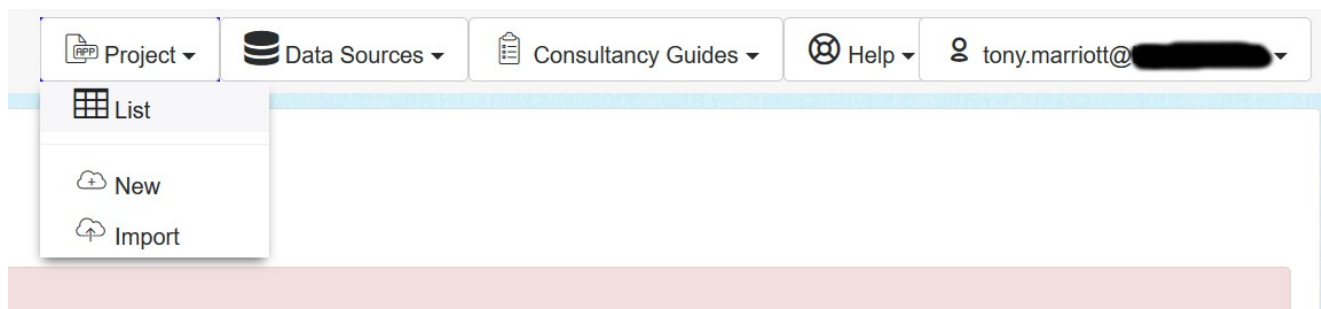
<https://leadfinderlocal.s3.amazonaws.com/LFL3/get-maps-javascript-api.pdf>

See also the step-by-step video guide here

<https://leadfinderlocal.s3.amazonaws.com/LFL3/videos/add-API-key.mp4>

**Google API keys are completely free.**

When you have your API key copy and paste it into the 'Google API Key' field and click ACCEPT. LFL will test the validity of the key. If all is OK the drop down PRODUCT buttons at the top of the window will become active (Project List, New & Import).





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
If the keys are not active then correct or add the correct API key to continue. See the troubleshooting section at the end of the PDF listed above.

If you are having any problems creating a valid API key then we can create it for you. You will need to give us login to your Google (Gmail.com) account. Please raise a support ticket at <https://seotoolcase.com/support>

## Project List

The project list is a list of open projects. Projects are only safe while the browser tab is open. They are only saved in the browser memory.

Closing the browser, the browser tab or leaving the leadfinderlocal.com website will cause the project list (and any data) to be lost. See [Save Project below](#).

Name	Keyword	Count	Actions
testtony16	car hire	40	   

From this view you can add to project, view project, save project or delete project using the menu items to the right of the project title.

Note that you will not have any projects when you start. You will need to create a NEW project to see it in the list. See “New Project” section below.

## Save Project (For Re-Import)

To save a project to your computer you need to SAVE the project using the cloud icon above. This will save it as a JSON file.

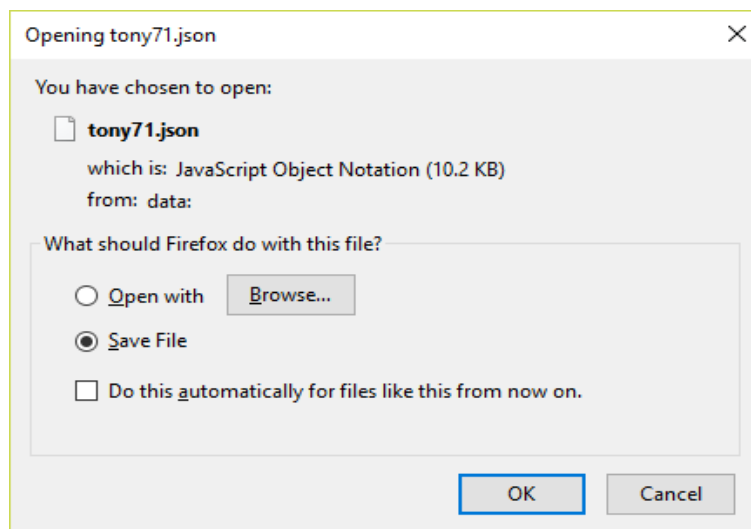
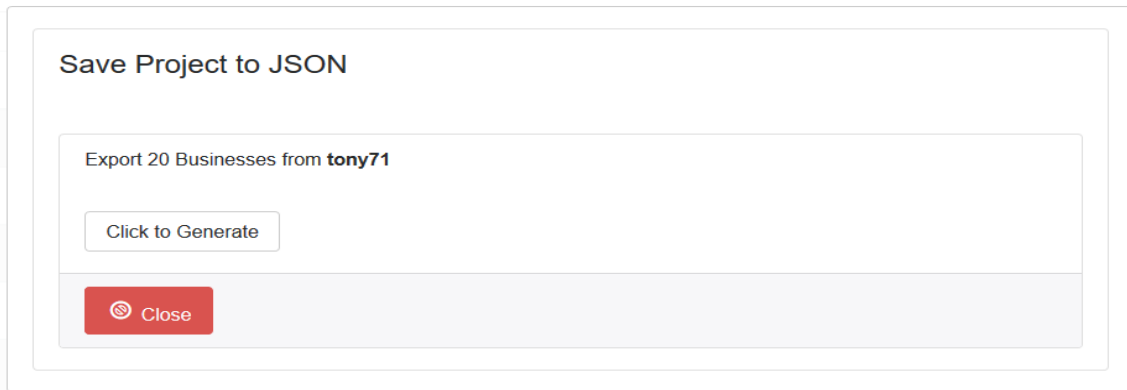
From the same menu you can add to the project, view the project or remove the project from the browser session. NOTE: this will NOT delete any SAVED JSON files.

When saving a project to JSON you will be prompted to GENERATE the file and will be given a download link to click. Clicking the download link will save the file to the default download directory set in your browser settings.



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## New Project

Here you can create a new project. To create a new project complete the following fields

### **NAME & KEYWORD TAB**

**Project Name:** REQUIRED: A unique name for your project  
**Keyword:** REQUIRED: The search expression you want. Usually a business type i.e. plumber, dentist etc.

### Create New Project

[Click Here For Advanced Search Tips](#)

Name & Keyword    Google Geo

Project Name	<input type="text" value="Project Name"/>
Keyword	<input type="text" value="Keyword"/>

Accept

Cancel

### **GOOGLE GEO TAB**

**Location:** REQUIRED: A city, town or postcode etc. Simply start typing a number, street, postcode, address, town etc. and choose from the suggestions offered.

**Radius:** REQUIRED: A distance from the LOCATION to search for businesses.



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Create New Project

Name & Keyword **Google Geo**

Oxford Street, London, United Kingdom

5 Miles

#	Location
<input checked="" type="checkbox"/>	Oxford Street, London, United Kingdom
<input type="checkbox"/>	Oxford Street, Bondi Junction, New South Wales, Australia
<input type="checkbox"/>	Oxford Street, Stretford, United Kingdom
<input type="checkbox"/>	Oxford Street, Leederville, Western Australia, Australia
<input type="checkbox"/>	Oxford Street East, London, ON, Canada

<input type="checkbox"/>	1 Mile
<input type="checkbox"/>	3 Miles
<input checked="" type="checkbox"/>	5 Miles
<input type="checkbox"/>	10 Miles
<input type="checkbox"/>	15 Miles
<input type="checkbox"/>	20 Miles
<input type="checkbox"/>	25 Miles
<input type="checkbox"/>	30 Miles

**Accept** **Cancel**

Click ACCEPT to search for results.

Note: See the [Click Here For Advanced Search Tips](#) link below the Create New Project title. Click the link (or the one above) to see the Search Tips PDF. Definitely read this guide as it explains the methodology for getting the most search results in any given area.

## Search Results

**IMPORTANT:** It's important to understand that the search results are transient. i.e. they are not yet part of the project.

By default all the results have a green tick next to them. This means they are selected. You can use the icons at the top left of the search results to either select or deselect all the results. You can also invert the checked options



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(reverse the selection of results). You can also check/uncheck individual results by clicking the green tick.

Google Search Results For dentist *within 30 Miles of 345 U.S. 1, Pawtucket, RI, United States*  
dentist-22 | Results Returned: 20

ID	#	Name	Address	★
0	<input checked="" type="checkbox"/>	Fisher Family Dentistry PC: Fisher Vega Amy DDS	253 Bedford Street, Bridgewater	0
1	<input checked="" type="checkbox"/>	Sleep Apnea Dentists of New England	70 Wells Avenue Suite 103, Newton	0
2	<input checked="" type="checkbox"/>	Brockton Pediatric Dentistry & Orthodontics	304 Pleasant Street, Brockton	0
3	<input checked="" type="checkbox"/>	Realty Dentistry: Thai Frederic DDS	10 Union Street, Natick	0
4	<input checked="" type="checkbox"/>	Norwood Pediatric Dentistry	38 Vanderbilt Avenue c, Norwood	4.5
5	<input checked="" type="checkbox"/>	Dentistry for Children	851 Main Street, South Weymouth	4.5
6	<input checked="" type="checkbox"/>	Advanced Cosmetic Dentistry	1090 New London Avenue, Cranston	4.6
7	<input checked="" type="checkbox"/>	Norton Family Dentistry	275 W Main St, Norton	4.8
8	<input checked="" type="checkbox"/>	Zarella Dentistry	171 Main Street #100, Ashland	4.8

If you want more results (max 60) click the blue arrow button at the top right of the results.

When you have selected the businesses you want, you can click the + icon in the top icon menu (above) to add these results to your project. Your project will look something like the image below.

#	Name	Address	★	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	G & S Professional Carpet Cleaners Ltd	19 Gordon Street, Northampton	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	SJS The Professional Carpet Cleaner	5 Herbert Avenue, Leicester	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Back 2 Basics Carpet Cleaning	19 Unicorn Avenue, Coventry	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Classic Carpet Cleaning	6 Jacey Road, Shirley, Solihull	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	SJS The Professional Carpet Cleaner	15 Marianne Close, Barrow upon Soar, Loughborough	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Jet Cleaning services carpet cleaning	447 Tile Hill Lane, Coventry	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Excel Carpet Cleaning	62 Church Road, Smethwick	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Carpet Cleaning Prince	3 Grange Road, Leamington Spa	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Smart Kleen Carpet & upholstery cleaners	142 Stoney Lane, Birmingham	5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍
00	Pixies Carpet Cleaning Midlands	78 Fairfield Hill, Polesworth, Tamworth	3.5	📍	✉	☎	📄	🏠	📱	📺	🗨	📺	📍





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Although each search can only retrieve a maximum 60 results you do as many searches as you like and keep adding the results to your project.

To add more results to your project click the + (Add To Project) icon at the top left of your project window. This will take you back to the search option where you can edit and modify your search options.

Use the same instructions above to add more results to your project. The project name is fixed but the location, radius and keyword can be changed.

**NOTE:** You cannot edit the project name but you can edit (retype) the keyword. You will need to edit the keyword to enable the **ACCEPT** button (see below).

### Add To Project: dentist-22

Name & Keyword	Google Geo
Project Name	dentist-22
Keyword	dentist

**Note:** You must re-search (just space after the address) or edit the location to display the slider selected address as shown below.



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Add To Project: dentist-22

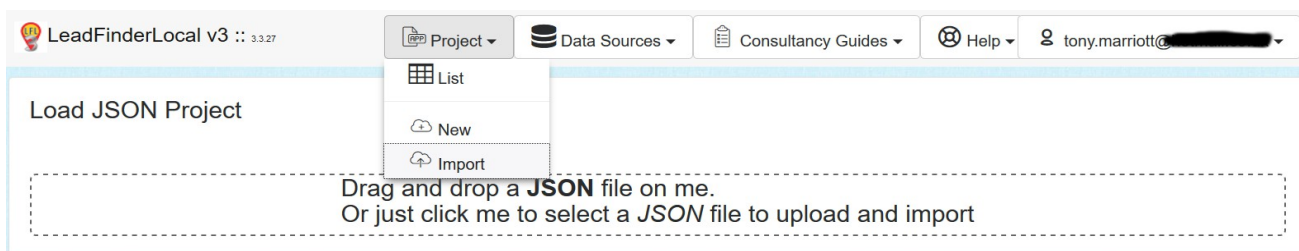
Name & Keyword **Google Geo**

345 U.S. 1, Pawtucket, RI, United States

#	Location
	345 U.S. 1, Pawtucket, RI, United States

## Import Project

The Import Project Button allows you to re-import a saved JSON file into the LFL console. This can be an older project you have saved or a project that has been updated by an LFL plugin (i.e. Google My Business – see later).

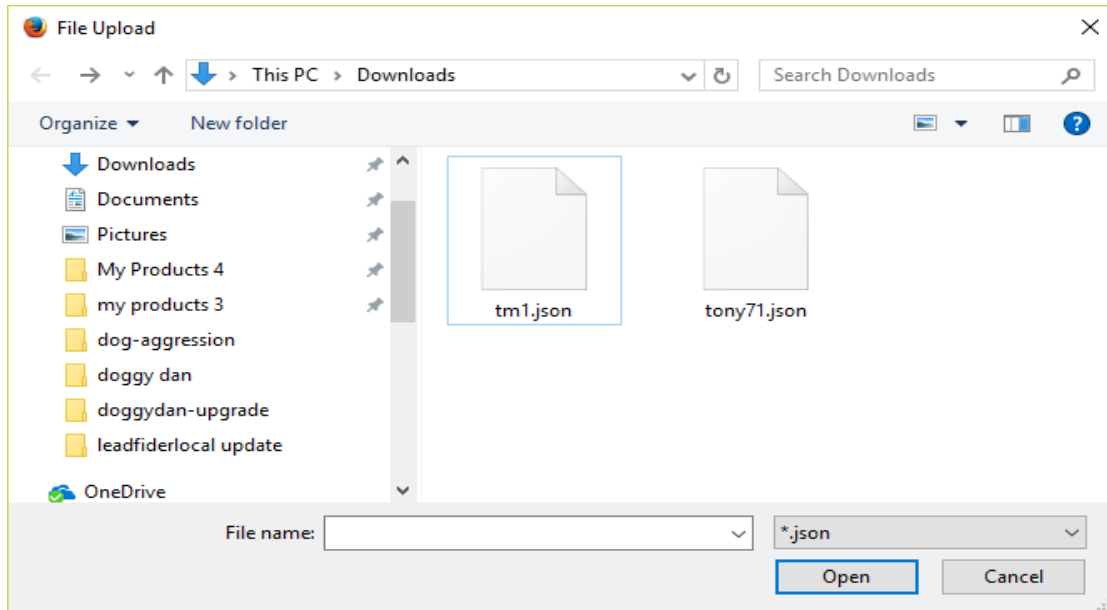


Drag and drop a JSON file to the prompted area or click it to open your local file explorer and choose your file.



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Select the project file you want to import and click the OPEN button.

The file will IMPORT and you will be presented with the Project List view.

### Project List

2 projects available

Name	Keyword	Count	Actions
tony73	carpet cleaning	16	   
tony71	hvac	20	   

Finally click the 'eye' icon to view the newly imported project.

**NOTE: Do not get confused between JSON Project imports and CSV imports. Only JSON imports will fully restore your project. JSON imports are done from the Projects >Import menu.**



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Viewing chirotest2(2)\_gmb  
Keyword: Chiropractor | Businesses: 13

#	Name	Address	★	📞	🌐	✉️	📞	📄	📱	📺	📺	📺	📺	📺	📺	📺	📺	📺
	<a href="#">Summit Chiropractic: Dr. Sam Gray &amp; Katie Zimmerman</a>	2801 Elizabeth Lake Rd # 100, Waterford Twp, MI 48328, USA	5	2	1.23													
	<a href="#">Dr. Stacey Francis D.C.</a>	74 W Long Lake Rd #100, Bloomfield Hills, MI 48304, USA	5	5	4.79													
	<a href="#">Christopher R. Lewis, DC</a>	10 W Square Lake Rd, Bloomfield Hills, MI 48302, USA	5	1	0													
	<a href="#">Specific Wellness</a>	74 W Long Lake Rd Suite 100, Bloomfield Hills, MI 48304, USA	5	3	0.27													

## Export Project As CSV

To export the project as a CSV for importing to other software tools, databases or spreadsheets, simply click the EXPORT TO CSV icon.



You will be shown an option pop-up box.

### Export Project To CSV / TSV

C.S.V. ▾

- name
- vicinity
- phoneNumber
- rating
- website
- speed
- social\_contact

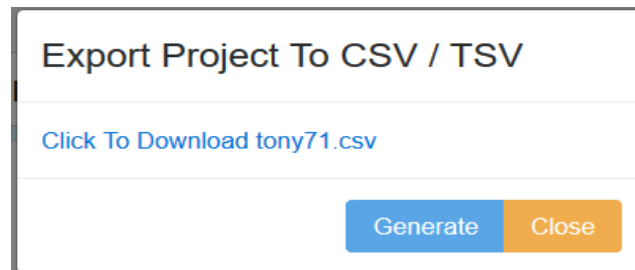
Generate
Close



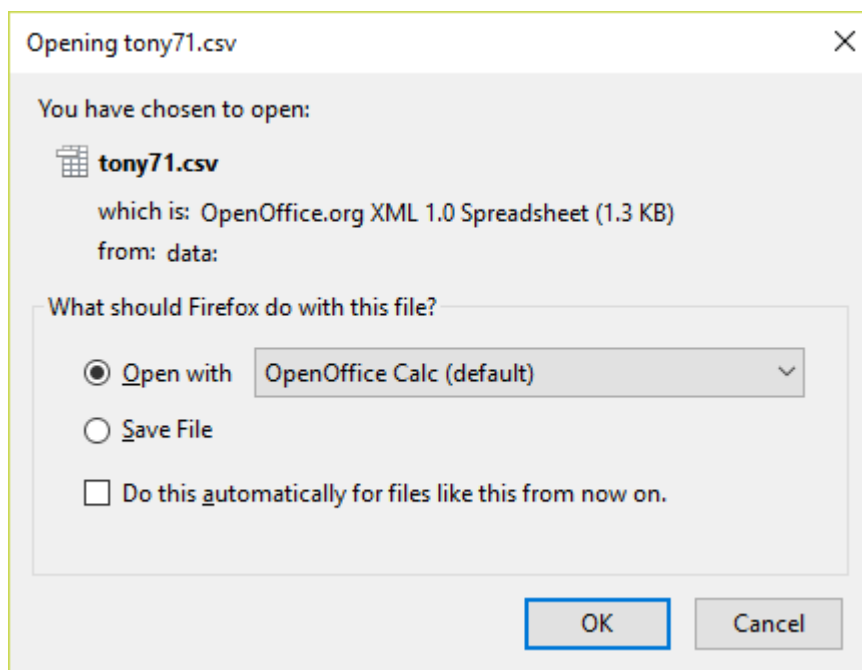
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Select your desired export file type (CSV/TSV) and select the columns you wish to export and click GENERATE.



Click the download link to download the file to your computer



Follow the download prompts and open or save the file as required. The file will be saved to your default download directory set by your browser settings.

**NOTE:** these CSV/TSV file CANNOT be re-imported (as is) into Lead Finder Local. Only JSON project files can be re-imported.



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To save your project you need to save the project as a JSON file using the orange DOWNLOAD/SAVE. You can then upload the project to LFL from your computer at any time.

## Gathering Data For Your Project

A huge amount of information about the businesses in your project can be generated automatically and even more can be found with a little manual action.

**There are three main ways to gather data about the businesses**

### ***Main data build:***

Clicking the 'Start Build' button in the top left icon menu (watch) will automate the main data fetch from the businesses. This will populate the right hand data section of the results table with things like web address, email address, load speed, has videos etc.



This data can also be generated individually by clicking the 'Pause' icon to the left of the business result which will turn into a selection slider when the data collection is complete.

#	Name	Address	★	🌐	✉	☎	📄	🕒	📍	📺	📺	📺	📺	📺	📺	📺	📍
5	Compact HVAC Inc.	246 W 38th St, New York, NY 10018, USA	5	🌐	✉	☎	📄	3.78	📍	📺	📺	📺	📺	📺	📺	📺	📍
5	Denair HVAC Inc.	8319 20th Ave, Brooklyn, NY 11214, USA	5	🌐	✉	☎	📄	7.26	📍	📺	📺	📺	📺	📺	📺	📺	📍



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### External Reporting Tools

You can access the external reporting tools after a business has run the main build.

Select the slider to the left if the business and click the 'Link' icon in the top left icon menu.



The website URL or other required data will automatically be added to the external tools. In a few cases where the URL is not added it will be already copied to the clipboard so a simple paste or CTRL+V will add the URL into any field.

Additional details of the external reporting tool can be found in a later section.



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### ***Google My Business Plugin***

If you have purchased the GMB plugin you can check to see if businesses have unclaimed GMB listings by using the GMB plugin.

The GMB plugin is a small program that runs on your computer. It does not require installing so only needs to be downloaded to a folder on your computer. For more details on the GMB plugin see <https://leadfinderlocal.com/guides/>

To get the GMB data simply EXPORT your current project (or use an already EXPORTed project) to a JSON file.

Open the GMB plugin and follow the prompts to IMPORT the JSON file and fetch the GMB data. When done EXPORT the JSON file again. You can overwrite the original or rename the file as required.

You can now IMPORT PROJECT into the LFL console.

For a full guide to the Google My Business plugin see the following links:

<https://leadfinderlocal.s3.amazonaws.com/LFL3/LFL3-GMB-Guide.pdf> \_  
<https://youtu.be/XTitNoYQOws>

### ***Additional Data***

There are some additional specialist information (data) runs. For example: You can validate all the emails addresses in a single project or run a SSL (https:) check on every domain in a project.

These are accessed from additional drop down menus in the project view.

**Note:** At the time of writing these functions were under development.





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## Editing Your Project Information

Most of the project details can be manually edited and additional information added.

Open the business information editor by selecting a business and clicking the orange EDIT icon at the top right of the screen.



Business Owner First Name	<input type="text" value="Business Owner First Name"/>
Business Owner Surname	<input type="text" value="Business Owner Surname"/>
Business Name	<input type="text" value="Denair HVAC Inc"/>
Address (incl. Postcode / Zip Code)	<input type="text" value="8319 20th Ave, Brooklyn, NY 11214, US"/>
Intl. Phone Number	<input type="text" value="(212) 776-1333"/>
Email	<input type="text" value="no"/>

Note that you can edit any of the entries and there are some additional entries like:

Business Owner First Name  
Business Owner Surname

and a free entry 'Notes' field.



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Using the external reporting tools you can find owner names and any other information you may want about your prospective clients.

Scroll the box down to see the full details.

Facebook

LinkedIn

Twitter

Youtube

Your Notes 

Your Notes

Finished Edit
Close

## Viewing Project Information

The **project view** is a compact way of displaying a lot of data about a lot of businesses.

Viewing dog-test1  
Keyword: dog | Businesses: 20

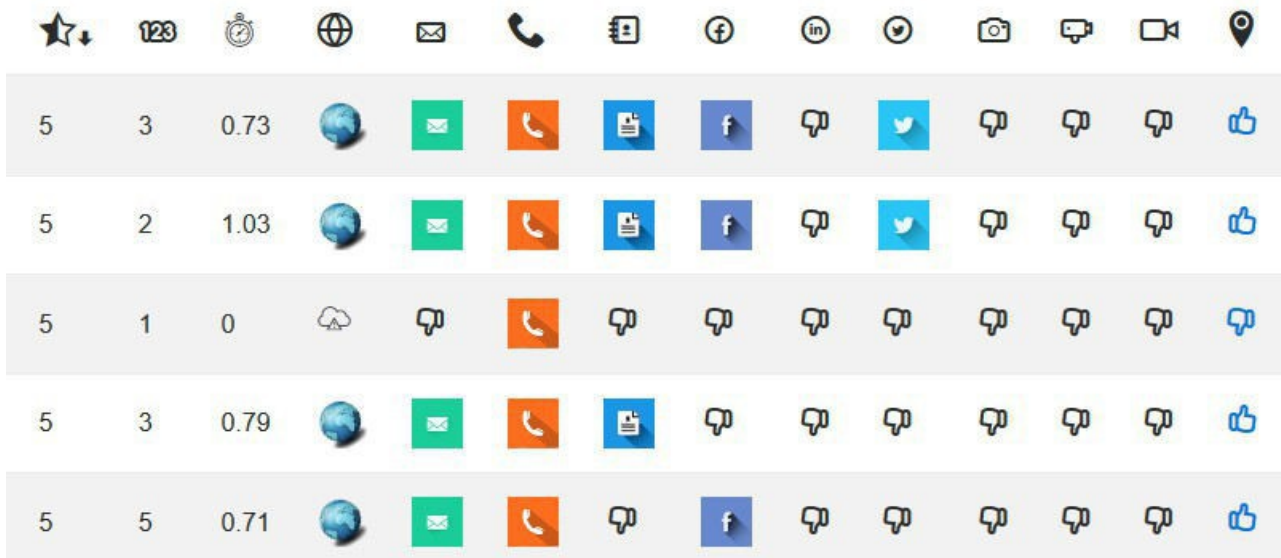
#	Name	Address	★	📍	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	BYOD dog wash	617 E Broadway, South Boston, MA 02127, USA	5	2.74	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	The Broadway Dog Spa	547 E Broadway, Boston, MA 02127, USA	5	0.28	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Big Dog Walkin'	162 Chestnut Hill Ave, Brighton, MA 02135, USA	5	0.94	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Blue Dog	19 Lupine Rd, Andover, MA 01810, USA	5	2.17	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Pawsh Dog Boutique	31 Gloucester St, Boston, MA 02115, USA	4.9	0.06	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	The Dog Scoop	216 Webster St, West Newton, MA 02465, USA	4.9	1.17	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Camp Bow Wow - Bellingham	244 Maple St, Bellingham, MA 02019, USA	4.9	0.58	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Elliott's House Pet Care + More	PMB 11, 485 Massachusetts Ave #300, Cambridge, MA 02139, USA	4.9	1.01	📞	📧	📷	📺	📅	📌	📍
<input type="checkbox"/>	Gemini Dogs	53 Ayer Rd, Littleton, MA 01460, USA	4.7	0.13	📞	📧	📷	📺	📅	📌	📍



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As seen below you can get and see a lot of information very quickly from this page.



Most icons are hyperlinked to additional information. Or, in the case of empty (thumbs down) data fields, linked to additional search.

So clicking on any icon for a business will open that particular element (website, email, Facebook, Contact page, Goggle My Business page etc.)

### **Google Plus Ratings**

There are two columns relating to Google Plus ratings. The first is the star rating (star icon). i.e. a star rating between 0 and 5. This rating is the average review rating for all rating for that business.

The second and next column lists the number of reviews (123 icon). This actually only list 0-4 or 5+. If there are 5 or more reviews then the column will show 5+.

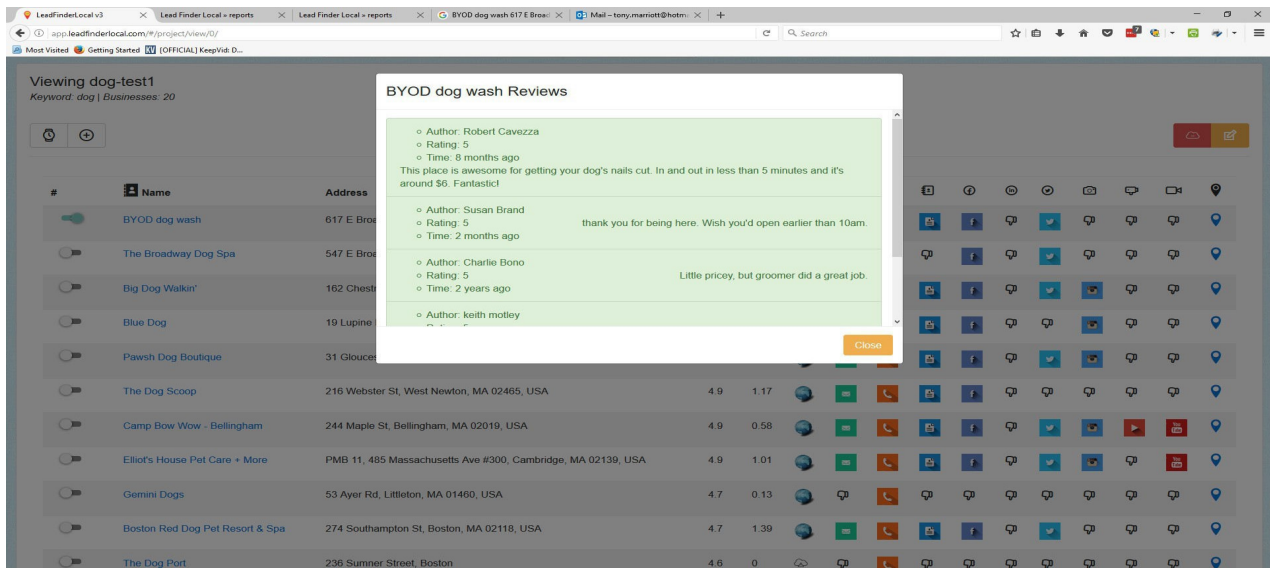
By clicking on the rating of any business a pop-up window will open showing the Google reviews. These are color coded for easy understanding (Green -Good, Red-Bad). There is a maximum of five reviews listed.

If there are 5 or more reviews then clicking on the “Number Of Reviews” results will link to the GMB listing where you can view all individual reviews.



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### ***Detailed Pop-Up View***

However you can see the project data in a more detailed view for each individual business.

Select a business using the slider to the left of the business listing and click the 'View Details' icon from the top icon (blue folder) menu.



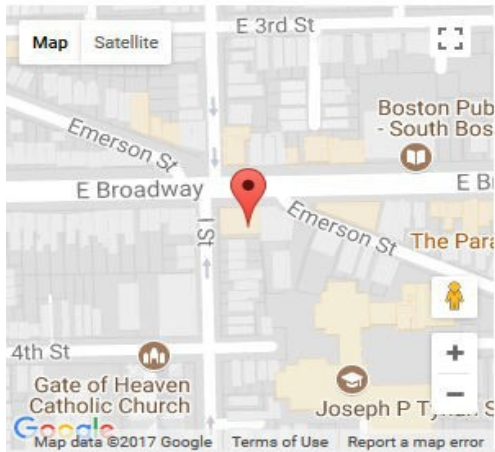
This will display all available information with clickable links where appropriate.



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### Data For BYOD dog wash



First Name	Amy
Last Name	
Business Name	BYOD dog wash
Address	617 E Broadway, South Boston, MA 02127, USA
Tel:	(617) 765-4800

Rating	5
Speed	2.74
Email	no
Website	Open Website
Google My Business (G.M.B.)	
Facebook	Open Facebook
Instagram	Search Instagram
LinkedIn	Search LinkedIn
Twitter	Open Twitter
Youtube	Search Youtube
Front Page Video	
External Testing Suite	Open External Tools

Close

## Lead Finder Local External Research Center

The ERC is accessed directly from your projects by clicking the 'External Tools' (blue link) icon. Select the business you want to using the slider control on the left and click the ERC icon.





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All the external reports are completely free to use. Some offer premium option and you are of course free to take those up if you wish.

**IMPORTANT:** In some cases creating a free account with the individual report sites will give you extended and additional reporting. This is recommended.

Lead Finder Local External Research Center

### Generate Customer Reports And Qualify Leads

INTELLIGENT CLIPBOARD - Pet Pals of Winchester, 278 Salem St, Woburn, MA 01801, USA, (781) 721-7387, gopetpals.com/, lodash@4.17.4/lodash.min.js

- Website Analysis & SEO**
  - SEO Analysis
  - Mobile Friendly Test
  - Google Site Speed Test
  - Check Valid SSL
  - Deep SSL Report
  - Site Built With?
  - What CMS & Theme?
  - MOZ Open Site Explorer
- Directory & Reputation**
  - Yext Directory Listings
  - Moz Directory Listings
  - GoFish Complaints
  - Google Review Search
  - Social Mentions Report
  - Domain Blacklist Check
- Business & People Search**
  - Owners On LinkedIn
  - Managers On LinkedIn
  - Any On LinkedIn
  - Reverse Phone Search
  - Check Details In Whois
  - Better Business Bureau
  - Validate Email (Hunter)
  - Validate Email Addr(1)
  - Validate Email Addr(2)
- Ads, PPC & Organic Results**
  - Semrush Keywords
  - Google AdWords
  - Similar Web Traffic
  - Keyword: Pet Pals of Winchester, Score: 5233, Copy this access code, Get Keyword Ranking
- Security & Protection**
  - WordPress Security
  - Site Safety Scan
  - UpGuard Cyber Audit
  - ASP.NET Analyser

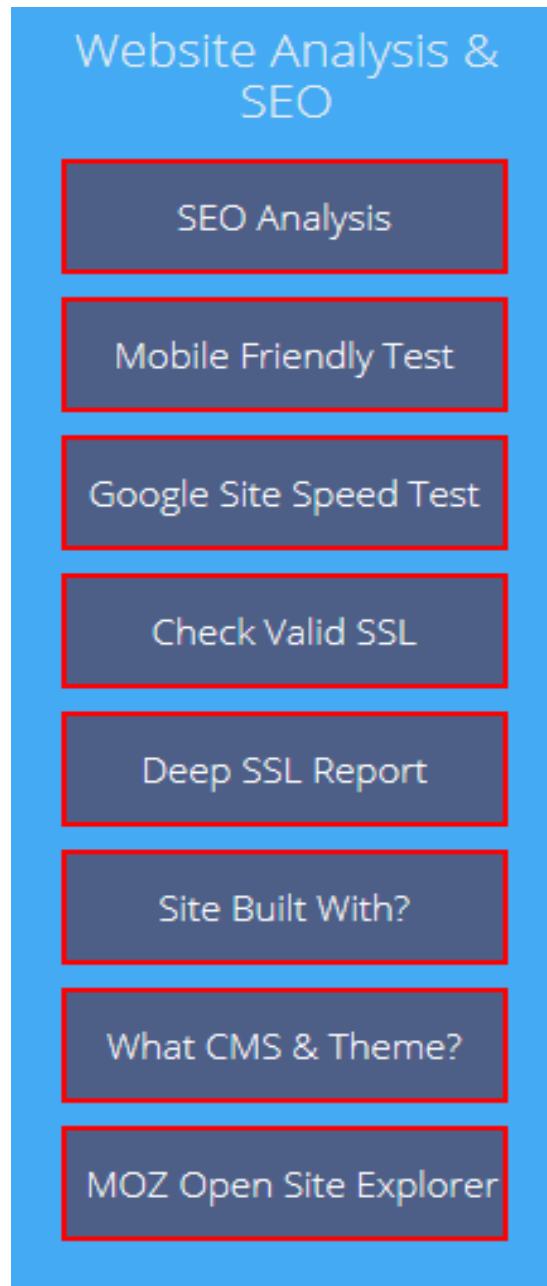
The reporting tools are grouped under five categories

- Website Analysis & SEO**
- Directory & Reputation Management**
- Business & People**
- Ads, PPC & Organic Search**
- Security & Protection**



# Lead Finder Local V3

## Basic Starters Guide



The above reports offer in depth analysis of the businesses website. It included full SEO analysis, Mobile friendly tests, Site load speed test, SSL (https) analysis, A full technical audit and backlink/authority report



# Lead Finder Local V3

## Basic Starters Guide

### Security & Protection

- WordPress Security
- Site Safety Scan
- UpGuard Cyber Audit
- ASP.NET Analyser

Security is important for all websites and this section offer the ability to check for malicious software and possible security failures in the business web sites.

### Ads, PPC & Organic Results

- Semrush Keywords
- Google AdWords
- Similar Web Traffic

Keyword

Pet Pals of Winchester

**5233**

Copy this access code

Get Keyword Ranking

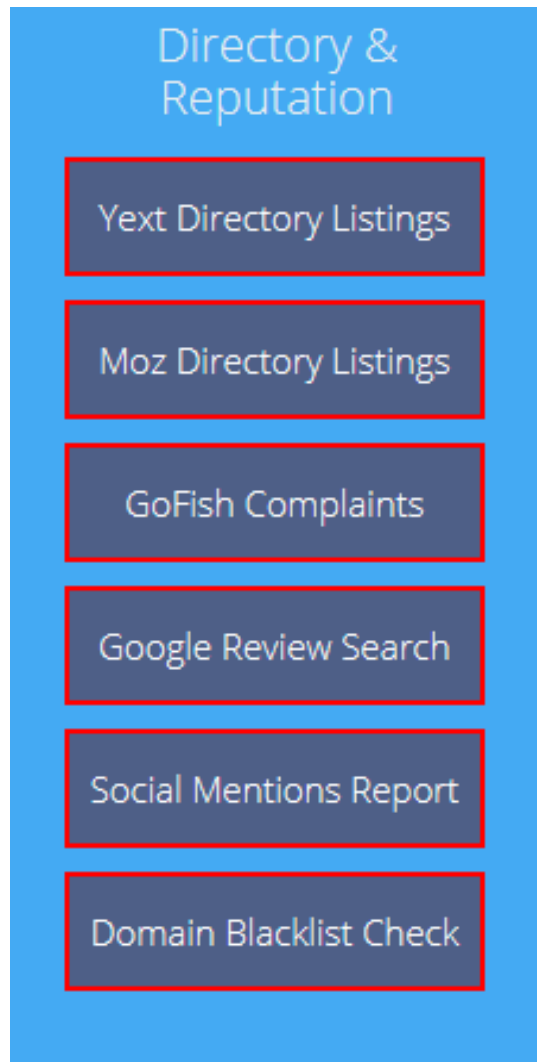




# Lead Finder Local V3

## Basic Starters Guide

See what keywords the business sites are ranking for, what their competition is doing. Are they using PPC ads and what kind of traffic are they getting.



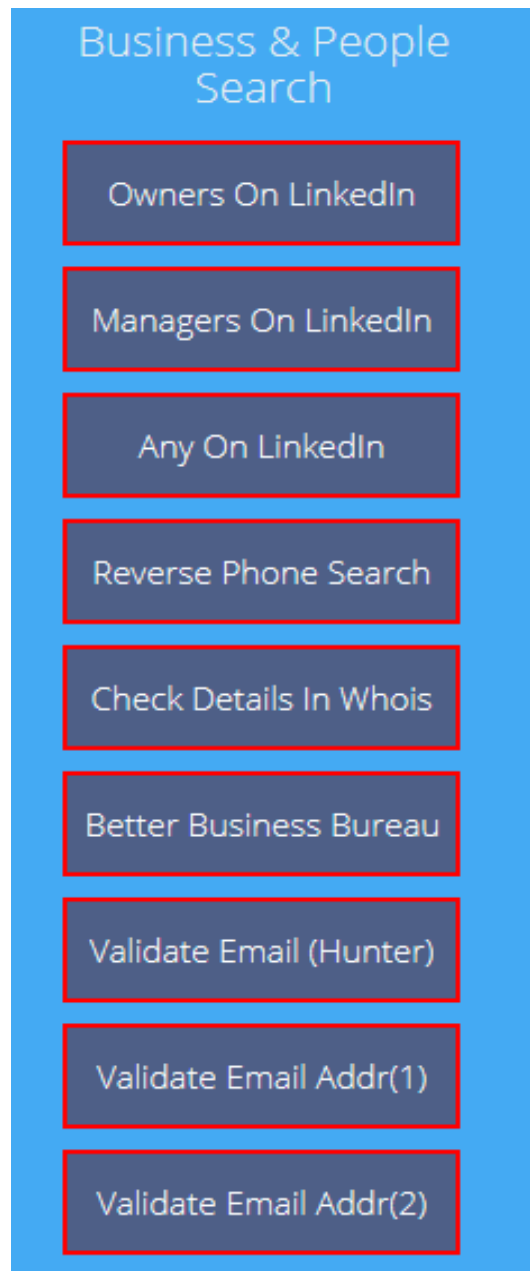
For all websites and business reputation is crucial. For e-commerce sites and local businesses it can be a killer if your reputation is bad online. Find out if the businesses are getting bad reviews or complaints online

Also for local businesses how they are appearing in the business directories is crucially important. Check their listings right here.



# Lead Finder Local V3

## Basic Starters Guide



Finding individual owners and manager etc. can be great help when contacting prospective clients. How much better to say .... “To Mr Jameson,”

....than a generic “To The Sales Manager,”

Note:Additional reporting tools will be added over time so you probably see more options in your External Reporting Center than are shown here.

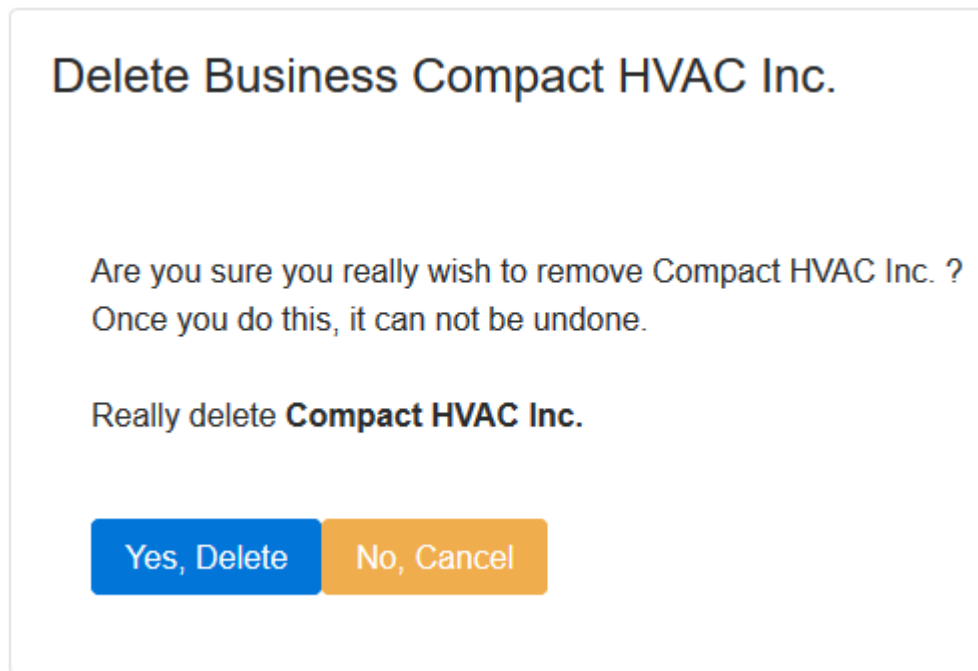


# Lead Finder Local V3

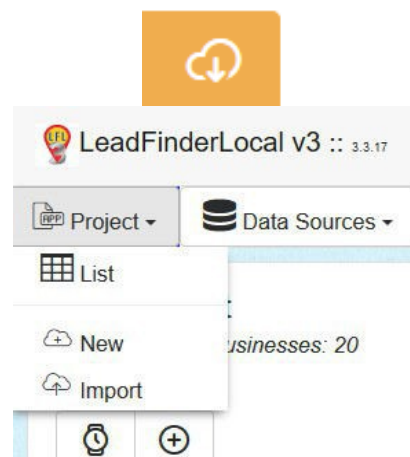
## Basic Starters Guide

## Deleting Businesses

Individual business can be deleted from the project by selecting them with the selection slider and using the DELETE (red cloud) icon from the top menu.



Remember that any changes made to the project are only held while your browser tab is open. To save your project changes you need to save the project as a JSON file using the orange **DOWNLOAD/SAVE**. This downloads the project to your computer and can be imported back into LFL using the **IMPORT** option under the **PROJECT** button at the top of the window.





# Lead Finder Local V3

## Basic Starters Guide

## Login Drop Down Menu

After login your user name will be displayed. Clicking your username in the top right of the LFL app window will give you access to the SETTINGS options and allow you to LOGOUT & CLEAR LFL.

**WARNING:.** Logging out may remove all settings from LFL. It will clear your API keys, your email templates, your login, any other settings, and any open projects. It will NOT delete any saved files.

You will probably only want to use this option if you access LFL from a shared computer to ensure your details and account remain secure.

Normally DO NOT logout of LFL. When you return you will be automatically logged in and all your settings will be saved. Settings are are stored locally in your browser cache. Therefore switching browsers or computers will not keep your previous settings.

## Email Templates

You can set up any number of email templates inside Lead Finder Local. These templates will be stored and will remain inside your LFL app until they are CLEARED by clicking the 'LOGOUT' option from the login drop-down menu and choosing LOGOUT & CLEAR from the resulting pop-up window.

Really Logout ?

Do you wish to Logout ?  
Or Logout and Clear your login credentials ?

Yes, Logout

Logout and Clear

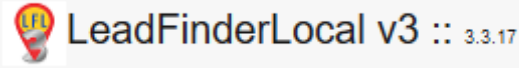
No, Cancel



# Lead Finder Local V3

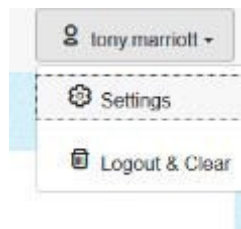
## Basic Starters Guide

Whenever using LOGOUT & CLEAR follow up by clicking the LeadFinderLocal logo at the top left of the screen. This will refresh the application and finalize clearing all settings.

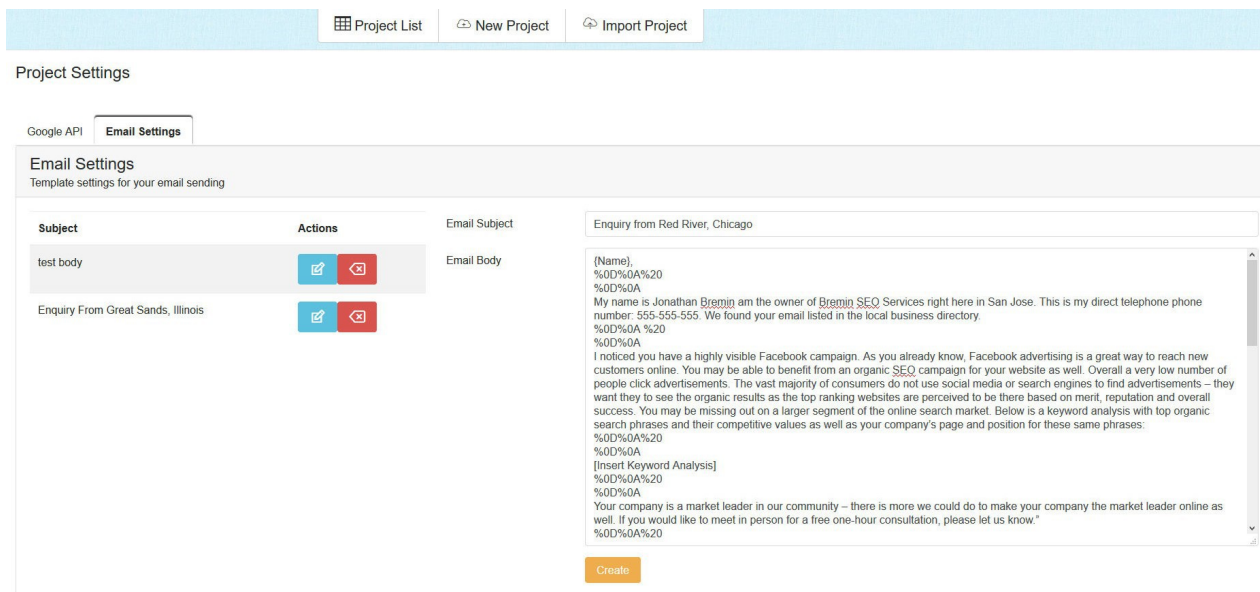


### Creating and Editing Templates

From the login drop down menu at the top right of the screen go to the SETTINGS options



Select the EMAIL SETTINGS tab.





# Lead Finder Local V3

## Basic Starters Guide

From here you can add new templates. Simply enter a Subject Line and the Body text into the appropriate fields and Click CREATE.

The new template will be saved in the template list to the left of the page.

**TIP: Pull down bottom right corner of Body field to make it larger.**

From that list you can now delete or edit any of the existing templates.

Note that the template will populate your “send email” in your chosen Email application. Lead Finder Local uses the standard Mailto: protocol to connect with your default email application and send emails. Mailto: requires strict encoding to ensure the sent email is formatted correctly.

Write your email template in Word or Open Office Writer or any text editor. Copy and paste your email body text into the URL encoder at <https://www.urlencoder.org/> and click the ENCODE button. Copy the now URLEncoded text and paste it into the email template body field in LFL.

For full details see the PDF guide <https://app.leadfinderlocal.com/email-templates.pdf> which is also accessible from the Email Settings window.

Test your new template by 'Emailing' a business from within a project. Change the 'to' email address to your own to ensure all is OK when actually delivered to your inbox.

**See SENDING EMAILS below.**

### ***Email Template Variables***

You can add a number of codes in your email template that will automatically fill-in from the business details. Note they are surrounded by curly brackets.

{name}	Name of business
{firstName}	Contact First Name
{lastName}	Contact Surname
{website}	Website URL



# Lead Finder Local V3

## Basic Starters Guide

{email}	Email Address
{speed}	Website Speed Rating
{rating}	Google Review Rating

This allows you to personalize each email even when using templates.

## Sending Emails

Before you can send an email you must set up an email application on your computer. Emails use the industry standard 'mailto:' protocol which will open your default email application on your computer.

You can change the default mail application on your computer. Depending on what you want to use and the operating system you are using this will be a different process. However see this article which gives some guidelines.

Ultimately though you need to correctly configure a mail application that will automatically open when it sees a 'mailto:' protocol URL.

**TIP:** In testing I find the default Windows Mail application to be an excellent option. You can set up multiple email accounts inside the app and choose whatever you want to use with LFL.

To send an email VIEW the project and click the EMAIL icon for the business you want to contact.





# Lead Finder Local V3

## Basic Starters Guide

### Email Business AFGO Mechanical Services Inc

Select an email template to use

#	Subject
<input type="checkbox"/>	No Template
<input type="checkbox"/>	test body
<input checked="" type="checkbox"/>	Enquiry From Great Sands, Illinois
<input type="checkbox"/>	Enquiry from Red River, Chicago

Email Preview

Email Subject

Enquiry From Great Sands, Illinois

Email Body

{Name},  
%0D%0A%20  
%0D%0A

Create MailTo Link

Close

The template options box will open. Use the slider to select a template (or No Template) and click the CREATE MAILTO LINK button.

A 'MailTo' link will be displayed as shown below.

### Email Business AFGO Mechanical Services Inc

Your Link -> [Email AFGO Mechanical Services Inc](#)

Cancel

Close

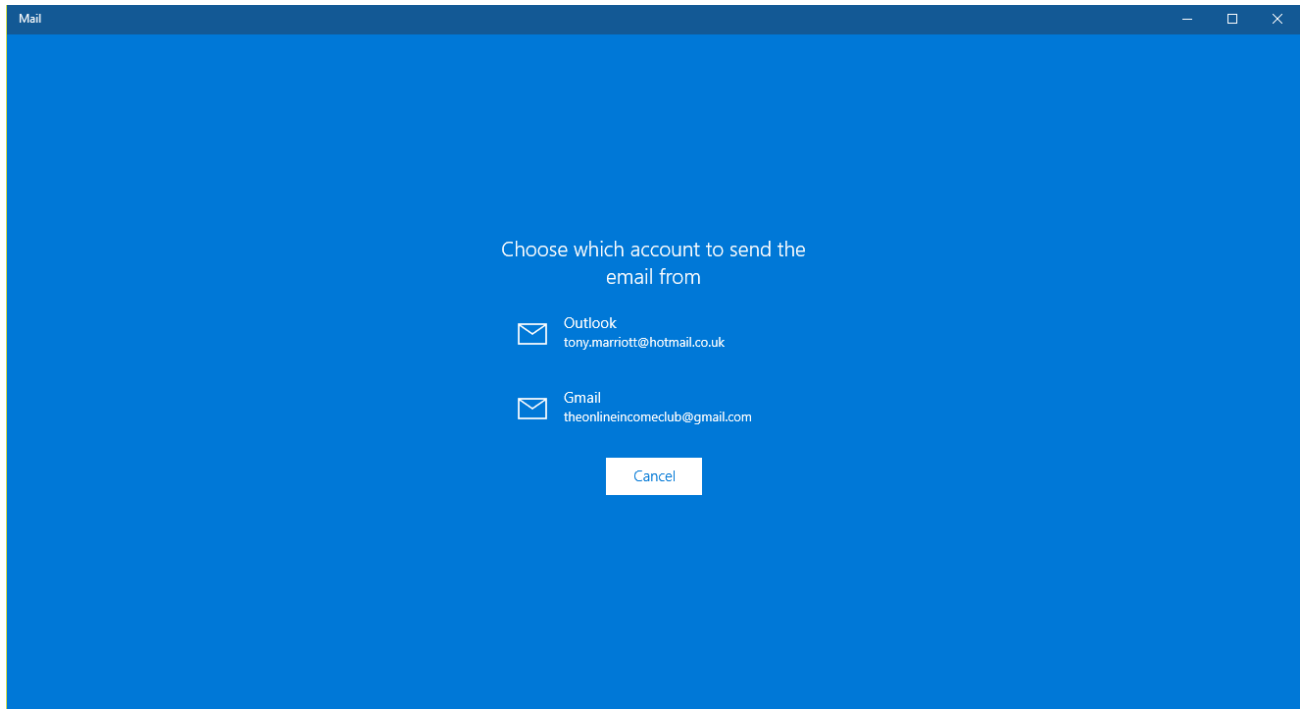
Click the Blue "Create Mailto:" Link





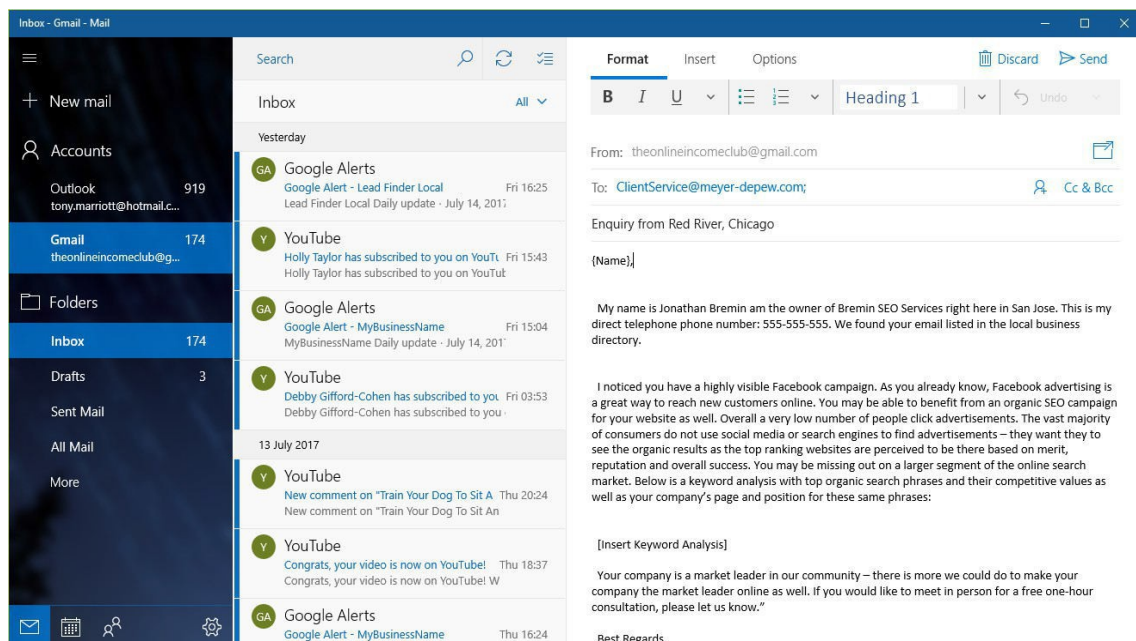
# Lead Finder Local V3

## Basic Starters Guide



You can see in this case it has opened the default Mail App in Windows.

I select the Gmail Account in this case.



As you can see above the 'To' email address, 'The Subject' and 'The Body' have all been automatically added to the email.



# Lead Finder Local V3

## Basic Starters Guide

At this point you have the option to use any of the editing facilities that are offered by the mail application.

In this case I have also put a placeholder [Insert Keyword Analysis].

This is simply a piece of text to remind me to add additional information. I can now go to the External Report Center and fetch a URL from the Keyword report. e.g.

Main Result			
		<a href="#">Positioning History</a>	
Report ID:	#8636581		
Load Time:	0.840 second(s)		
Report Generated:	2017-07-15 12:19:21 GMT		
Domain to verify:	meyer-depew.com		
Keyword to verify:	hvac Kenilworth		
Related Keywords:	hvac kenilworth nj		
Spell Check:	ok		
meyer-depew.com			
Search Engine	Placed	Rank	First Uri Found
Google	yes	3	http://www.meyer-depew.com/
Yahoo!	yes	3	http://www.meyer-depew.com/

Google Result		Keyword(s) found in		
Rank	Url	Title	Domain	Url
1	https://www.yelp.com/search%3Fclt%3Dhvac%26find_loc%3DKenil...	50%	no	100%
2	https://m.yelp.com/search%3Ffind_desc%3DHeating%2B%2526%2BAi...	100%	no	100%
3	http://www.meyer-depew.com/	50%	no	no
4	http://www.homeadvisor.com/c/Air-Conditioning.Kenilworth.IL...	100%	no	50%
5	http://businessfinder.nj.com/NJ-Kenilworth%3Fs%3Dhvac	100%	no	100%
6	https://www.angieslist.com/companylist/us/nj/kenilworth/hvac...	100%	no	100%
7	http://www.staycoolhvac.com/nj-hvac/Kenilworth-NJ-Heating-Ai...	100%	50%	100%
8	http://www.service-professionals.com/air-conditioning/heatin...	50%	no	50%
9	http://mahoneyplumbing.com/community-pages/kenilworth/	100%	no	50%
10	http://www.airstystems-maintenance.com/	100%	no	no
11	https://porch.com/kenilworth-nj/hvac-contractors/trv-mechani...	100%	no	100%
12	https://www.ferguson.com/branch/kenilworth-nj-hvac	100%	no	100%
13	https://www.ferguson.com/branch/kenilworth-nj-plumbing	50%	no	50%
14	http://www.linoshvac.com/	50%	50%	no
15	https://www.yellowpages.com/kenilworth-nj/mip/kenilworth-hva...	100%	no	100%
16	http://glenbrookheating.com/hvac-services-kenilworth	100%	no	100%
17	http://www.weltmanhomeservices.com/areas_served/kenilworth-n...	50%	no	50%
18	http://www.convenientheatingandcooling.com/IL/Kenilworth-hva...	50%	no	100%

With everything done and checked click SEND in your email app.

If you now return to the project view in LFL you will see that the email icon has changed to indicate that an email contact has been initiated.

<input type="checkbox"/>	Arnica Heating and Air Conditioning, Inc.	68 Broad St, Staten Island, NY 10304, USA	4.7				
<input checked="" type="checkbox"/>	Meyer & Depew Heating & Cooling	309 Lafayette Ave, Kenilworth, NJ 07033, USA	4.7				



# Lead Finder Local V3

## Basic Starters Guide

Note: You can also add notes into the NOTES section of the "Edit Business" page to record more about that specific contact.

## Telephone Contact

Calling the prospect on their business phone number.

Simply click the 'telephone' icon in the project view to make a call.

The phone number uses the 'tel:' protocol and will open the default 'telephone' application on your computer.

If one is not set you will be prompted to select one when you first try to telephone a prospect. You may have a specific calling system or you could connect your Skype or similar voip (voice Over IP) application to handle phone calls.

#	Name	Address	★	🕒	🌐	✉	☎	📄
<input type="checkbox"/>	Belmont Family Dentistry	75 Trapelo Rd, Belmont, MA 02478, USA	5	2.46	🌐	✉	☎	📄
<input type="checkbox"/>	North Shore Family Dentistry	3 Woodland Rd, Stoneham, MA 02180, USA	5	10.02	🌐	🗨	☎	📄
<input type="checkbox"/>	Soft Touch Dentistry	130 Walnut St, Newton, MA 02460, USA	5	0.78	🌐	🗨	☎	📄
<input type="checkbox"/>	Dr. Frederick Solomon DMD	84 Myrtle St, Melrose, MA 02176, USA	5	1.14	🌐	🗨	☎	🗨
<input type="checkbox"/>	Melrose Family Dentistry	10 E Emerson St, Melrose, MA 02176, USA	5	3.42	🌐	✉	☎	📄
<input type="checkbox"/>	Pizzarello and Silvestro Family Dentistry	546 Main St, Stoneham, MA 02180, USA	5	5.22	🌐	🗨	☎	📄
<input type="checkbox"/>	Cosmetic & Esthetic Dentistry	80 High St, Medford, MA 02155, USA	5	1.86	🌐	✉	☎	📄

## Mobile Call Facility

You can also use a smart phone to contact your prospects.

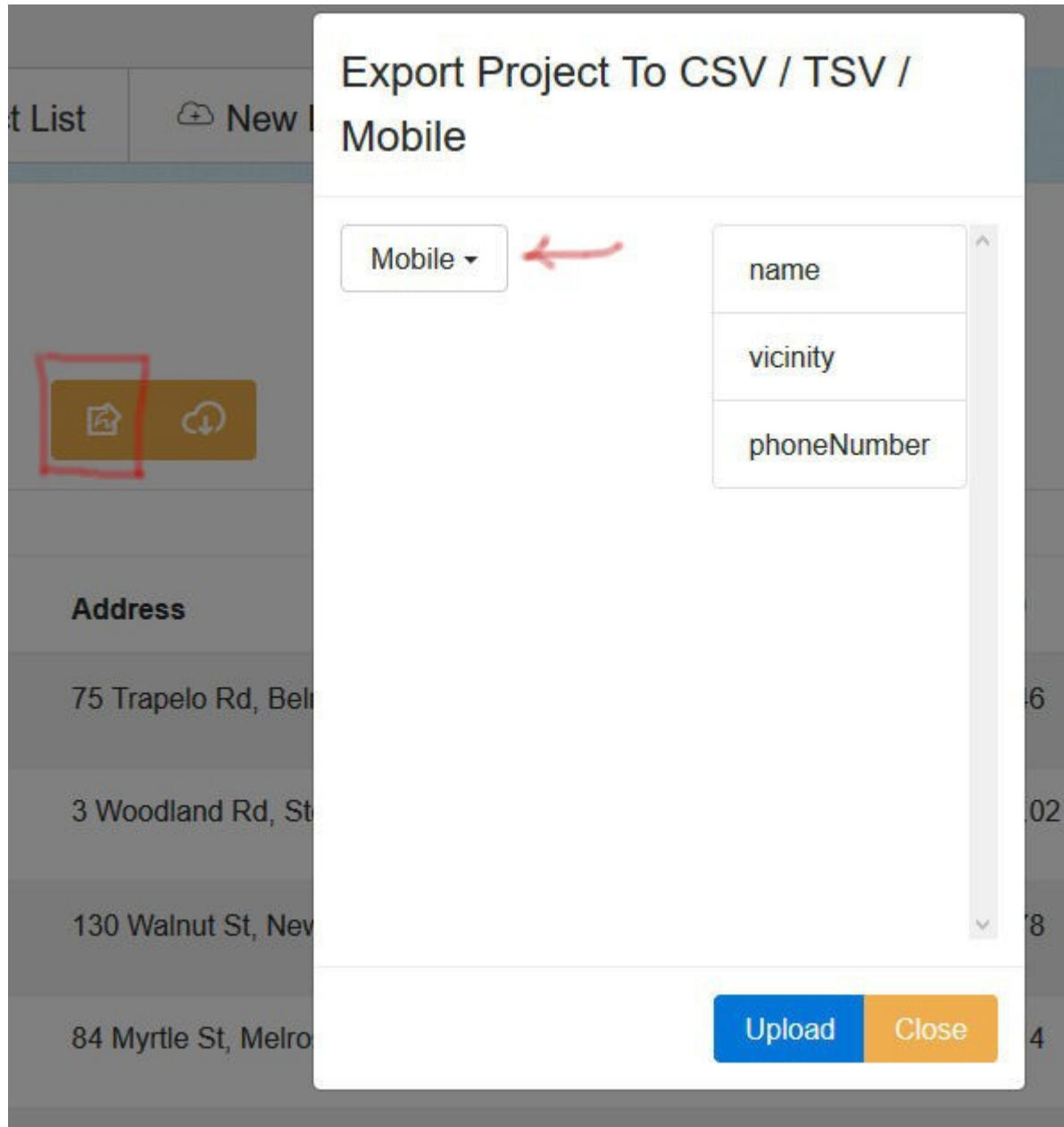
Lead finder Local can generate a specific Mobile Call page that is completely Mobile Friendly.

To generate a 'Mobile Call Page' click the EXPORT icon when in project view.



# Lead Finder Local V3

## Basic Starters Guide



In the pop-up window select "Mobile" from the top left drop down menu and click the UPLOAD button.

You will be presented with the following message box.

An email link will be sent to you (to your login email address). Open the email on your mobile device and tap the link to open your Mobile Calling Page. If you do not receive the email check your spam/junk folders for the subject line.

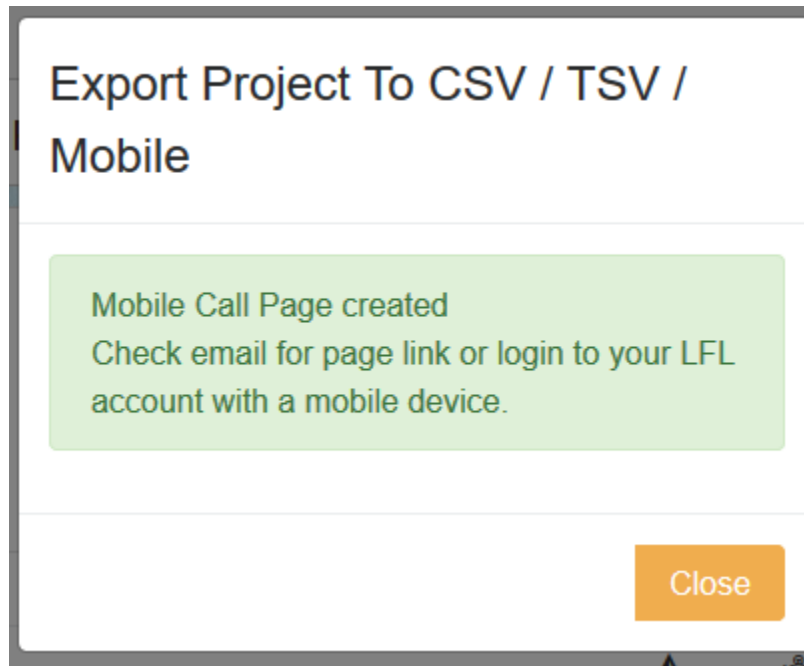


# Lead Finder Local V3

## Basic Starters Guide

“[LFL] Your Mobile Call Link“  
and whitelist/add to contacts the following email addresses.

[leadfinderlocal@lfl1.affiliategenesis.com](mailto:leadfinderlocal@lfl1.affiliategenesis.com)  
[leadfinderlocal@lfl1](mailto:leadfinderlocal@lfl1)



Alternatively you can login to LFL on your mobile device (<https://app.leadfinderlocal.com>) and you will be presented with a “Mobile Calling” button. Tap that button to access the Mobile Calling Page.

**NOTE 1:** There is only one mobile calling page and any successive exports will overwrite the page automatically. So it will always contain the last project you exported.

**NOTE 2:** The telephone has no country code therefore the calls by default should be from within the country of the selected business.



# Lead Finder Local V3

## Basic Starters Guide

64% 13:11

.leadfinderlocal.com/r

Lead Finder Local Caller - test-dentist-mob(1).csv

Name	Address	Tel
Belmont Family Dentistry	75 Trapelo Rd Belmont MA 02478 USA	
North Shore Family Dentistry	3 Woodland Rd Stoneham MA 02180 USA	
Soft Touch Dentistry	130 Walnut St Newton MA 02460 USA	
Dr. Frederick Solomon DMD	84 Myrtle St Melrose MA 02176 USA	
Melrose Family Dentistry	10 E Emerson St Melrose MA 02176 USA	
Pizzarello and Silvestro Family Dentistry	546 Main St Stoneham MA 02180 USA	
Cosmetic & Esthetic Dentistry	80 High St Medford MA 02155 USA	
Cambridge Children's Dentistry	575 Mt Auburn St #201 Cambridge MA 02138 USA	



# Lead Finder Local V3

## Basic Starters Guide

## Other Contact Methods (Contact Us Forms & Snail Mail)

In some cases you may wish to contact your prospective customers by an alternative method.

There are two additional ways to contact your prospects.

1. Using the business mail address to send cards/flyers etc.
2. Using the 'Contact Us' form on the business website.

#	Name	Address	★	🕒	🌐	✉	☎	📄
<input type="checkbox"/>	Belmont Family Dentistry	75 Trapelo Rd, Belmont, MA 02478, USA	5	2.46	🌐	✉	☎	📄
<input type="checkbox"/>	North Shore Family Dentistry	3 Woodland Rd, Stoneham, MA 02180, USA	5	10.02	🌐	🗨	☎	📄
<input type="checkbox"/>	Soft Touch Dentistry	130 Walnut St, Newton, MA 02460, USA	5	0.78	🌐	🗨	☎	📄
<input type="checkbox"/>	Dr. Frederick Solomon DMD	84 Myrtle St, Melrose, MA 02176, USA	5	1.14	🌐	🗨	☎	🗨

The 'Contact form' icon will open the 'Contact Us' page in a new tab.

## API Limits

Everything in LFL works with no additional expense. However the data is gathered using official APIs. Some API's have limitations.

In the case of Google the limitation is 1000 search results a day. This is usually enough for normal use but this can be raised to 150,000 a day if needed.

For more information on APIs and raising API limits please see this PDF guide.

<https://leadfinderlocal.s3.amazonaws.com/LFL3/api-limits.pdf>