SEARCH TIPS AND BEST PRACTICES

Your Guide To Sourcing The Best Leads

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Lead Finder Local is a complete **Lead Intelligence System**.

Offering fast prospect discovery, in depth business analysis and lead qualification, with multiple contact channels.

Your Guide To Successful Lead Searches

STARTING YOUR SEARCH

Your lead generation starts with finding a list of businesses in your target niche and in your target area.

This guide explains exactly how that search works and how to get the best from it.

UNDERSTANDING APIs AND LIMITS

First off, it is important to understand that we need keep Lead Finder Local legitimate and avoid breaking the terms and conditions of any other service provider. To this end we avoid scraping Google or other search engines and directories. Simply scraping Google etc. can get you leads but it is a short term solution. Long term it has a high risk of getting banned or, at least, the source services restricted or removed.

Lead Finder Local is a professional application and we plan to make it available to all our users for many years to come. So we try and stick within the rules and acceptable use of those services that allow us to offer this great lead solution. In some cases this gives us some limitations but these limitations are far outweighed by the advantages and benefits that Lead Finder Local offers.

We use legitimate APIs (application program interfaces give us official back-door access to the services) of various services to bring you the results in LFL. This means we (you) may be restricted to the amount of searches and results you can access and how fast the data can be retrieved.

Currently for free, you can generate around 4000 searches a month. This is more than enough for most users. This can be increased to 100,000 a month by registering with Google (still free). See under Help/Guides to see the The API Limits Guide which will explain this in more depth and show you how to increase your search limits for free.

WHAT EXACTLY IS A SEARCH

Now you understand that your initial search for businesses is done with the Google API you need to understand exactly how that search works.

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For each search you will need to include a keyword (niche/business type), a location (a single point on the map) and a search radius.

i.e. dentist, Leeds, 3 miles.

The search will then find dentists within a 3 mile radius of the very center of Leeds.

GOOGLE RESULTS

It is important now to understand how Google finds and returns the results. It is NOT just a list of the dentists in that area.

Firstly Google restricts the returned results to a maximum of 20. More results are available in further pages of 20 up to maximum 60 results. This used to be 200 but recent changes has reduced this number. You can add the additional results pages (if any) by clicking the chevron icon at the top right of the search results as shown below.

The total number of results in your list will show at the top left of the screen. Similar to the screenshot below.

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Google Search Results For dentist *within* 3 Miles *of* Leeds, United Kingdom
denttony1 | Results Returned: *20*

To add all your returned results to your project click the '+' icon at the top left of the screen (as seen above).

You will now see your project with the businesses listed. At this point you will have no further data as you have not completed a 'build' of the businesses.

Viewing denttony1
Keyword: dentist | Businesses: 20

#	Name	Address	★↓												
◫	My Dentist	Skinner Lane, Leeds	5	?	?	?	?	?	?	?	?	?	?	?	📍
◫	Dr A M Milarvie - The Langdale Dental Practice	1 Langdale Avenue, Leeds	5	?	?	?	?	?	?	?	?	?	?	?	📍
◫	Skyrack Dental	1 Langdale Avenue, Leeds	5	?	?	?	?	?	?	?	?	?	?	?	📍
◫	The Langdale Dental Practice -Dr Anne M Milarvie	1 Langdale Avenue, Leeds	5	?	?	?	?	?	?	?	?	?	?	?	📍

To add more business to your project you need to do another search. To do this click the small '+" icon at the top left of the screen. This will take you back to your original search options as shown below.

Add To Project: denttony1

Name & Keyword	Google Geo

Project Name	denttony1
Keyword	dentist

Accept　　　　**Cancel**

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To do another search you need to overwrite the keyword again (it will be showing). In practice you probably want to keep the keyword the same but it can be changed if required. Either way you need to re-write the keyword field.

Next, select Google Geo to change the search parameters. Here you can change the search radius and/or the location center. In most cases these are what will be needed to change to maximise your project results. See below.

HOW GOOGLE RETURNS BUSINESSES

As I mentioned previous Google does not simply return the businesses in an area. Firstly they will return only 60 results for any area. This means that if you have returned 60 results then increasing the search radius WILL NOT give you any additional results. The amount of businesses in any area will be related to the business density in that area so city centres may have a lot of business in a small area. While rural locations will have less in the same size area.

So depending on your location you may need to use different search radiuses. Or should that be radii :)

Also remember Google is a search engine and as such it ranks or rates all it's content and that includes local business listings. Therefore the (max) 60 results will be Google top 60 business based on various local ranking factors.

HOW TO MAXIMIZE YOUR RESULTS

You should see by now that to maximize your results you need to do a number of searches on smaller areas rather than one search on a larger area. The key here is to identify the smaller areas within the area you want to target.

In practice this is usually best done with post codes or zip codes. These postal codes already exist, are globally accepted, easily accessible and recognized by Google.

There is a free tool that will help you do exactly that. You can define an area on the map and it will return all the post codes in that area for you.

You simply use those post codes as the 'Location' in your search. As I showed you above you ca do multiple searches and add the results to your project. Use each post code or postcode to search and add those results to your project.

LINKS TO POSTCODE FINDERS

The links below offer free access to post code or postcode finders for various countries. If you country is not included you may need to search Google for a similar tool or manually create your postcode list.

https://www.freemaptools.com/find-uk-postcodes-inside-radius.htm
https://www.freemaptools.com/find-uk-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-zip-codes-inside-radius.htm
https://www.freemaptools.com/find-zip-codes-inside-user-defined-area.htm
https://www.freemaptools.com/find-australian-postcodes-inside-radius.htm
https://www.freemaptools.com/find-australian-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-austrian-postcodes-inside-radius.htm
https://www.freemaptools.com/find-canada-postcodes-inside-radius.htm
https://www.freemaptools.com/find-canada-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-french-postcodes-inside-radius.htm
https://www.freemaptools.com/find-french-postcodes-inside-user-defined-area.htm

https://www.freemaptools.com/find-german-postcodes-inside-radius.htm
https://www.freemaptools.com/find-german-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-indian-pincodes-inside-radius.htm
https://www.freemaptools.com/find-belgium-postcodes-inside-radius.htm
https://www.freemaptools.com/find-brazil-postcodes-inside-radius.htm
https://www.freemaptools.com/find-mexico-postal-codes-inside-radius.htm
https://www.freemaptools.com/find-netherlands-postcodes-inside-radius.htm
https://www.freemaptools.com/find-netherlands-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-new-zealand-postcodes-inside-radius.htm
https://www.freemaptools.com/find-new-zealand-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-japan-postalcodes-inside-radius.htm
https://www.freemaptools.com/find-japan-postcodes-inside-user-defined-area.htm
https://www.freemaptools.com/find-south-africa-postal-codes-inside-radius.htm
https://www.freemaptools.com/find-south-africa-postcodes-inside-user-defined-area.htm

EXAMPLE SEARCH

Here is an example of a search using the free tools above. In this case I will be using https://www.freemaptools.com/find-uk-postcodes-inside-radius.htm.

I will look for post codes in Leeds, UK for a radius of 3 miles.

Initially the postcode tool looks like the screenshot below. Note that the top section displays the UK map. For other countries their map will be displayed of course. You can zoom in and out on the map and even expand it to full screen.

Below the map you will see a settings section. The key parts to this are the check boxes on the top line, the radius in STEP 1 and the location/postcode in step 2.

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To get a list of postcodes simply complete the following steps.

1. Check the box 'Only Output Outcodes' (this will give you main postcodes only)
2. STEP 1 set radius to 3 miles (the km will change automatically to match).
3. STEP 2. Add a postcode to identify your search center or click the map

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on the center of the location you require (works best).

It does allow you to add a location name but in practice I found this was not 100% working. If using a location name or postcode you will need to click the 'Draw Radius' button to get your results.

The results will be shown in the box below the settings area as seen in the example below (Warrington, 3 Mile Radius).

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As you can see above this has returned 4 main postcodes.

Using these postcodes you can create a project and do a search on each
one. In this case I reduced the radius to 1 mile for each postcode as these will
be smaller than the original 3 mile radius.

You can see from the screenshot below an additional search on the postcode
WA2. Type WA2 into the location field and follow it by a space. Then choose
the main postcode address from the location list options.

Note also the smaller radius selected.

In practice this gave me 161 dentists in a three mile radius of Warrington, UK.

Viewing dentist warrington
Keyword: dentist | Businesses: 161

#	Name	Address
00	mydentist, Dam Lane, Warrington	52 Dam Lane, Warrington

SUMMARY

You can see that targeting smaller areas will give you a higher number of
results than targeting one large area. A little extra work yields a lot of extra
results :).