

Area301.com

# User Guide

HOW IT WORKS AND BEST PRACTICES FOR USING THE AREA301 TOOLS

**We offer access to two powerful tools:**

1. [Leads Finder](#)
2. [Opportunities](#)

# 1. Leads Finder

The screenshot shows the AREA301 Leads Finder dashboard. The interface includes a top navigation bar with 'AREA301', 'Membership: PRO', and links for 'Blog', 'Forum', 'Leads Finder', 'My Account', and 'Logout'. A left sidebar contains navigation options like 'Leads Finder', 'Job Boards Leads', 'Saved Jobs', 'Deleted Jobs', 'Email notifications', 'Opportunities', 'Quote Templates', 'Account Settings', 'Area301 User Guide', and 'Contact Us'. The main content area features a search bar with a filter: 'FILTER: Sources (3), All US and Remote: 1750 Leads Found'. Below the search bar is a table of leads with columns for 'Title', 'Date', and 'Budget'. The table lists several job postings, including 'CMS/Wordpress Website Designer - Ongoing project', 'Premium Revolution Slider Animator for sports fitness website', 'Open Source School Manager', 'Web and Media Person wanted (Chicago)', and 'UI Designer'. Annotations with orange boxes and lines point to various features: 'Save and Delete Leads' (keep your dashboard clean), 'Keyword Search' (narrow down search results), 'Email Notifications' (daily notifications about the new leads), 'Send a Quote' (apply to this lead directly via our panel), 'Sources' (we constantly add new ones), and 'Locations' (search locality of worldwide). On the right, there is a 'Sources' list with checkboxes for various platforms like Angel.co, AuthenticJobs.com, Behance.net, Coroflot.com, Craigslist.org, Elance.com, Freelancer.com (beta), FreelancerMap.com (beta), Guru.com, jobs.SmashingMagazine.com, Jobs.WordPress.net, PeoplePerHour.com, Reddit.com/r/forhire, Twitter.com, and Upwork.com. Below the sources is a 'Location' section with a 'Worldwide' option selected. At the bottom of the table, there is a pagination control with 'First', 'Previous', '1', '2', '3', '4', '5', '...', '59', 'Next', and 'Last'.

Title	Date	Budget	Source
CMS/Wordpress Website Designer - Ongoing project	Today	\$200.00	Upwork
Premium Revolution Slider Animator for sports fitness website	Today		Upwork
Open Source School Manager	Today	\$150.00	Upwork
Web and Media Person wanted (Chicago)	Today		craigslist
UI Designer	Today		Smashing

Collaborate in the design of interactive web and tablet applications for internal use by our sales, marketing departments. We need assistance improving the design and interactivity of the applications we are currently developing. We'll only consider candidates with a minimum of 5 years of experience in interactive UIs. Landing and web pages design, user experience, and user interface design are a typical outsourcing, planning, requirement gathering and sketching role. It's a hands-on role in a real project. You'll be working side-by-side with our lead developer, assisting him in planning and designing the user interface. Designers call this kind of a job a dashboard. If you manage to adapt then you'll have the liberty to propose and guide both the design and development of the application. You should understand about HTML, CSS, constraints and take them into account on design suggestions. Not required to code, we are looking for a general portfolio with icons, web pages and other assets we are not interested in while looking at the portfolio and such. Posted on: Saturday, October 10 3:07AM Source URL: <http://jobs.smashingmagazine.com/j/UI-Designer/2419178>

Title	Date	Budget	Source
Content/Tutorial Creator	Today		Smashing
UX Design Mentor	Today		Smashing
Junior Web and Graphic Designer	Today		Smashing
web designer (el monte)	Today		craigslist
Need Wordpress Web Developer (Scottsdale)	Today		
Jr Graphic Designer/Artist for Web Design Company (Davis, California)	Today		craigslist
Website Tech / SEO Optimization (WEST LA)	Today		craigslist
Hiring on site web designer for ongoing projects (Encino)	Yesterday		craigslist
Web Designer Needed - Must have experience - Located in LA (West LA)	Yesterday		craigslist
web designer	Yesterday		craigslist
Wordpress, PHP, and Digital Marketing REQUIREMENTS ANALYSIS (Pacific Beach)	Yesterday	\$25.00	craigslist
iOS developer needed to help complete MVP	Yesterday		craigslist
Simple Sketches and Drawings Needed	Yesterday	\$3500.00	craigslist

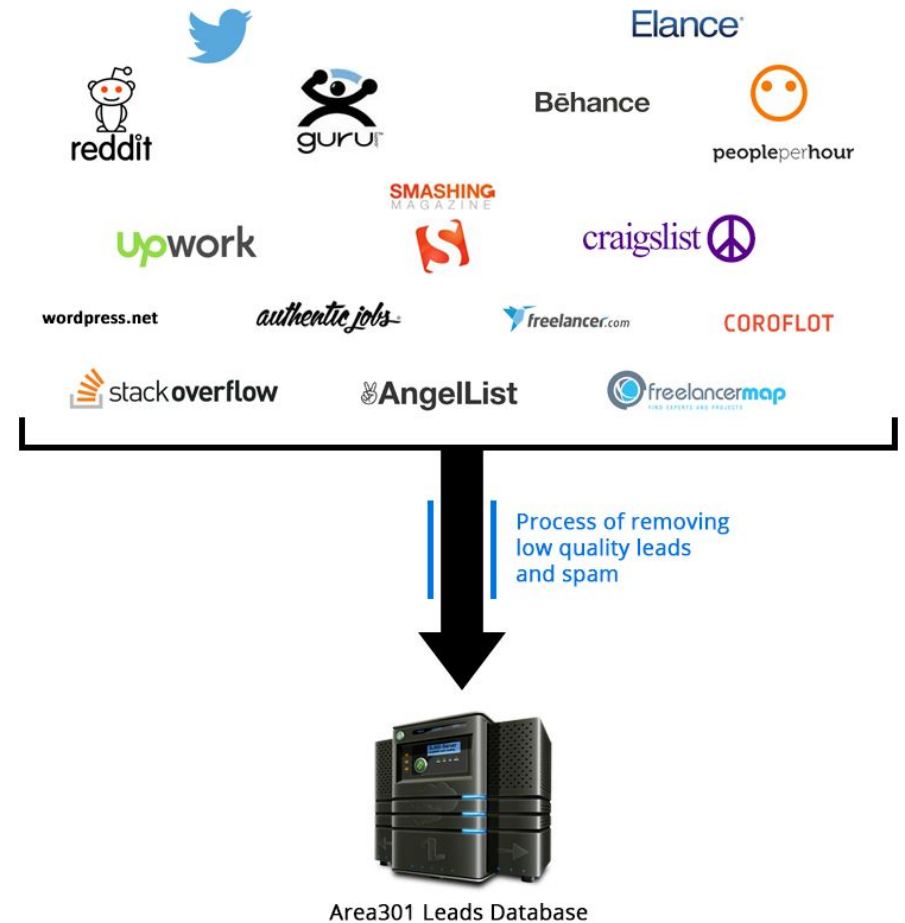
## How Leads Finder works

The Leads Finder searches for leads from different sources across the internet, but collects only those leads which are potentially good quality.

This means you are not going to see leads with unrealistically small budgets or advertising posts which have nothing to do with leads. We achieved this by creating an algorithm which analyzes the content of each lead using multiple indicators.

### Highlights:

- A few times per day we collect hundreds of leads from different sources
- Our script analyzes the content of leads and removes those which are spam or low quality
- You see all the leads in one panel, giving you easy access to all jobs in one place
- We detect if a lead has a location attached to it, so you can target local jobs
- You can get leads sent directly to your email



# How to use The Leads Finder

## STEP 1 : Select Sources

There are many sources available and we constantly add new ones.

FILTER: Sources (8), All US and Remote: 2,791 Leads Found

Title	Date	Budget	
Simple WordPress Corporate Website With 3-4 Pages of Custom Content	Today	\$100.00	Upwork
Olympic Project seeks Web/App Developer Javascript Angular Ruby Rails (Santa Monica)	Today		craigslist
Web Developer at StudySoup	Today		#AngelList
Writer at Simple Pickup	Today		#AngelList
eCommerce Website	Today	\$500.00	Guru.com
Develop a website to sell our products	Today	\$500.00	Guru.com
WordPress & Graphic Design (Oceanside)	Yesterday	\$1000.00	craigslist
Web designer wanted!!	Yesterday	\$50.00	craigslist
SEO Project Manager (Hastings on Hudson)	Yesterday	\$50.00	craigslist
Word Press, Seo marketing.	Yesterday		Guru.com

Sources

- Angel.co
- AuthenticJobs.com
- Behance.net
- Coroflot.com
- Craigslist.org
- Elance.com
- Freelancer.com (beta)
- FreelancerMap.com (beta)
- Guru.com
- jobs.SmashingMagazine.com
- jobs.WordPress.net
- PeoplePerHour.com
- Reddit.com/r/forhire
- Twitter.com
- Upwork.com

Submit

## STEP 2 : Select Locations

If you are looking for local US clients in your area, select a specific city.

**TIP:** We encourage you to keep this setting as 'Worldwide.' Very often clients do not attach 'city location' to their posts, so selecting a specific city dramatically decreases the amount of leads presented to you, missing many potential projects.

Web Developer at StudySoup	Today		#AngelList
Writer at Simple Pickup	Today		#AngelList
eCommerce Website	Today	\$500.00	Guru.com
Develop a website to sell our products	Today	\$500.00	Guru.com
WordPress & Graphic Design (Oceanside)	Yesterday	\$1000.00	craigslist
Web designer wanted!!	Yesterday	\$50.00	craigslist
SEO Project Manager (Hastings on Hudson)	Yesterday	\$50.00	craigslist
Word Press, Seo marketing.	Yesterday		Guru.com
In need of Developer for Website Maintenance & Feature Development (Chicagoland Area)	Yesterday		craigslist
Website / Web Development / Web Expert (Lowell)	Yesterday		craigslist
Html template - video/img bg responsive	Yesterday	\$250.00	Guru.com
Create Landing Pages for small businesses - Wordpress/Themify	Yesterday		Upwork

Locations

- Craigslist.org
- Elance.com
- Freelancer.com (beta)
- FreelancerMap.com (beta)
- Guru.com
- jobs.SmashingMagazine.com
- jobs.WordPress.net
- PeoplePerHour.com
- Reddit.com/r/forhire
- Twitter.com
- Upwork.com

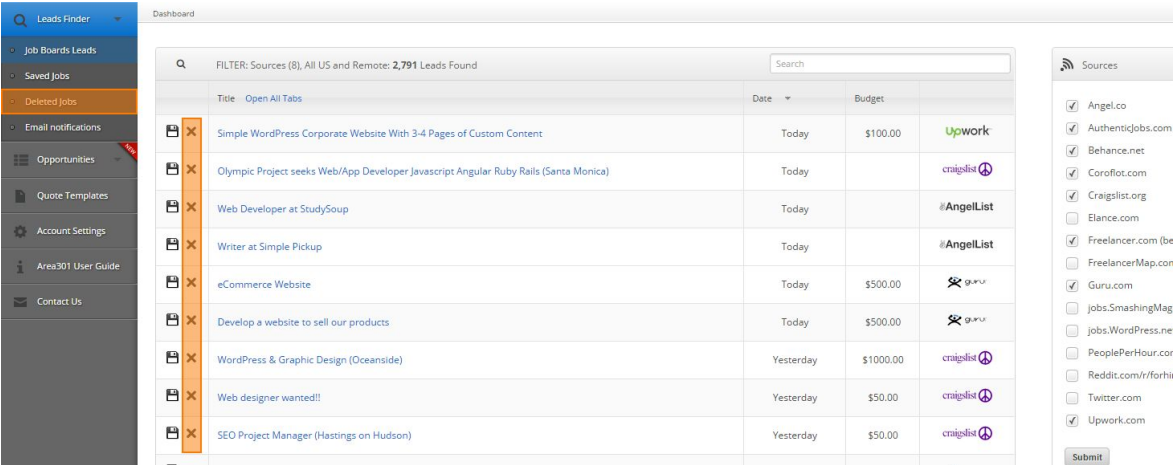
Submit

Location

- Worldwide
- Local leads from selected cities

### STEP 3 : Delete Jobs

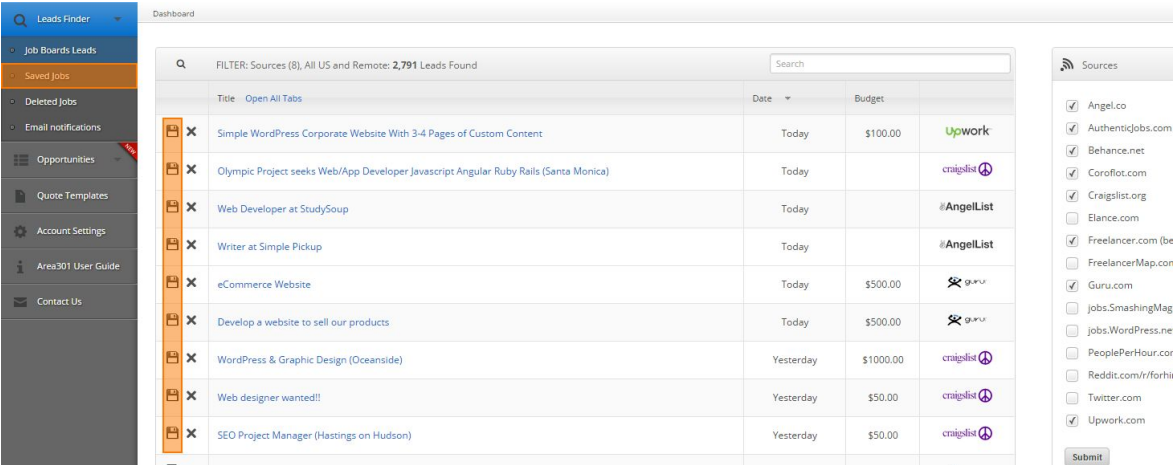
You may choose to delete leads that you don't want to apply to, which will keep your dashboard clean. If you make a mistake and remove a lead that you don't want to delete - go to 'Deleted tab' where you can undelete them.



### STEP 4 : Saved Jobs

This is a powerful function, allowing you to save jobs that you want to apply to in the future. After you Save a job, it is moved to the 'Saved Jobs' section.

**TIP:** In the 'Saved Jobs' section there is an option allowing you to send the Saved Jobs to your email address. This is very useful if you prefer to apply to jobs from your email software, forward them to somebody or just have the leads in your inbox.



## STEP 5 : Search

Narrow down search with the search option to find leads containing particular keywords. For example, you can search for 'magento,' 'wordpress' etc.

**TIP:** Jobs with a blue background are those which you visited already.

The screenshot shows the AREA301 dashboard with a search filter for 'wordpress'. The results table is as follows:

Title	Date	Budget	Source
Simple WordPress Corporate Website With 3-4 Pages of Custom Content	Today	\$100.00	Upwork
WordPress & Graphic Design (Oceanside)	Yesterday	\$1000.00	craigslist

The second job listing is highlighted in blue. Below the table, there is a text description of the job: "I am looking for someone who is fluent in WordPress who I can partner with to develop web sites for my roster of small manufacturing and other clients. I am a writer with 15 years of experience in technical, training, marketing communications and PR -- and I specialize in web content. The typical budget for one of these 8-page web sites is about \$1,000 or less. Generally, as the writer assigned, I will gather all of the pertinent information and create the content -- I will probably take a little less than 50% of the budget to do so. I need a partner who can develop a template-based web site quickly based on the content created, and will likely using an existing domain. Because these are revamps -- I also need someone who understands a little about SEO -- in case the client has any concerns about this. If you have any experience creating digital banner ads or in graphic design, that would be a plus. Digital video skills? Even better... If interested, please send your resume, and some links to your web sites. This is a contract gig. For a look at my work: <http://www.chandlerwritingservices.com/Services.html>"

## STEP 6 : Send a Quote

For some leads, you will see an envelope icon next to their title. This means we have an email address for the job post's author, and you can apply to this lead directly via our panel.

You cannot apply to all jobs this way, as most of the leads do not have an email address attached to them. For example, to apply to jobs from sources such as Upwork, you need to login to your Upwork account and apply from there.

The screenshot shows the AREA301 dashboard with search results for 'UI Designer'. The results table is as follows:

Title	Date	Budget	Source
Visual Designer	2 days ago		AuthenticJobs.com
UI Designer	2 days ago		SmashingMag

The second job listing is highlighted in blue and has an envelope icon next to its title. Below the table, there is a text description of the job: "Collaborate in the design of interactive web/tablet applications for internal use by our sales, marketing departments. We need assistance improving the design and interactivity of the applications we are currently developing. We'll only consider candidates with Interactive UI ( User Interface ) experience, please provide examples of your work in interactive UI's. Landing and web pages do not typically have UI's. Note: This is not a typical outsourcing, planning, requirement gathering and sketching rol. It's a hand's on rol in a real product that's currently in use and in constant improvement. You'll be working side by side with our lead developer, assisting him in planning and designing apps that users will interact with, some designers call this kind of apps dashboards. If you manage to adapt then you'll have the liberty to propose and guide both the interactive and design aspects of the project. Designer should understand about HTML, CSS, constraints and take them into account on design suggestions. Not required to code, we are looking for Please provide examples related to this post and guide us into where they are in your portfolio, since we can miss them by looking at general portfolios with icons, web pages and other assets we are not interested in while looking at behance and such. Posted on: Saturday, October 10 3:07AM ... Source URL: <http://jobs.smashingmagazine.com/j/UI-Designer/2419178>"

Below the text, there is a "Send Your Quote" button and a "Submit" button.

# STEP 7 : Email Notifications

You can have daily notifications about the new leads sent directly to your inbox. You can specify sources and locations of leads, as well as what time you would like to receive those emails. This way, even without logging in to your Area301 panel, you can receive fresh leads on a daily basis straight to your inbox.

Leads Finder

- Job Boards Leads
- Saved Jobs
- Deleted Jobs
- Email notifications
- Opportunities
- Quote Templates
- Account Settings
- Area301 User Guide
- Contact Us

Settings

**How it works:** you can set up receiving daily emails with a list of new leads from selected sources.

Jobs Notifications via Email

Active	Time (EST)	Settings
<input checked="" type="checkbox"/>	Afternoon - 2 PM	Settings
<input checked="" type="checkbox"/>	Afternoon - 4 PM	Settings
<input checked="" type="checkbox"/>	Afternoon - 4 PM	Settings
<input type="checkbox"/>	Afternoon - 4 PM	Settings
<input type="checkbox"/>	Evening - 9 PM	Settings

Save

# 2.Opportunities

The screenshot displays the AREA301 Leads Finder interface. At the top, there are navigation links for 'Membership: PRO', 'Blog', and 'Forum'. A search bar is located on the right with the text 'Keyword Search narrow down search results'. Below the search bar, there are filters for 'Location', 'TLD', 'All Industries', and 'All platforms'. The main content area shows a list of 23,075 results. Each result is represented by a card with a screenshot, contact icons (email, phone), location, TLD, industry, and platform. An orange callout box labeled 'Find your Perfect Clients' points to the search filters. Another orange callout box labeled 'Save and Delete' points to the save and delete icons on the left sidebar. A third orange callout box labeled 'Select CMS' points to the 'WordPress' platform column. Below the list, a detailed view of a lead is shown for 'Deering Joseph E. Attorney At Law'. This view includes the company name, website URL, industry, platform, address, and contact information. An orange callout box labeled 'Send a Quote' points to the 'Send Your Quote' button. Another orange callout box labeled 'Business Information' points to the 'Business Information' button. A fourth orange callout box labeled 'Send a Quote' points to the 'Send a Quote' button. A fifth orange callout box labeled 'Business Information' points to the 'Business Information' button. At the bottom of the detailed view, there is a note: 'Last update of this company information: Saturday, October 10 10:33AM'. Below the detailed view, there is a pagination bar with 'First', 'Previous', '1', '2', '3', '4', '5', '...', '770', 'Next', and 'Last' buttons. The footer of the page contains the text 'Copyright © 2015, area301'.

Membership: PRO | Blog | Forum | Keyword Search narrow down search results

Leads Finder | Opportunities | Available Credits: 25

23,075 results

Save and Delete save or delete searches

Find your Perfect Clients Multiple Search Filters

Select CMS target poor quality automated website builders

Send a Quote apply to this lead directly via our panel

Business Information details of a business

Send a Quote apply to this lead directly via our panel

Business Information details of a business

Last update of this company information: Saturday, October 10 10:33AM

Copyright © 2015, area301

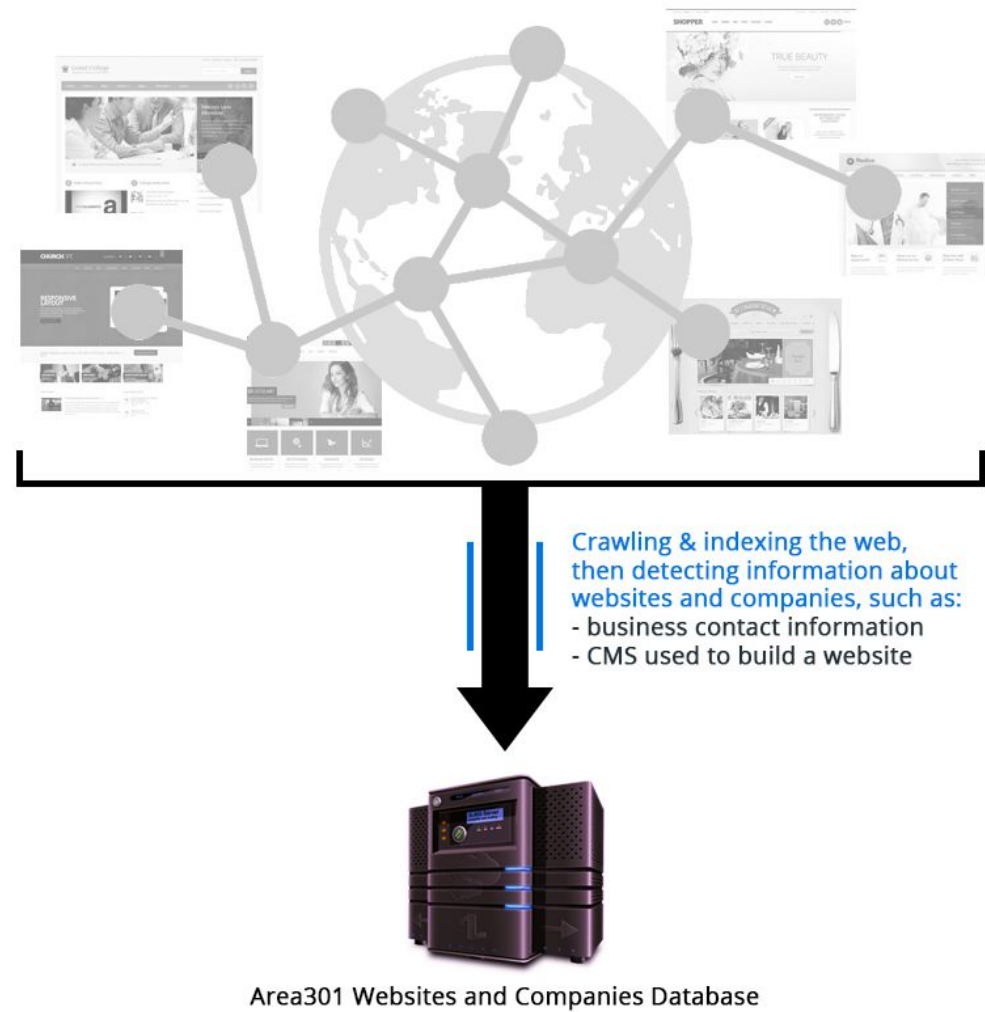


# How The Opportunities works

This is a huge, constantly growing database of websites from across the internet. We collect information about those websites, so that you can contact their owners and offer your services.

## Features:

- You can filter websites by:
  - CMS used to build it
  - business industry
  - location
- You can email those companies directly from our panel using email templates
- We count how many times our users saw a particular website listing, so those with the most clicks go to the bottom of the list, while those on top have not yet been seen by anybody in our system.



## The Opportunities : Case Study #1

**”30 emails sent in 1 min to  
local restaurants with low quality websites”**



Email template used for this campaign:

**Subject:** Feedback About Your Online Presence

---  
Hi,

My name is <MY NAME> and I am a web developer located in <MY LOCATION>. I specialize in web design for restaurants. I recently visited your website and noticed it feels a bit outdated.

I would like to help you put together a fresh, updated, professional and mobile friendly website for your business. It can be done within 2 weeks and costs only \$500.

Below some examples of websites from my portfolio:

- link
- link
- ....

I would be happy to talk with you in more detail, and share my insights on how to enhance your online presence through social media, internet marketing and client engagement.

All of my clients highly recommend my work. You can read their testimonials and view my portfolio at <LINK TO MY PAGE>

Feel free to give me a call at the number below or reply to this email to schedule a time to talk.

Thank you,  
<MY SIGNATURE>

## Case Study #1

**Step 1.** I created a special web design offer for restaurants with low quality websites. It was done by creating a landing page which targets restaurant owners, showing what kind of services I am able to provide them.

**Step 2.** I wrote an email template explaining the offer and my credentials.

**Step 3.** I uploaded email templates created in step 2 to Area301 Email Templates section.

**Step 4.** Using the Area301 Opportunity section, I was able to target specific companies:

- Category: **Restaurants**
- Location: **New York**
- CMS: **GoDaddy Web Builder** (which guarantees the majority of them are low quality templates)
- Records must contain **Email Address** to the business.

**Step 5.** Sending quotes to restaurants by hand picking websites and clicking SEND QUOTE.

**Results:** I saved a lot of time using this tool. Being able to target a specific industry tremendously increased my conversion rates. Instead of sending a mass email campaign to any company and presenting myself as just "Web Designer," I could present myself as a restaurant industry web specialist and reach my target audience - restaurant owners.

## The Opportunities : Case Study #2

*”As a **Magento specialist** I was able to quickly find local Magento websites, and offer them my support with a customized email for each potential client”*



Email template used for this campaign:

**Subject:** Consultant for <COMPANY NAME>

---  
Hi,

I'm <MY NAME>, a <MY LOCATION> based e-commerce and internet marketing consultant. With my proven system based on years of experience, I help brands like yours improve their online selling process, maintain their website and execute their internet marketing strategy.

I work with Magento systems (which powers your website), providing ongoing support and consultations.

I also did a quick check of <URL of the COMPANY WEBSITE> website and found some issues, which I can assist you with fixing:

- ...
- ...

If this is something you would be interested in pursuing, please contact me so we can meet face to face.

You can see my work and learn more about my team at <MY WEBSITE URL>.

Best!

<MY SIGNATURE>

## Case Study #1

**Step 1.** I created a Magento support offer in the form of a landing page, which showcases my Magento portfolio and pricing for Magento services.

**Step 2.** I wrote a few different quote templates which contained information about my experience, certificates, skills, competitive pricing and my location, so a client knows that meeting face to face is possible. To make it not sound like a cold email, I listed a few issues found on each website I contacted.

**Step 3.** I uploaded my email templates created in step 2 into the Area301 Email Templates section.

**Step 4.** Using Area301 Opportunity section, I found my target market:

- Category **Any** (I target all industries)
- Location: **California**
- CMS: **Magento**
- Matches must contain **Email Address**

**Step 5.** I opened the selected matches and chose one of the templates I pre-loaded to Area301. Before sending an email I researched each website and created a short list of issues, making each email customized.

Later on, I outsourced this task. The Area301 panel tracks who I contacted, so there is no danger of contacting the same company twice.

# How to use Opportunities

## STEP 1 : Credits

You have a limited amount of opportunities that you can see. Opening information about one website (which happens by clicking on a name of the entry) costs you 1 credit.

Basic Members receive 5 credits every month; Pro Members receive 60 credits every month.

If you don't want to wait to the next month for the credits to refill, you can buy them in a section called "Buy Credits". Please note, unused credits are transferred to the next month and they never expire.

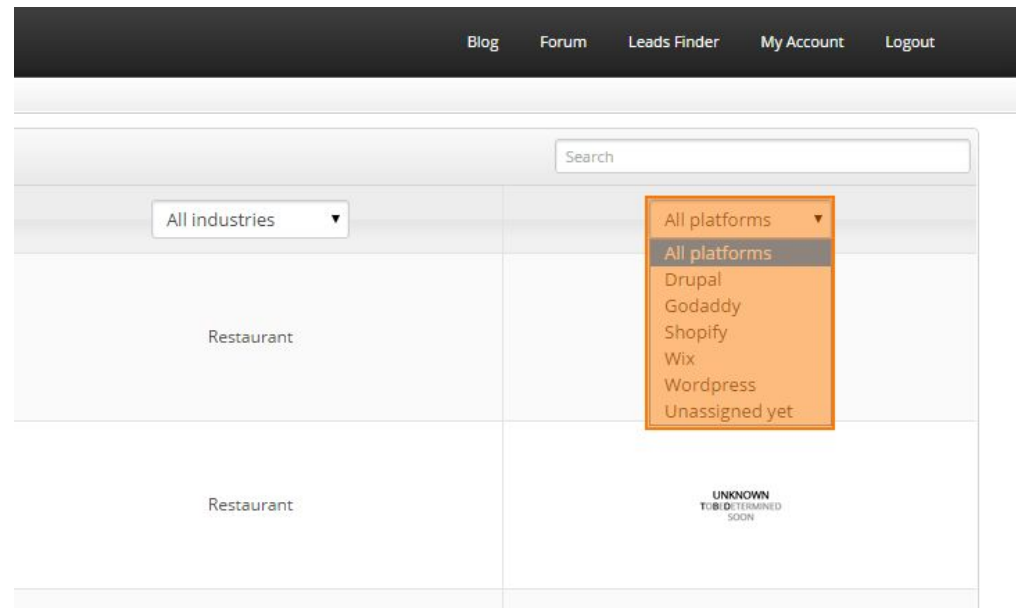
The screenshot displays the AREA301 web application interface. At the top, the logo 'AREA301' and 'Membership: PRO' are visible. A navigation sidebar on the left includes 'Leads Finder', 'Opportunities', 'Companies directory', 'Viewed Companies', 'Saved Companies', 'Deleted Companies', 'Buy credits', 'Quote Templates', 'Account Settings', and 'Area301 User Guide'. The main content area is titled 'Opportunities' and shows 'Available Credits: 9'. Below this, a table displays search results, with a total of '23,339 results'. The table has columns for a 'Screenshot', an email icon, and a phone icon. Two rows are visible, each with a 'Screenshot' column containing a thumbnail image and an 'x' icon, and columns for email and phone icons.

	Screenshot	✉	☎
✉ x		✉	☎
✉ x		✉	☎

## STEP 2 : Select CMS

- Websites that were built using poor quality automated website builders are a great target for web specialists who can offer a better site. Opportunities section allows you to select websites that are built by GoDaddy Web Builder (those websites are usually very badly designed).
- Opportunities section allows you to search websites that use a specific CMS, such as Magento, Wordpress, Drupal.

**TIP:** If you create plugins, modules or themes for particular CMS, you can use The Opportunities section to find potential clients for your software.

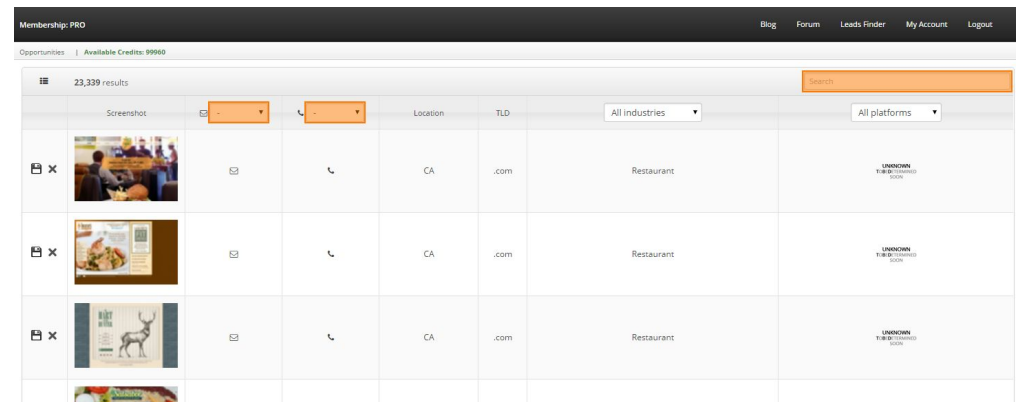


## STEP 3 : Narrow Down Your Searches

You should also use other available filters:

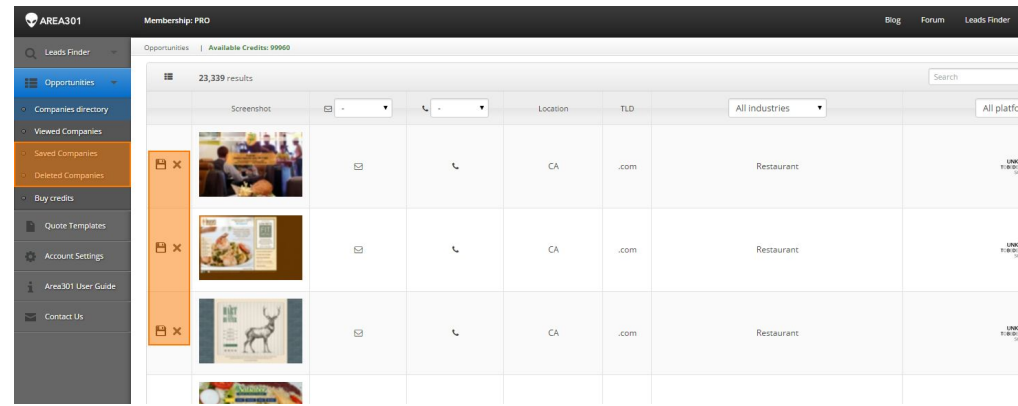
- location - to target only local clients (for example "New York")
- industry - to send special offers for particular industries (for example "Restaurants")
- search box - to find specific keywords (for example "Italian")

That way you can get a list of New York Italian restaurants that are using GoDaddy Web Builder.



## STEP 4 : Save and Delete

You can save or delete searches, they will be moved to corresponding tabs on the left. You do not lose Credits when Saving or Deleting.



## STEP 5 : View and Apply

When you click on a small screenshot of a website, details of a business will be provided to you and the entry will be moved to the 'Viewed Companies' section. All the entries which you paid for are located in one section "Viewed Companies."

**IMPORTANT: By clicking on a thumbnail with a screenshot of a website, you are requesting information about the business and that costs 1 credit.** Details of each business contain a high quality screenshot of the site and business information, including contact info. For those companies which we have an email address, you can apply directly from our panel. Records which you already saw (and paid for with credits) are located in a section 'Viewed Companies.'

