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

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

Process of removing low quality leads and spam

Area301 Leads Database
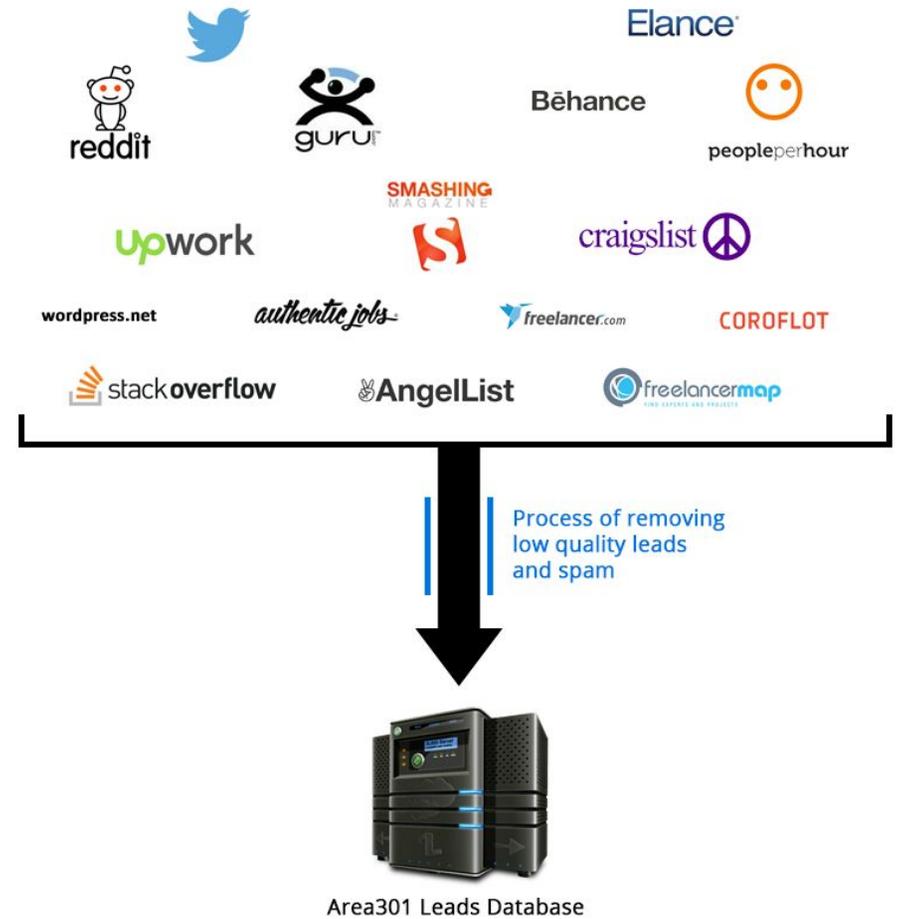
How to use The Leads Finder

STEP 1 : Select Sources

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

	Title Open All Tabs	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
💾 ✕	Develop a website to sell our products	Today	$500.00	guru
💾 ✕	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

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

Hide Sidebar

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.

		Date		
💾 ✕	Web Developer at StudySoup	Today		AngelList
💾 ✕	Writer at Simple Pickup	Today		AngelList
💾 ✕	eCommerce Website	Today	$500.00	guru
💾 ✕	Develop a website to sell our products	Today	$500.00	guru
💾 ✕	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
💾 ✕	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
💾 ✕	Create Landing Pages for small businesses - Wordpress/Themify	Yesterday		Upwork

- ✓ 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.
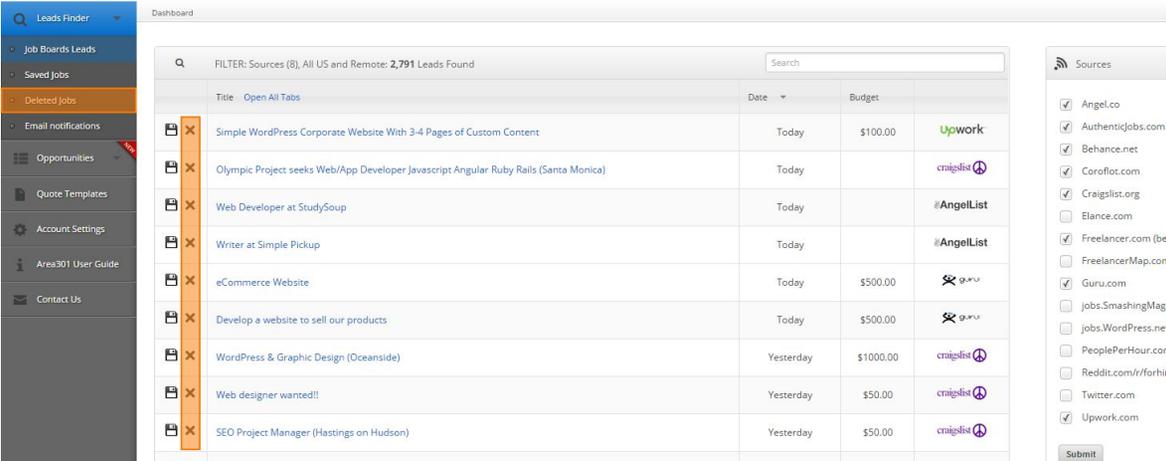
STEP 4 : Saved Jobs

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.
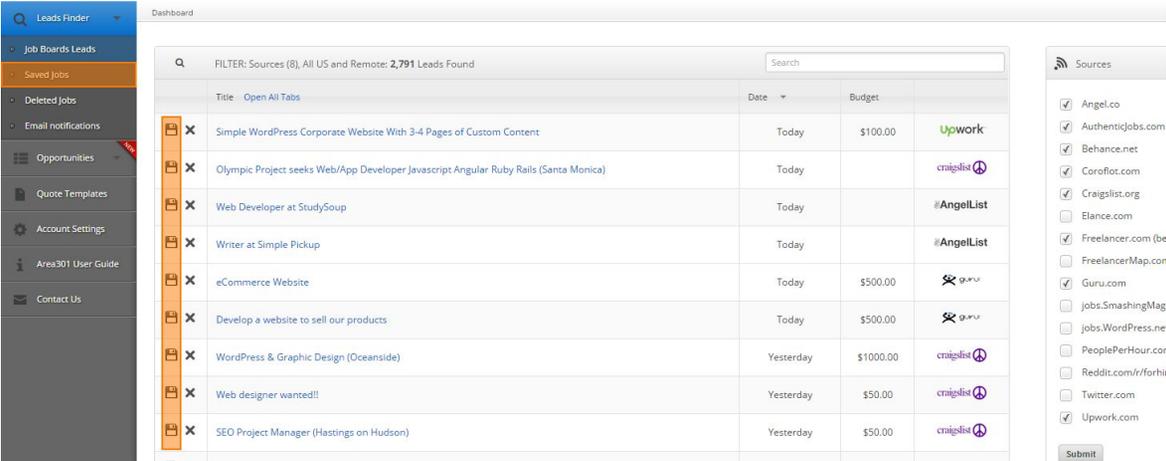
STEP 5 : Search

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.

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.

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.

2.Opportunities

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.

Crawling & indexing the web, then detecting information about websites and companies, such as:
- business contact information
- CMS used to build a website

Area301 Websites and Companies Database
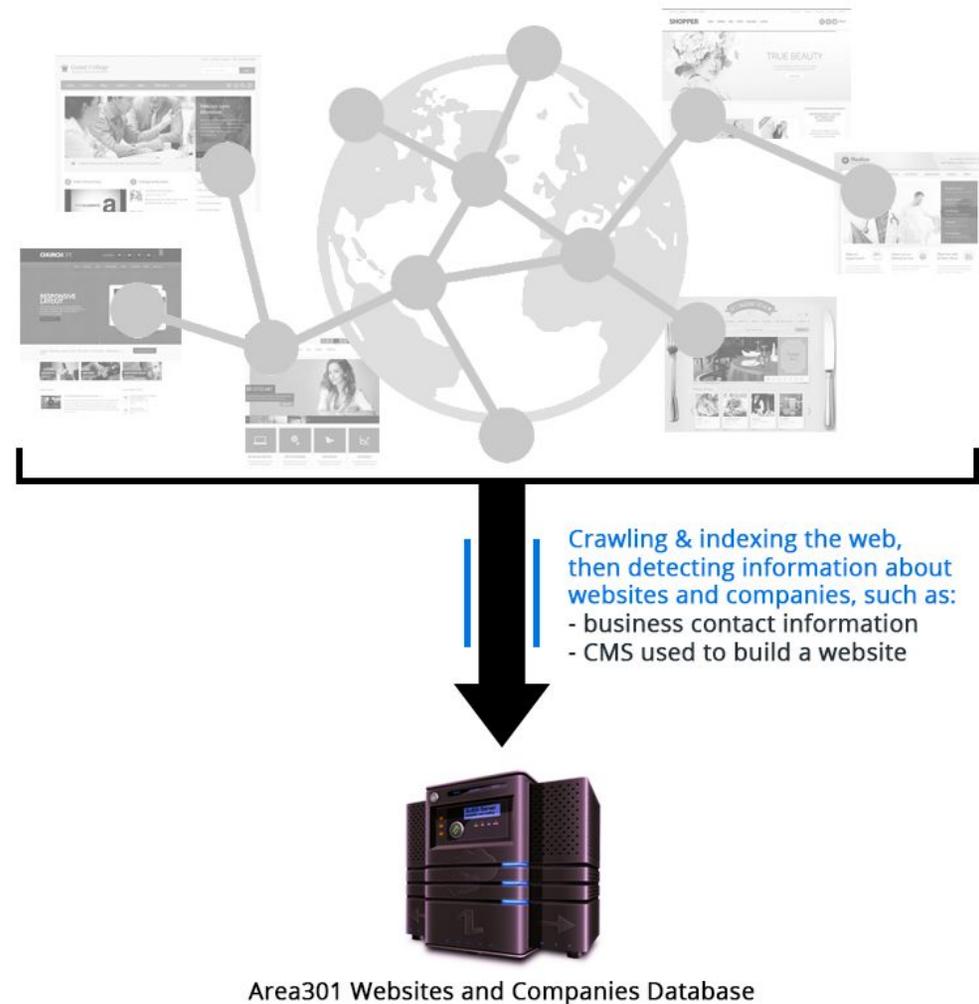
The Opportunities : Case Study #1

*''**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.
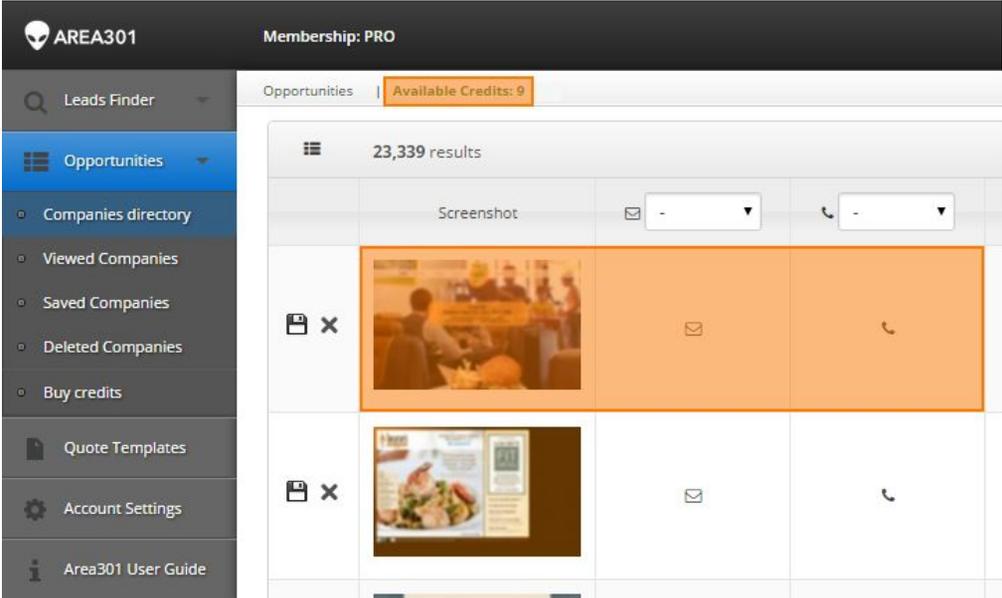
STEP 2 : Select CMS

- 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.
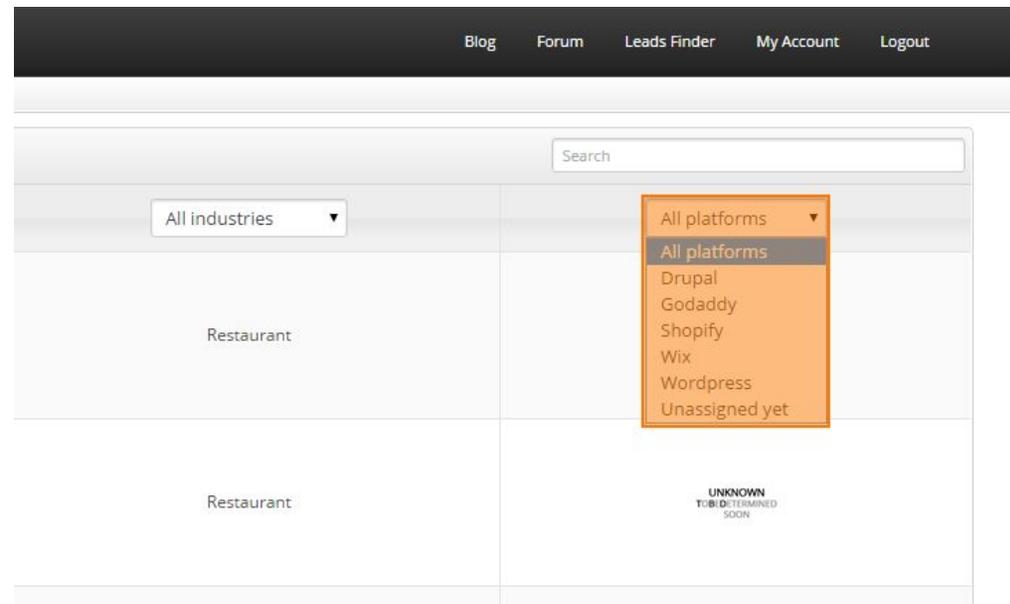
## STEP 3 : Narrow Down Your Searches

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.
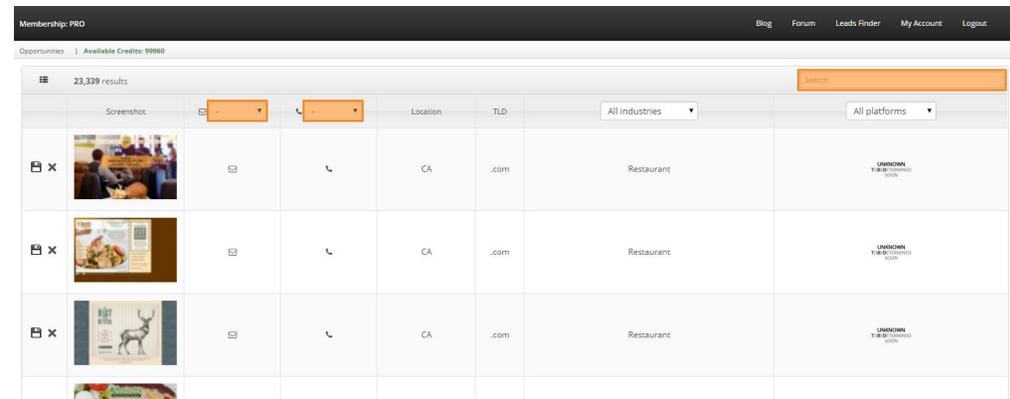
STEP 4 : Save and Delete

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.
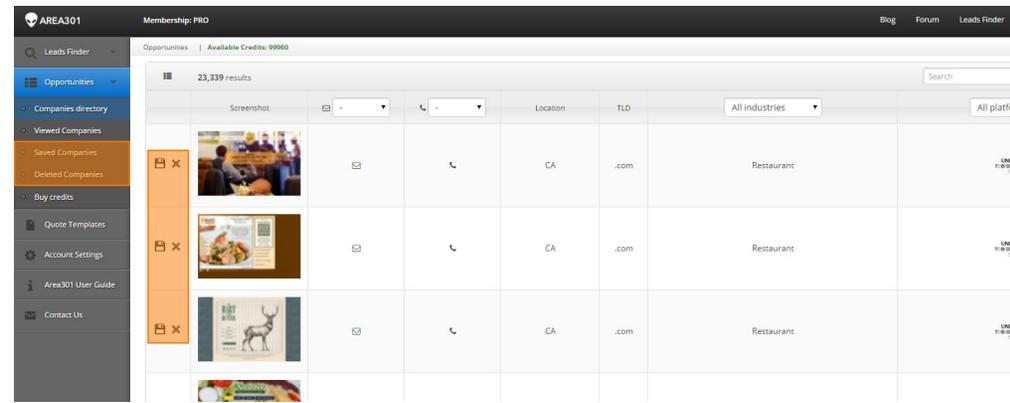
STEP 5 : View and Apply

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.'