

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 displays 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, Budget, and Source. A callout box 'Save and Delete Leads' points to the top right of the table. Another callout 'Keyword Search' points to the search bar. A third callout 'Email Notifications' points to the 'Email notifications' link in the sidebar. A fourth callout 'Send a Quote' points to a 'Send Your Quote' button. A fifth callout 'Locations' points to a 'Location' dropdown menu. A sixth callout 'Sources' points to a 'Sources' list on the right. The table contains the following data:

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 Management System	Today	\$150.00	Upwork
Web and Media Person wanted (Chicago)	Today		craigslist
UI Designer	Today		Smashing

Below the table, there is a section for a lead titled 'UI Designer' with a description and a 'Send Your Quote' button. The bottom of the page shows a pagination bar with 'First', 'Previous', '1', '2', '3', '4', '5', '...', '59', 'Next', and 'Last'. The footer contains the text 'Copyright © 2015, area301'.

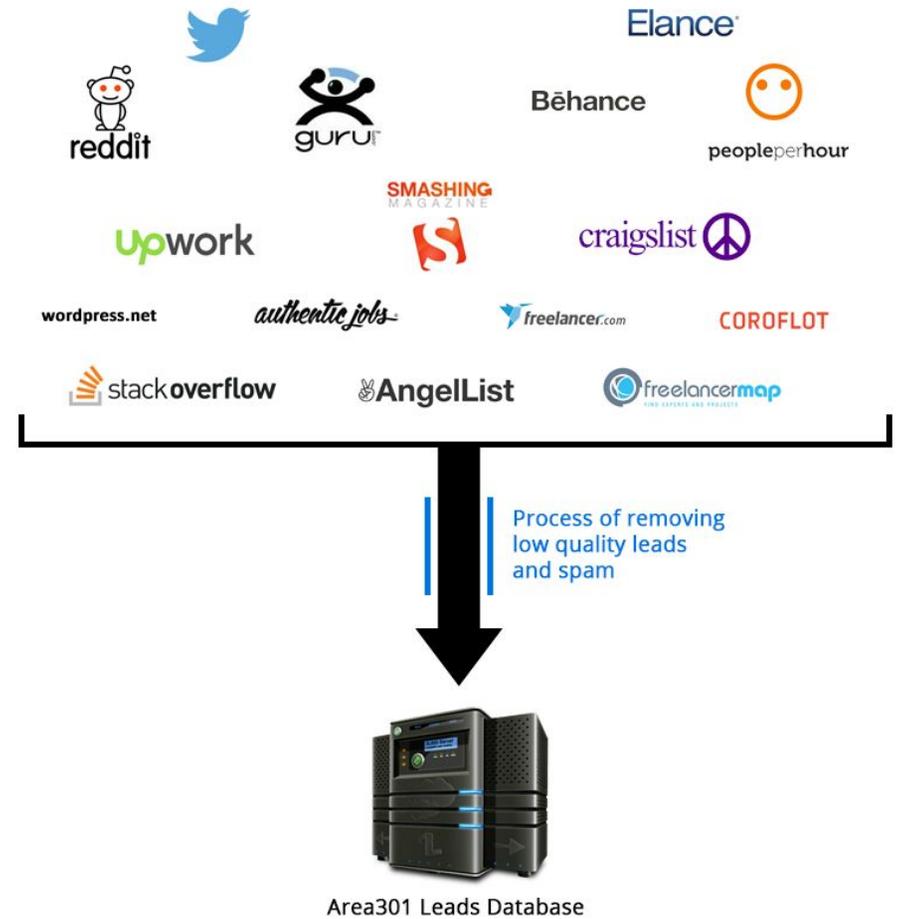
## How Leads Finder works

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 Hide Sidebar

- 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

## 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

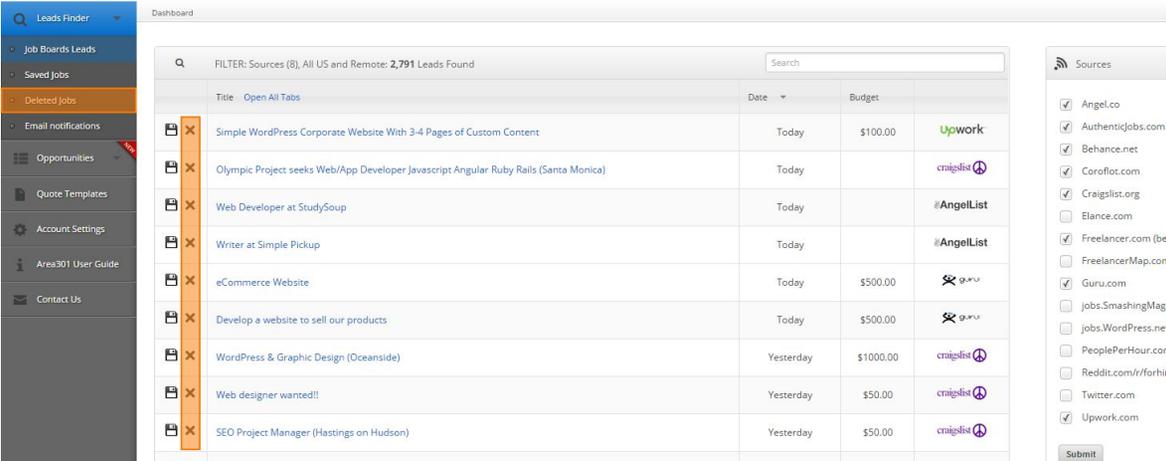
- Craigslist.org
- Elance.com
- Freelancer.com (beta)
- FreelancerMap.com (beta)
- Guru.com
- jobs.SmashingMagazine.com
- jobs.WordPress.net
- PeoplePerHour.com
- Reddit.com/r/forhire
- Twitter.com
- Upwork.com

Location

- Worldwide
- Local leads from selected cities

### STEP 3 : Delete Jobs

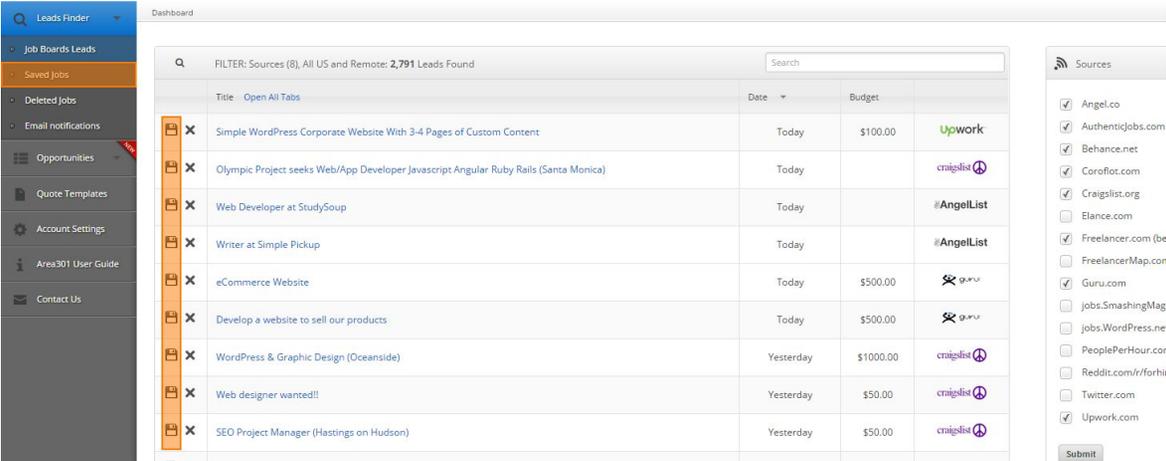
You may choose to delete leads that you don't want to apply to, which will keep your dashboard clean. If you make a mistake and remove a lead that you don't want to delete - go to 'Deleted tab' where you can undelete them.



### 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 Leads Finder interface. The top navigation bar includes 'AREA301', 'Membership: PRO', 'Blog', 'Forum', and 'Leads Finder'. The left sidebar contains navigation options: 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 displays search results for 'wordpress' with a filter for 'Sources (8), All US and Remote: 830 Leads Found'. A table lists job titles, dates, budgets, and sources. Two jobs are highlighted with a blue background, indicating they have been visited. The first job is 'Simple WordPress Corporate Website With 3-4 Pages of Custom Content' from Upwork, dated 'Today' with a budget of '\$100.00'. The second job is 'WordPress & Graphic Design (Oceanside)' from craigslist, dated 'Yesterday' with a budget of '\$1000.00'. Below the table, there is a text description for the second job, a 'REPORT LOW QUALITY LEAD' button, and a 'Send Your Quote' button. A right sidebar shows a list of sources with checkboxes for selection.

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

## 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.

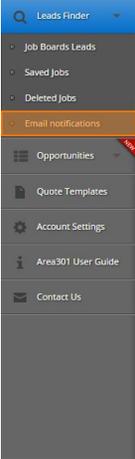
You cannot apply to all jobs this way, as most of the leads do not have an email address attached to them. For example, to apply to jobs from sources such as Upwork, you need to login to your Upwork account and apply from there.

The screenshot shows the AREA301 Leads Finder interface. The left sidebar is the same as in the previous screenshot. The main content area displays search results for 'UI Designer' with a filter for 'Sources (8), All US and Remote: 830 Leads Found'. A table lists job titles, dates, budgets, and sources. Two jobs are highlighted with a blue background. The first job is 'Visual Designer' from Behance, dated '2 days ago'. The second job is 'UI Designer' from SmashingMag, dated '2 days ago', and has an envelope icon next to its title. Below the table, there is a text description for the second job, a 'REPORT LOW QUALITY LEAD' button, a 'Source URL: http://jobs.smashingmagazine.com/j/UI-Designer/2419178', and a 'Send Your Quote' button. A right sidebar shows a list of sources with checkboxes for selection.

Title	Date	Budget	Source
Visual Designer	2 days ago		Behance
UI Designer	2 days ago		SmashingMag

# 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.



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)	
<input checked="" type="checkbox"/>	Afternoon - 2 PM	<a href="#">Settings</a>
<input checked="" type="checkbox"/>	Afternoon - 4 PM	<a href="#">Settings</a>
<input checked="" type="checkbox"/>	Afternoon - 4 PM	<a href="#">Settings</a>
<input type="checkbox"/>	Afternoon - 4 PM	<a href="#">Settings</a>
<input type="checkbox"/>	Evening - 9 PM	<a href="#">Settings</a>

[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. The first row is highlighted in blue and contains a screenshot of a website, an email icon, a phone icon, the location 'CA', the TLD '.net', the industry 'Legal', and the company name 'WIX'. Other rows include '00000 Webbuilder', 'shopify', and 'Drupal'. A callout box labeled 'Save and Delete save or delete searches' points to the screenshot icon in the first row. Another callout box labeled 'Select CMS target poor quality automated website builders' points to the 'WIX' company name. Below the list, a detailed view of a lead is shown for 'Deering Joseph E. Attorney At Law'. The lead information includes the website 'http://www.deeringtrulawyer.com', industry 'Legal', platform 'WordPress', and contact details: 'Address: 725 Arizona Ave, City: Santa Monica, State: CA, Zip Code: 90401, Email: joe@lawdsb.com, Phone: (888) 308-9411'. A callout box labeled 'Send a Quote apply to this lead directly via our panel' points to the 'Send Your Quote' button. Another callout box labeled 'Business Information details of a business' points to the 'Business Information' button. A preview of the attorney's website is shown on the right. At the bottom, there is a pagination bar with 'First', 'Previous', '1', '2', '3', '4', '5', '...', '770', 'Next', and 'Last'.

Membership: PRO | Available Credits: 25 | Find your Perfect Clients Multiple Search Filters | Blog Forum | Keyword Search narrow down search results

Leads Finder | Opportunities | 23,075 results | Search

Screenshot	Location	TLD	Industry	Platform
	CA	.net	Legal	WIX
	NY	.com	Fashion	00000 Webbuilder
	NY	.com	Fashion	shopify
	CA	.com	Legal	Drupal
	CA	.com	Legal	WordPress

**Save and Delete**  
save or delete searches

**Select CMS**  
target poor quality automated website builders

**Deering Joseph E. Attorney At Law**  
<http://www.deeringtrulawyer.com>  
Industry: Legal  
Platform: WordPress  
Address: 725 Arizona Ave,  
City: Santa Monica  
State: CA  
Zip Code: 90401  
Email: joe@lawdsb.com  
Phone: (888) 308-9411

**Send Your Quote** | **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

First Previous 1 2 3 4 5 ... 770 Next Last

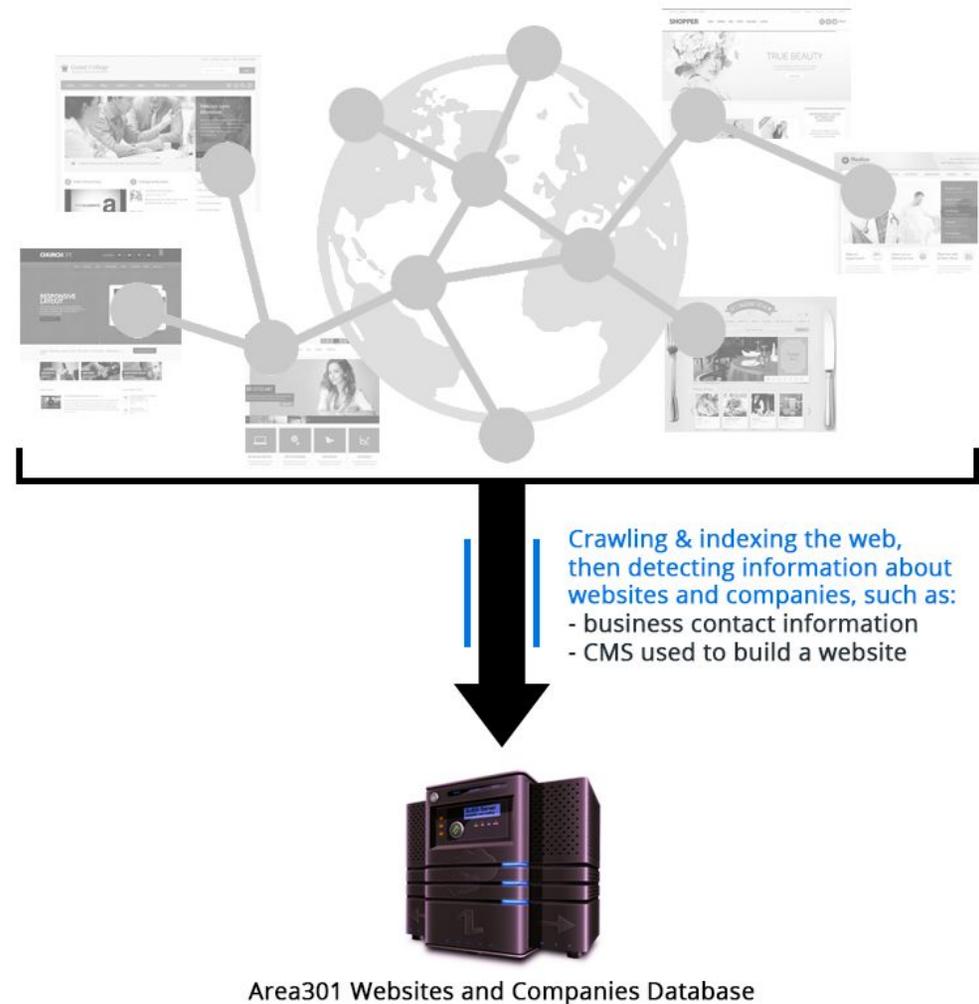
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# How The Opportunities works

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.

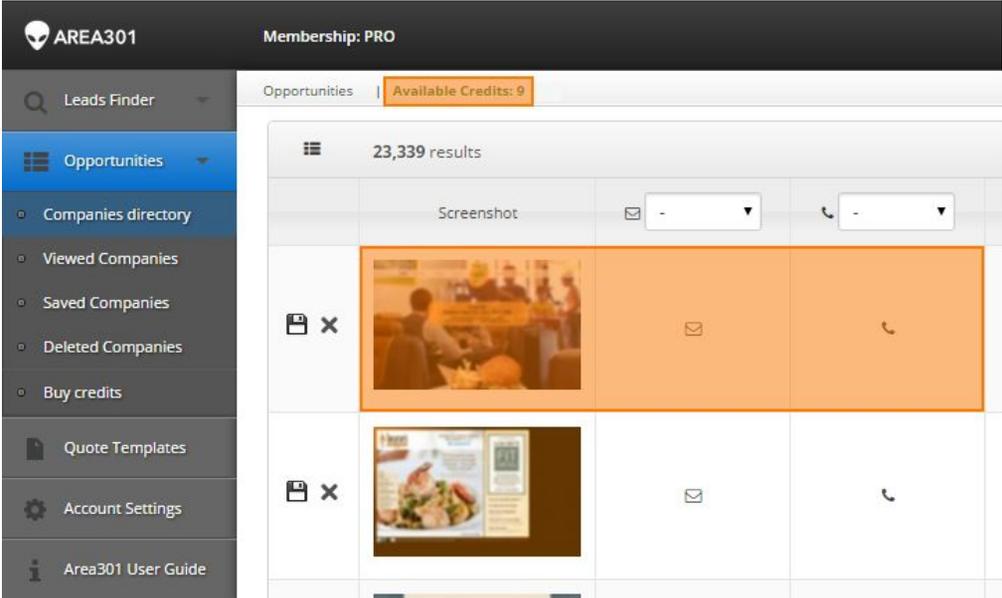
Later on, I outsourced this task. The Area301 panel tracks who I contacted, so there is no danger of contacting the same company twice.

# 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.

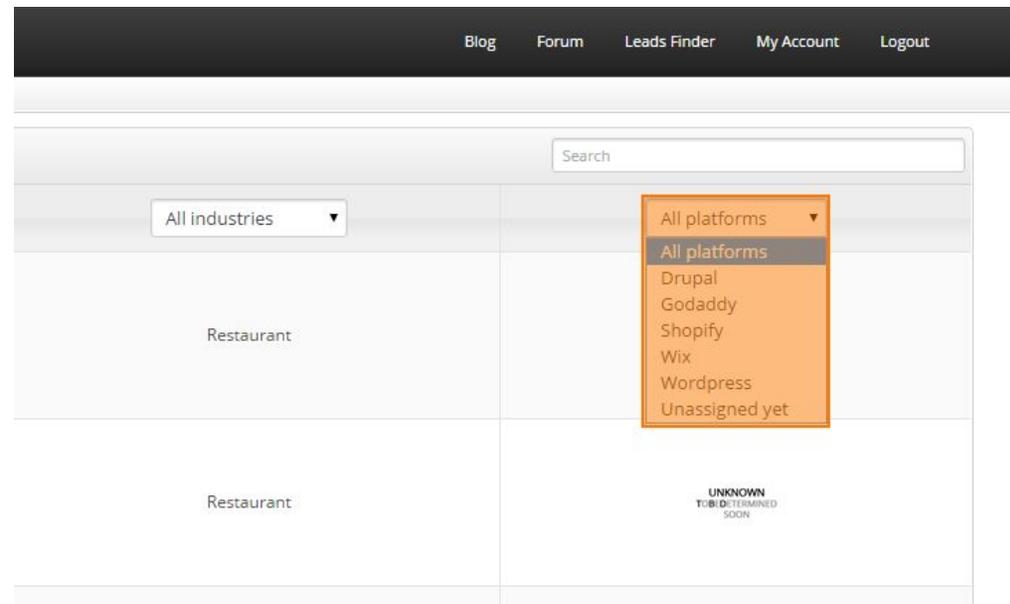
If you don't want to wait to the next month for the credits to refill, you can buy them in a section called "Buy Credits". Please note, unused credits are transferred to the next month and they never expire.



## 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.

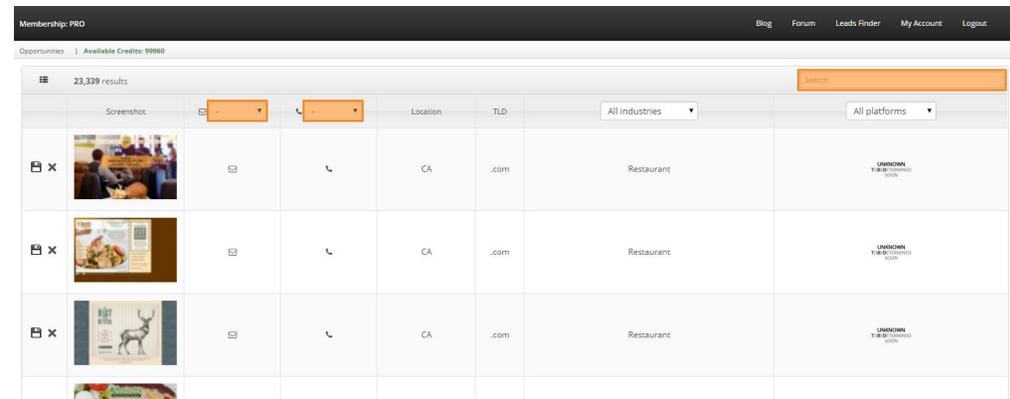


## STEP 3 : Narrow Down Your Searches

You should also use other available filters:

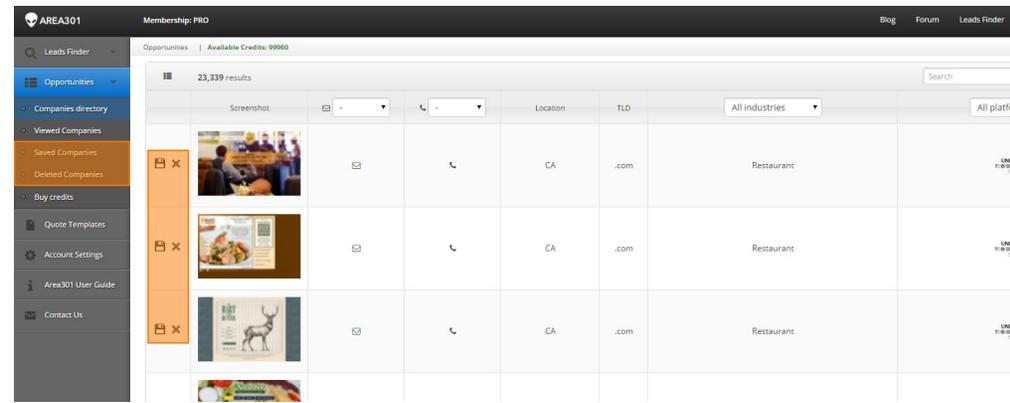
- location - to target only local clients (for example "New York")
- industry - to send special offers for particular industries (for example "Restaurants")
- search box - to find specific keywords (for example "Italian")

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.'

