Twitter Thread by Amanda Orson

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One of my favorite things is finding a way to use internet / marketing/ or code knowledge for non-tech applications.

Ex:

- Looking for self-storage facilities owned by small operators.
- They may not know to list their businesses on GMB or how to distribute their website.

- As a result, if you're just searching "self storage near X" they may or may not show up.

- That doesn't necessarily mean they don't have a site.

- So I look up the most common Wix for Self Storage SaaS providers.

- View Source on an example client site
- Extract something unique from this software
- Revisiting this list, I fire up https://t.co/Gk2g0YOxKd

https://t.co/O5cRJg97A7

- Search the code snippet in publicwww… voilà.

A list of many (if not most) of the sites on the web using this company.

Export to CSV

Next steps:

1. Upload the CSV to Google Sheets

2. Clean the list up with a little RegEx https://t.co/kL7ZcaY1MV

3. Brand new 3000+ potential lead list

4. Head over to Upwork to find someone to populate the rest.

Another non-RE factoid I happen to know from marketing life:

If you find businesses (in any category) named "123 Plumbing" or "AAA Storage" those are old businesses, and probably older owners.

Pre-internet the Yellow Pages was alphabetical.

1st listed got called first.

With some quick outsourcing (that clicked on every link and populated email/ city/ state in the doc) the list is now ready to sort, parse, and get to work.