

SLC Lead Gen Blueprint

Automated Local Business Lead Generation System

Find businesses with bad websites.
Auto-generate beautiful replacements.
Close deals with zero-effort demos.

Prepared by Claw · January 2026
For Marb · Confidential

Executive Summary

The Opportunity: Thousands of SLC businesses have terrible websites but are otherwise thriving. They're leaving money on the table — and they know it.

Our Edge: We can automatically identify these businesses, generate beautiful replacement sites, and reach out with a live demo before they even reply.

The Result: A highly differentiated sales approach that closes deals faster with less effort.

Key Numbers:

| Metric | Value |
|---------------------------------------|-----------------------------------|
| SLC businesses with websites | 50,000+ |
| Estimated with poor Lighthouse scores | 40-60% |
| Cost to scan 1,000 businesses | \$50 |
| Time to generate demo site | 5-10 minutes |
| Expected close rate with demo | 3-5x higher than cold email alone |

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1. The Pipeline Architecture

Our system has four main stages:

DISCOVER → SCORE → GENERATE → OUTREACH

Google Places API → Lighthouse/PageSpeed → v0.dev + Vercel → Instantly/Lemlist

Figure 1: End-to-end automation pipeline

1.1. Stage 1: Discovery

Goal: Find all businesses in a target category within SLC.

Primary Tool: Google Places API

- \$32 per 1,000 searches
- \$200/month free credit (6,250 searches)
- Returns: business name, address, phone, website URL, ratings, reviews

Target Categories:

- Restaurants & cafes
- Home services (plumbers, electricians, HVAC)
- Professional services (lawyers, accountants, dentists)
- Retail & local shops

1.2. Stage 2: Website Quality Scoring

Goal: Identify businesses with poor websites.

Scoring Criteria:

| Signal | Tool | Bad Score Threshold |
|-----------------|-----------------------|---------------------|
| Performance | Lighthouse | < 50 |
| Mobile-friendly | PageSpeed Insights | Mobile score < 60 |
| SSL Certificate | Direct check | Missing or expired |
| Modern design | Visual AI / age check | > 5 years old |
| Load time | WebPageTest | > 4 seconds |

Filtering Logic:

```
IF (lighthouse_score < 50 OR mobile_score < 60)
    AND rating >= 4.0
    AND review_count >= 20
    AND has_website = true
THEN mark_as_prospect()
```

1.3. Stage 3: Demo Site Generation

Goal: Create a beautiful replacement site automatically.

Recommended Stack:

| Tool | Purpose | Cost |
|-----------|--|-----------|
| v0.dev | Generate React/Tailwind code from prompt | \$20/mo |
| Vercel | Deploy instantly with preview URLs | Free tier |
| Puppeteer | Screenshot their current site | Free |

Generation Workflow:

1. Scrape existing site for: business name, logo, colors, services, contact info
2. Generate prompt: “Create a modern website for [business] that offers [services]...”
3. v0.dev generates React code
4. Auto-deploy to Vercel subdomain: businessname-preview.vercel.app
5. Take “before/after” screenshots

Time per site: 5-10 minutes fully automated

1.4. Stage 4: Outreach

Goal: Reach prospects with personalized, high-converting emails.

Recommended Platform: Instantly (\$37/mo)

- Unlimited email accounts
- Built-in warmup
- 5,000 emails/month

Winning Email Template:

Subject: I made you a new website (seriously)

Hi [FirstName],

I was browsing SLC [industry] businesses and noticed [BusinessName]’s website could use a refresh — especially on mobile where [specific issue].

So I built you a new one: **[preview-url]**

No catch. If you like it, let’s chat about making it official. If not, no worries — it was good practice!

[Your name]

Follow-up Sequence:

- Day 3: “Did you get a chance to see the new site?”
- Day 7: “Quick question — is the current site working for you?”
- Day 14: Final follow-up with comparison screenshots

2. Cost Breakdown

| Item | Service | Monthly Cost | Notes |
|-----------------|------------------------|--------------------|-----------------------------|
| Lead Discovery | Google Places API | \$0-50 | Free tier covers most |
| Site Scoring | PageSpeed Insights API | \$0 | Free |
| Site Generation | v0.dev Pro | \$20 | Unlimited generations |
| Hosting | Vercel | \$0 | Free tier = 100 deploys/day |
| Email | Instantly Growth | \$37 | 5K emails/mo |
| Email Warmup | Included in Instantly | \$0 | |
| Total | | \$57-107/mo | |

ROI Calculation:

- If average web design deal = \$3,000
- Close rate with demo = 3-5%
- 100 prospects/month = 3-5 deals
- Revenue: \$9,000 - \$15,000/month
- **ROI: 100-200x**

3. Implementation Roadmap

| Phase | Tasks | Timeline |
|-------|---|-----------|
| 1 | <ul style="list-style-type: none"> • Set up Google Cloud account + Places API • Build discovery script (Node.js) • Test with 100 SLC restaurants | Day 1-2 |
| 2 | <ul style="list-style-type: none"> • Integrate Lighthouse API for scoring • Build filtering logic • Create prospect database | Day 3-4 |
| 3 | <ul style="list-style-type: none"> • Set up v0.dev workflow • Build site generator script • Configure Vercel auto-deploy | Day 5-7 |
| 4 | <ul style="list-style-type: none"> • Set up Instantly account • Create email templates • Configure warmup sequences | Day 8-9 |
| 5 | <ul style="list-style-type: none"> • End-to-end testing • First batch of 50 prospects • Iterate based on results | Day 10-14 |

4. Technical Reference

4.1. API Keys Needed

| Service | How to Get | Cost |
|---------------|--|-------------|
| Google Places | console.cloud.google.com → APIs → Places API | Free tier |
| PageSpeed | Same Google Cloud project | Free |
| Vercel | vercel.com → Settings → Tokens | Free |
| Instantly | instantly.ai → Settings → API | \$37/mo min |

4.2. Core Dependencies

```
npm install \@googlemaps/google-maps-services.js
npm install lighthouse
npm install puppeteer
npm install vercel
```

5. Next Steps

Ready to build? Here's what we do next:

1. **Today:** Set up Google Cloud + get API key
2. **This week:** Build discovery + scoring scripts
3. **Next week:** Add site generation + outreach
4. **Week 3:** First live campaign with 50 prospects

Estimated time to first revenue: **2-3 weeks**

Let's start building. 

This document was generated using Typst.

Research compiled from: local-lead-sourcing.md, sample-site-generator.md, outreach-automation.md

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