

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. 🚀