Project Documentation: Lead Generation Script

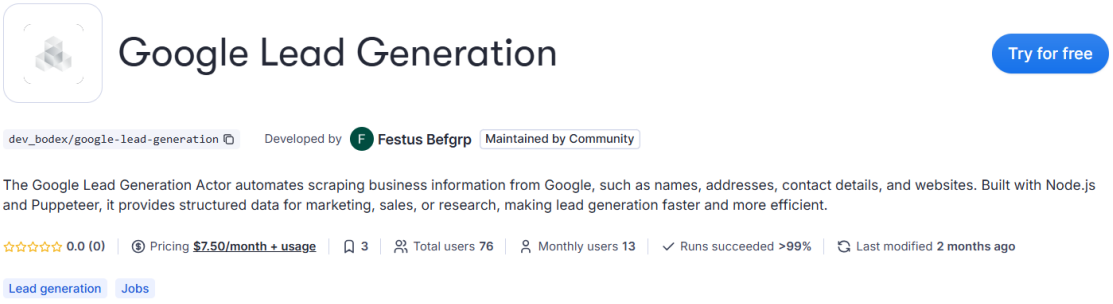
1. Introduction

This document explains a Python script designed to fetch business leads from Apify based on user inputs. The script searches for businesses in a specific state and industry, then saves the results in a JSON file.

2. What the Script Does

The script performs the following steps:

- Asks the user to input:
  - A state (to search for businesses in that location).
  - An industry (to filter businesses by type).
- Connects to Apify (a web scraping and automation platform).



- Link to Google Lead Generation Actor is: https://apify.com/dev_bodex/google-lead-generation
- Fetches business leads matching the inputs.
- Saves the results in a file named actor_results.json.

3. How to Use the Script

Prerequisites

• A computer with Python installed.
• An Apify account (to use their API).
• The script file (script.py).

Steps to Run the Script

1. Open the script in a code editor or terminal.
2. Run the script (usually by typing `python script.py` in the terminal).
3. Enter the required inputs when prompted:
   - State: (e.g., "California")
   - Industry: (e.g., "Restaurants")
4. The script will fetch the data and save it in actor_results.json.

4. Explanation of the Code

1. Importing Required Libraries

from apify_client import ApifyClient
import json

• ApifyClient → Used to connect to Apify's API.
• json → Helps in saving data in JSON format.

2. Setting Up the Apify Client

.env file contains the variables to set.

client = ApifyClient(os.getenv("APIFY_API_KEY"))
This connects to Apify using an API key (a secret code for authentication).

3. Taking User Inputs

```
area = input("In which state do you want to search the leads?\n")
query = input("Write the specific industry to get leads for.\n ")
```

Asks the user for a state and industry to search for leads.

4. Running the Apify Actor (Automation Task)

```
run_input = {
    "area": area,
    "search": query,
}

run = client.actor("FK0MkqvI0wudAJ1fK").call(run_input=run_input)
```

Sends the user inputs to Apify, which then searches for matching businesses.

5. Saving the Results

```
items = []
for item in client.dataset(run["defaultDatasetId"]).iterate_items():
    items.append(item)

with open("actor_results.json", "w") as f:
    json.dump(items, f, indent=4)

print("Results saved to actor_results.json")
```

Collects all the leads and saves them in a JSON file (actor_results.json). The file will contain details like business names, addresses, phone numbers, etc.

5. Expected Output

After running the script:

• A file named actor_results.json will be created.
• It will contain a list of businesses matching the search criteria.

Example of what the file may look like:


```
[
  {
    "name": "ABC Restaurant",
    "address": "123 Main St, California",
    "phone": "+1 555-1234",
    "website": "https://abcrestaurant.com"
  },
  {
    "name": "XYZ Diner",
    "address": "456 Oak Ave, California",
    "phone": "+1 555-5678",
    "website": "https://xyzdiner.com"
  }
]
```


6. Troubleshooting

If the script doesn't run:

• Ensure Python is installed (check using `python --version` in terminal).
• Check if the Apify API key is valid.

If no results appear:

• Try a different state or industry name.
• Ensure the Apify actor (automation task) is working.

7. Conclusion

This script simplifies lead generation by fetching business data from Apify based on user inputs. The results are saved in an easy-to-read

JSON file for further use.

For any issues, contact the developer or Apify support.