

Instagram Data Scraper Workflow

Automate influencer research and audience analysis with Apify and intelligent data processing

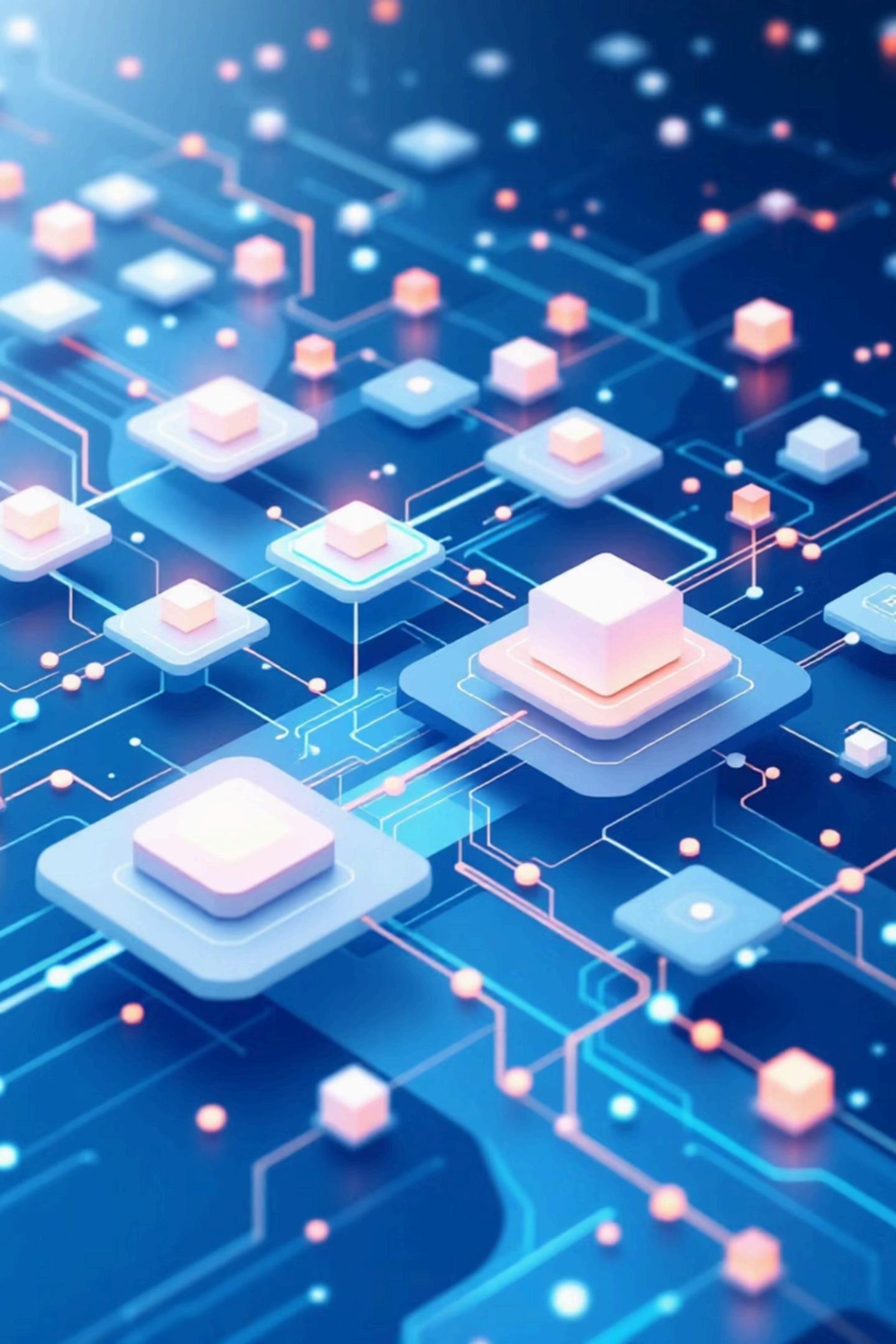
Created by Chinmay Kaitade | MERN Stack Developer | AI Enthusiast

What This Workflow Does

This powerful automation combines **Apify Google Search Scraper** with custom code processing to extract and structure Instagram creator data from Google search results. It's designed to streamline influencer research, lead generation, and competitive analysis.

The system automatically queries Instagram profiles based on your criteria, processes raw search data, and delivers clean, structured information ready for immediate use.

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The Two-Step Process



HTTP Node

Calls Apify Google Search Scraper API to query Instagram profiles by account type and location, retrieving raw JSON data with organic search results.

Code Node

Cleans and processes raw data, extracting key metrics like name, handle, followers, description, and profile URL with intelligent parsing.

HTTP Node Configuration

API Endpoint

The workflow connects to Apify's Google Search Scraper through a synchronized API call that returns processed dataset items immediately.

Your API token authenticates the request and enables access to scraping capabilities.

```
https://api.apify.com/v2/acts/apify~google-search-scrapers/run-sync-get-dataset-items?  
token=apify_api_YOUR_API_KEY
```

Query Parameters

Search Control

- **maxPagesPerQuery:** 3 pages
- **resultsPerPage:** 100 results
- **mobileResults:** false

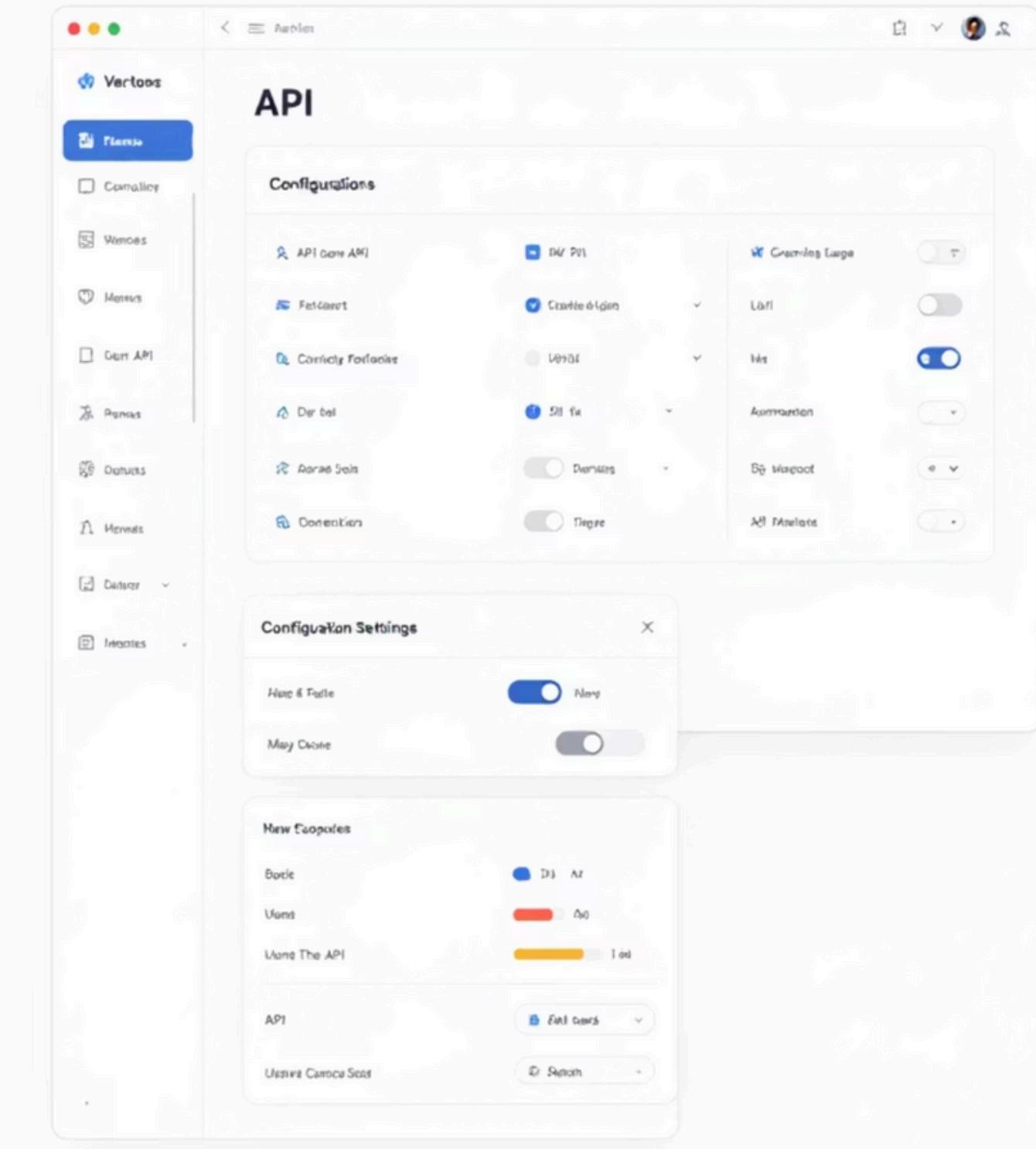
Query Format

```
site:instagram.com + {{  
  $json['Account Type'] }} {{  
  $json.Location }}
```

Dynamically targets specific creator types and locations

Output Options

- **saveHtml:** false
- **includeIcons:** false
- **focusOnPaidAds:** false



Smart Follower Parsing

Converting Shorthand to Numbers

The code node includes an intelligent parsing function that converts human-readable follower counts into precise integers for analysis and sorting.

This ensures accurate data processing and enables mathematical operations on follower metrics.

22.7K → 22,700

1.2M → 1,200,000

3.4B → 3,400,000,000



Data Extraction Logic

The main processing function iterates through each creator profile, extracting and structuring key information:

```
return creators.map((creator) => { const titleSplit = creator.title.split("@"); const name = titleSplit[0]?.trim() || "Unknown"; const handle = titleSplit[1]?.split("("))[0] || ""; const cleanFollowers = parseFollowers(rawFollowers); return { json: { Name: name, InstagramHandle: handle, ProfileURL: creator.url || "", Followers: cleanFollowers, ... } };});
```

Structured Output Example

Clean, Ready-to-Use Data

Each profile is transformed into a structured JSON object containing all essential creator information.

This format integrates seamlessly with CRM systems, databases, and analytics tools.



```
{ "Name": "John Doe", "InstagramHandle":  
"johndoe", "ProfileURL":  
"instagram.com/johndoe", "Description":  
"Fashion Blogger", "Followers": 12500,  
"ChannelName": "John Doe", "PostType":  
"organic", "Position": 1}
```

Key Features & Use Cases



Accurate Scraping

Leverages Google's search index to find Instagram profiles with precision, bypassing platform limitations.



Influencer Research

Perfect for marketing teams identifying creators in specific niches and locations for partnerships.



Lead Generation

Automatically build targeted lists of potential clients or partners based on their Instagram presence.



Location Discovery

Scales across multiple queries and geographic regions to find creators wherever they are.

Let's Connect!

If you found this workflow helpful, I'd love to connect with you! I'm sharing my AI and automation journey daily and always excited to discuss new ideas and collaborations.



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Looking forward to connecting with you! ✨