



Building the Inova Lead Finder

By Inova Solutions Consultancy

Why we built this

Finding client contact information was one of our biggest bottlenecks at Inova. Tools like Apollo cost more than made sense at our stage, and manually searching Google for "opticians in Manchester" one by one didn't scale. So we built our own tool and used it as a live example of the kind of workflow automation we sell to clients.

What it does: You just type in a location, a sector (e.g. "Opticians"), and an optional niche keyword (e.g. "Glasses glazer"), and it returns a spreadsheet of matching businesses with name, website, phone number etc, all the required information we need to make the cold outreach.

The workflow scenario:

1. Simple web form that then captures inputs
2. Make.com webhook (receives the search)
3. Google Geocoding API (turns "Manchester" into coordinates)
4. Google Places API for nearby search (finds matching businesses within a radius)
5. Loop through each business
6. Google Places API to extract the place details (gets website + phone number)
7. Fetch the business's own website
8. Write everything to a Google Sheet

Business Name	Website	Email	Phone	Sector	Location	Niche	Date Emailed
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	
				Opticians	Manchester	Glazer	31/8/26
				Opticians	Manchester	Glazer	31/8/26
				Opticians	Manchester	Glazer	31/8/26
				Opticians	Dudley	Independent	31/8/26
				Opticians	Dudley	Independent	31/8/26
				opticians	dudley	independent	31/8/26
				opticians	dudley	independent	31/8/26
				opticians	dudley	independent	31/8/26
				opticians	dudley	independent	31/8/26
				opticians	dudley	independent	31/8/26
				opticians	dudley	independent	29/8/26

Figure 1 - output of the search



Step by step

Follow the steps below and use figure 3, the make scenario to help you build this for your business:

1. The input form

A lightweight webpage with three fields Location, Sector, Niche keywords and a radius selector (3, 5, or 10 miles). Submitting it sends the data to a Make.com webhook, which is the trigger for everything that follows.

INOVA INTERNAL TOOL

Lead finder

Search a location, sector and niche to pull matching businesses into your lead list.

Location

e.g. Manchester

Radius

5 miles or less (15 mins)

Distance from the location to search within

Sector

e.g. Opticians

Niche keywords

e.g. Glasses glazer

Optional — narrows the search further

Find businesses

Sent. Check your Google Sheet shortly.

Figure 2 - UI/UX for the search

2. Turning a place name into coordinates

Google's Places API doesn't search by typed place names directly so it needs latitude and longitude. So the first real step is Google's Geocoding API to convert "Manchester" into precise coordinates.

3. Converting miles to metres

The radius the user picks (in miles, since we're UK-based) gets converted into metres, since that's the unit Google's search API expects.

4. Searching for businesses

With coordinates and a radius in hand, a Nearby Search call to Google Places returns a list of matching businesses for example, every optician within 5 miles of central Manchester.

5. Getting the details

Google's initial search results only include a business name and rough location. A second call, the place details is made for each business individually to pull its actual website and phone number.

6. Logging the result

Every business that makes it through the pipeline with the name, website, phone, email (if found), plus the original search terms gets written as a new row in a Google Sheet as shown in figure 1

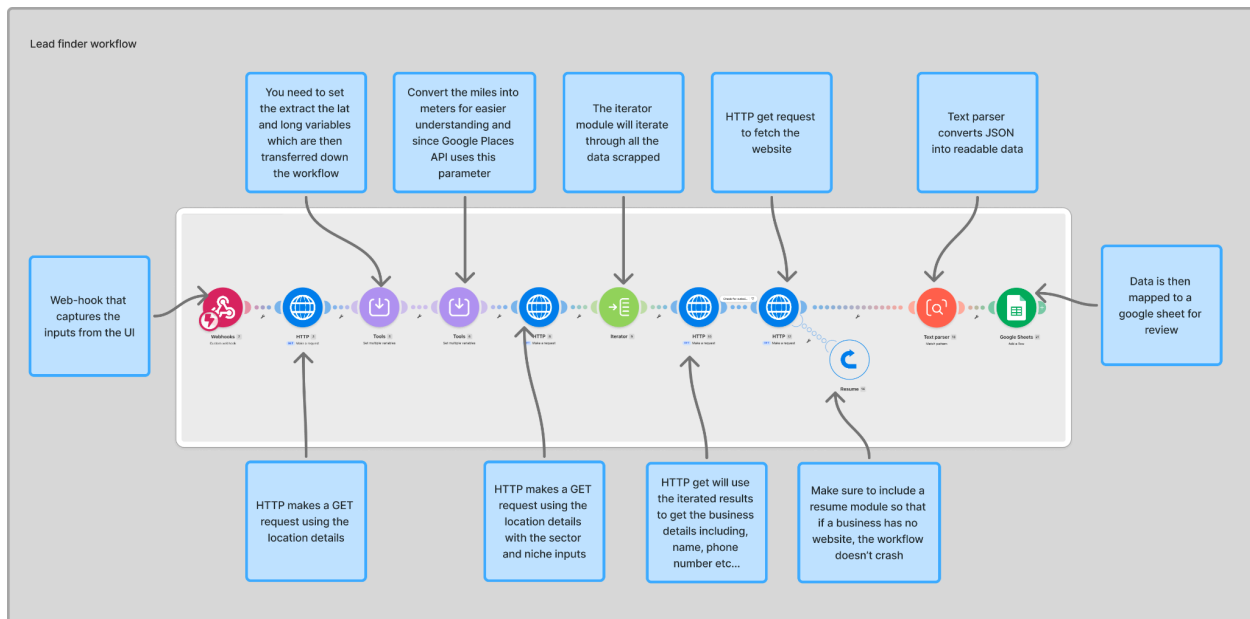


Figure 3 - the make scenario of the build

What we learned building it

A few snags came up, each with a straightforward fix:

- **Not every website could be fetched:** Some sites block automated requests entirely (bot protection like Azure WAF), and others have dead or broken links. Rather than letting one bad website stop the whole search, we added error handling (resume module) so the workflow simply skips that business and moves on.
- **Not every website lists an email:** Some businesses only list a phone number or a contact form. This is expected and a partial hit rate on emails still saves hours compared to searching manually.
- **Small configuration details matter:** A single mismatched setting (for instance, telling the email-search step to stop after the first match instead of finding all of them) can silently produce zero results across an entire batch, even though everything looks like it's running correctly. Testing one new piece at a time, rather than building the whole thing before testing, made these much easier to catch.

Where it can go from here

The tool works end-to-end today. Natural next upgrades, roughly in order of value:

1. A fallback for missing emails can be built by checking a business's /contact page when the homepage has none, before giving up.
2. A dedicated email-finding service (like Hunter.io) as a second-layer fallback, for businesses whose site blocks scraping entirely.
3. Batch searching — running several sector/location combinations in one go, instead of one at a time.



Want something like this for your business?

This is exactly the kind of workflow automation we build at Inova Solutions, practical tools that save real hours, whether that's finding leads, automating admin, or connecting up the systems you already use.

Ready to automate your business?

Book a consultation with our founders and let's identify the processes that are costing you time, then build an automation around them.

Founder booking link: <https://calendly.com/albinreji1001/intro-call>

Our Voice agent solution: <https://www.inovasolutionsconsultancy.net/services-4/registration>