NinjaOutreach Fields	Description	Notes
Website URL	The lead's blog or website. Ex: https://ninjaoutreach.com/	N/A
About URL	About us page of the lead. Ex: https://ninjaoutreach.com/about/	N/A
Contact URL	The contact page of the lead. URL used for emailing via contact form. Ex: http://ninjaoutreach.com/contact/	N/A
Description	The description of the page you are importing.	You can use the crawled descriptions or create custom ones.
Page Title	The title of a specific page. For example, the URL https://ninjaoutreach.com/how-to-go-viral/ has the page title: "How to Go Viral in 10 Easy Steps - NinjaOutreach."	If you left this field empty but added a Page URL, then NinjaOutreach will scrape the Page Title using the Page URL you included in your import.
Page URL	The URL of the page you are importing	You can import either the website URL or Page URL. You can also add both. For example, https://ninjaoutreach.com/ is a Website URL and https://ninjaoutreach.com/how-to-go-viral/ is a Page URL.
Profile Image URL	The profile image found either in the blog or in the social profile of the lead. On Twitter, for example, this can be something like: https://pbs.twimg.com/profile_images/944970240324091905/fW8r7lSo_400x400.jpg	N/A
Website Title	The title of the homepage of the website. For example, the website https://ninjaoutreach.com/ has the Website title "Influencer and Blogger Marketing Outreach Software	NinjaOutreach"	If you left this field empty but added a website URL, NinjaOutreach will scrape the Website Title from the Website URL you included in your import.
Email 1-5	You can import up to 5 email addresses per lead. Each email must be under a specific column so you can import it individually, with Email1 being the primary email.	If you do not include an email but have included a Page URL or a Website URL, NinjaOutreach will crawl these pages to try and find any associated emails.
First Name	The lead's first name	You may choose to include only the first name OR the full name if you don't have all of it.
Full Name	The lead's full name	
Last Name	The lead's last name	
Location	The lead's location (city, state, or country)	You can add any location and NinjaOutreach will populate it in the lead card.
Telephone 1-5	You can import up to 5 telephone numbers per lead. Each phone number must be under a specific column so you can import it individually, with Telephone1 being the primary phone number.	N/A
Notes	You can add your notes here.	N/A
Tags	You can create custom tags to categorize your leads. Tags must be separated by a comma. Example: Tag1, Tag2, Tag3	N/A
Alexa Rank	Traffic metric	These SEO metrics are scraped automatically when you include either a website URL or a Page URL in the import
Backlinks	Number of backlinks	
Domain Authority	DA score	
Moz Rank	Moz score	
Page Authority	PA score	
Visits Per Month	Estimated traffic per month from Alexa	
FB shares	Number of shares on Facebook	These Social metrics are scraped automatically when you include either a website URL or a Page URL in the import
Google Plus Ones	Number of shares on G+	
IG followers	Number of IG followers	
LinkedIn Shares	Number of shares on LinkedIn	
Pinterest Pins	Number of pins on Pinterest	
Tweets	Number of Tweets on Twitter	
Twitter Followers	Number of followers on Twitter	
Facebook URL	Facebook Page URL	
Google Plus URL	G+ Page URL	
Instagram URL	Instagram Profile URL	
LinkedIn URL	LinkedIn Profile URL	
Pinterest URL	Pinterest Profile URL	
Twitter URL	Twitter Profile URL	
Youtube URL	Youtube Profile URL	
Comments Per Post	Average number of comments per post	
Social Shares Per Post	Average number of shares per post	
Giveaways URL	A page on a lead's website where they ran a giveaway	These URLs are automatically scraped and added to your lead if you included either a website URL or a Page URL in your import.
Guest Posts URL	The Write For Us page or a page on a lead's website written by a contributor	
Product Reviews URL	A page on a lead's site website where they published a product review	
Sponsored Posts URL	A page on a lead's website where they published a sponsored post or indicate that they accept sponsored posts or advertisements.	