

## (ADVANCED LESSON) - WALKTHROUGH DEMO FOR BATCH EXTRACTION MODE

Hi,

This is a step by step walkthrough lesson, that you can follow to understand the batch extraction mode and learn how to generate batch search urls for your needs.

In this lesson, we will be downloading results for women who like jameson whiskey.. for each city in California.

This may seem like a long lesson, but do follow each step, and you'll be able to do it much faster the next time round. It's actually quite simple to do.

### REQUIREMENTS

- **Google Docs (Free) / Excel**
- **basic knowledge of spreadsheets and how they work.**
- **FB GraphBeast**
- **About 10 minutes**

#### STEP 1:

Search for:



#### STEP 2:

Copy and Paste the URL in the address bar to notepad. It should look like this:

<https://www.facebook.com/search/112099748803030/likers/females/intersect>

#### STEP 3:

Search for:



#### STEP 4:

Copy the url to notepad. It should look like this:

<https://www.facebook.com/search/112483542097587/residents/present/112099748803030/likers/females/intersect>

#### STEP 5: INSPECT & IDENTIFY THE PARTS OF THE URL THAT CORRESPOND TO THE "LOCATION"

**"Women who like Jameson Irish Whiskey (Jameson)":**

<https://www.facebook.com/search/112099748803030/likers/females/intersect>

**"Women who like Jameson Irish Whiskey (Jameson) and live in United Kingdom"**

<https://www.facebook.com/search/112483542097587/residents/present/112099748803030/likers/females/intersect>

The parts highlighted in yellow correspond to our first search "Women who like Jameson Irish Whiskey (Jameson)". Now.. if we take a closer look, we can figure that 112099748803030 is the id for the page "Jameson Irish Whiskey (Jameson)" because that id number is repeated in both search urls.

Based on this, we can assume that 112483542097587 refers to the id of the location or a facebook calls it, "Place". In this example it's United Kingdom.

So now we have three distinct parts of the url:

1. <https://www.facebook.com/search/>
2. %Location ID%/
3. residents/present/112099748803030/likers/females/intersect

Now.. if we have a list of location IDs, we can easily use Excel or Google Docs to create multiple urls by substituting the location id with our ids.

## STEP 5: EXTRACT A LIST OF LOCATION IDS

Load FB GraphBeast and extract the results of the following “Places” search



## STEP 5: CREATE URLS FOR BATCH SEARCH

Now... Open the CSV file “cities-in-california.csv” in Google Docs or Excel.

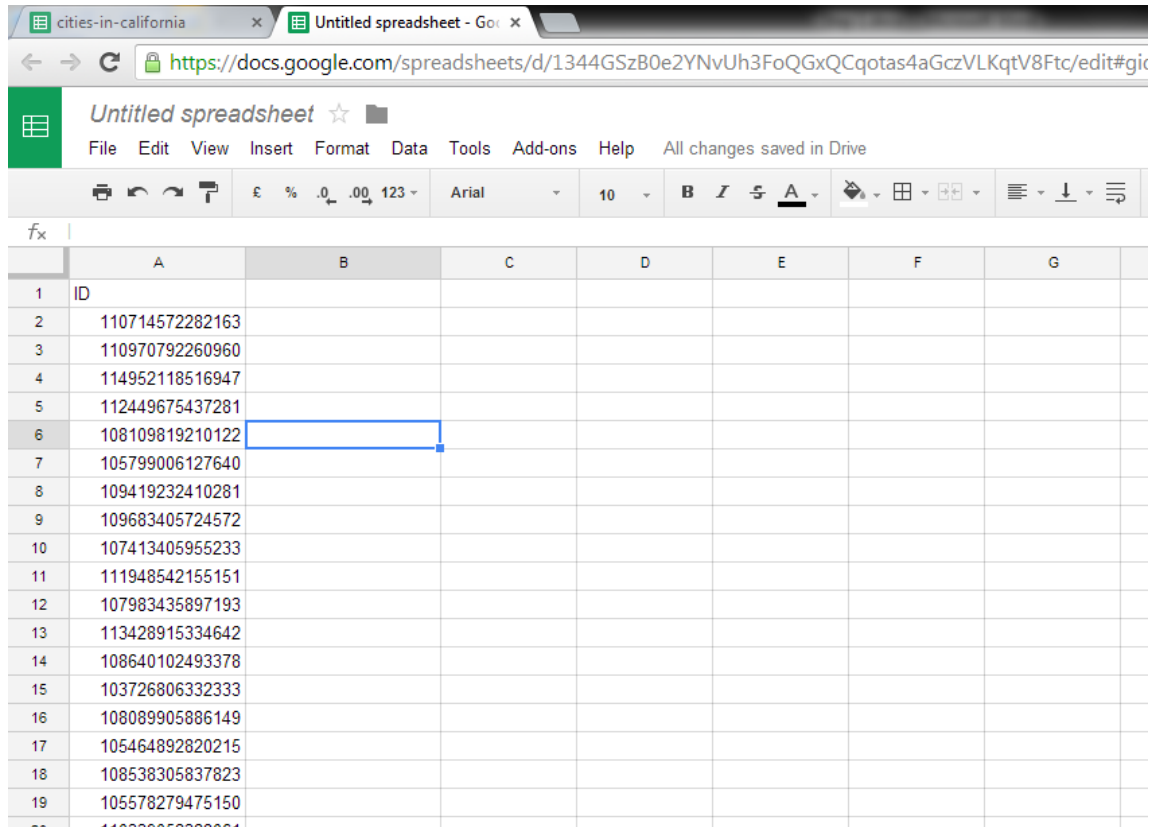
The screenshot shows a Google Docs spreadsheet titled 'cities-in-california'. The spreadsheet has three columns: 'ID', 'Name', and 'URL'. The 'ID' column contains a list of 16 location IDs. The 'Name' column contains the corresponding city names and states. The 'URL' column contains the Facebook page URLs for each city. The spreadsheet is displayed in a web browser window with the address bar showing the Google Docs URL.

ID	Name	URL
110714572282163	San Diego, California	<a href="https://www.facebook.com/pages/San-Diego">https://www.facebook.com/pages/San-Diego</a>
110970792260960	Los Angeles, California	<a href="https://www.facebook.com/pages/Los-Ange">https://www.facebook.com/pages/Los-Ange</a>
114952118516947	San Francisco, California	<a href="https://www.facebook.com/pages/San-Fran">https://www.facebook.com/pages/San-Fran</a>
112449675437281	Anaheim, California	<a href="https://www.facebook.com/pages/Anaheim">https://www.facebook.com/pages/Anaheim</a>
108109819210122	Oceanside, California	<a href="https://www.facebook.com/pages/Oceanside">https://www.facebook.com/pages/Oceanside</a>
105799006127640	La Jolla, California	<a href="https://www.facebook.com/pages/La-Jolla">https://www.facebook.com/pages/La-Jolla</a>
109419232410281	Newport Beach, California	<a href="https://www.facebook.com/pages/Newport">https://www.facebook.com/pages/Newport</a>
109683405724572	Santa Monica, California	<a href="https://www.facebook.com/pages/Santa-M">https://www.facebook.com/pages/Santa-M</a>
107413405955233	Huntington Beach, California	<a href="https://www.facebook.com/pages/Huntingt">https://www.facebook.com/pages/Huntingt</a>
111948542155151	San Jose, California	<a href="https://www.facebook.com/pages/San-Jose">https://www.facebook.com/pages/San-Jose</a>
107983435897193	Fresno, California	<a href="https://www.facebook.com/pages/Fresno-C">https://www.facebook.com/pages/Fresno-C</a>
113428915334642	Sunnyvale, California	<a href="https://www.facebook.com/pages/Sunnyval">https://www.facebook.com/pages/Sunnyval</a>
108640102493378	Stockton, California	<a href="https://www.facebook.com/pages/Stockton">https://www.facebook.com/pages/Stockton</a>
103726806332333	Santa Barbara, California	<a href="https://www.facebook.com/pages/Santa-B">https://www.facebook.com/pages/Santa-B</a>
108089905886149	Fremont, California	<a href="https://www.facebook.com/pages/Fremont">https://www.facebook.com/pages/Fremont</a>

Copy the entire column **ID** into a new spreadsheet

## STEP 6:

Your new spreadsheet should look like this..



The screenshot shows a Google Sheets interface with a spreadsheet titled "Untitled spreadsheet". The spreadsheet has a single column labeled "ID" in the first row. The subsequent rows contain a list of 19 numerical IDs. The interface includes a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar with various formatting and editing tools. The status bar at the bottom indicates "All changes saved in Drive".

	A	B	C	D	E	F	G
1	ID						
2	110714572282163						
3	110970792260960						
4	114952118516947						
5	112449675437281						
6	108109819210122						
7	105799006127640						
8	109419232410281						
9	109683405724572						
10	107413405955233						
11	111948542155151						
12	107983435897193						
13	113428915334642						
14	108640102493378						
15	103726806332333						
16	108089905886149						
17	105464892820215						
18	108538305837823						
19	105578279475150						

## STEP 7: INSERT URL PARTS

Based on what we found out in **Step 5**, we can create a simple Excel formula to build our urls based on the ids...

= "https://www.facebook.com/search/" & a2 & "/residents/present/112099748803030/likers/females/intersect"

Copy and paste this formula into row 2 of the 2<sup>nd</sup> column. (Cell B2)

The screenshot shows a Google Sheets spreadsheet titled "Untitled spreadsheet". The formula bar at the top displays the formula: `= "https://www.facebook.com/search/" & a2 & "/residents/present/112099748803030/likers/females/intersect"`. The spreadsheet has columns A through I and rows 1 through 9. Column A contains a list of Facebook IDs, and column B contains the corresponding URLs generated by the formula. The formula in B2 is highlighted with a blue border.

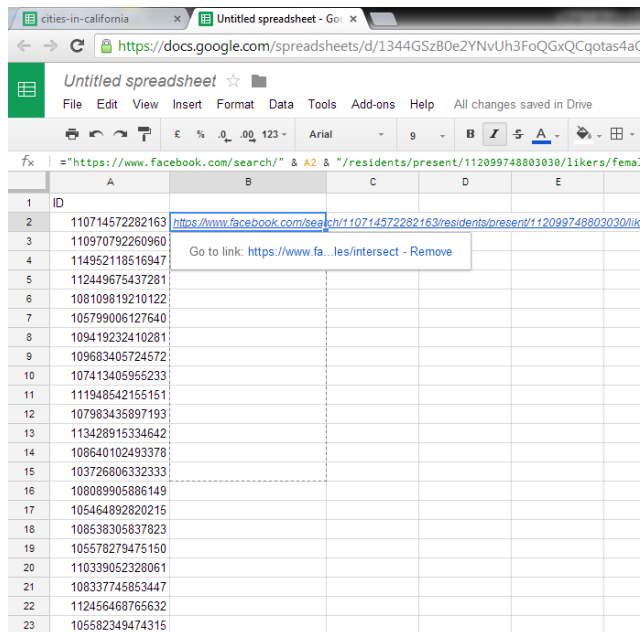
	A	B	C	D	E	F	G	H	I
1	ID								
2	110714572282163	= "https://www.facebook.com/search/" & a2 & "/residents/present/112099748803030/likers/females/intersect"							
3	110970792260960								
4	114952118516947								
5	112449675437281								
6	108109819210122								
7	105799006127640								
8	109419232410281								
9	109683405724572								

After inserting the formula in Cell B2 your spreadsheet should look like this:

[illegible]

## STEP 8: CREATE BATCH URLS

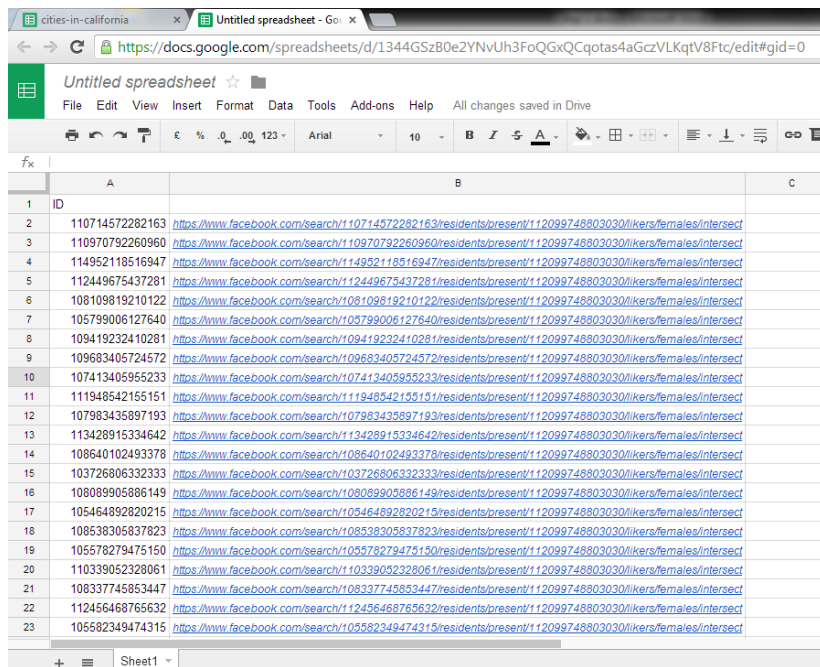
Click on Cell B2, and click the edge of the small blue box and drag it down all the way to the last row of the IDs...



The screenshot shows a Google Spreadsheet titled "Untitled spreadsheet". The formula bar at the top displays the formula: `= "https://www.facebook.com/search/" & A2 & "/residents/present/112099748803030/likers/fema".` The spreadsheet has columns A through E. Column A contains a list of IDs from 110714572282163 to 105582349474315. Cell B2 contains the formula, and a tooltip is visible over the small blue box at the bottom right of cell B2, indicating a drag action to copy the formula down the column.

	A	B	C	D	E
1	ID				
2	110714572282163	<a href="https://www.facebook.com/search/110714572282163/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/110714572282163/residents/present/112099748803030/likers/fema</a>			
3	110970792260960				
4	114952118516947	Go to link: <a href="https://www.facebook.com/search/114952118516947/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/114952118516947/residents/present/112099748803030/likers/fema</a>			
5	112449675437281				
6	108109819210122				
7	105799006127640				
8	109419232410281				
9	109683405724572				
10	107413405955233				
11	111948542155151				
12	107983435897193				
13	113428915334642				
14	108640102493378				
15	103726806332333				
16	108089905886149				
17	105464892820215				
18	108538305837823				
19	105578279475150				
20	110339052328061				
21	108337745853447				
22	112456468765632				
23	105582349474315				

You now have a list of batch urls that you can dump in FBGB to perform a batch extraction. Go ahead and click on a few of the links to test if it works.. ☺



The screenshot shows the same Google Spreadsheet, but now column B contains the full batch URLs for all rows. The formula bar at the top shows the formula: `= "https://www.facebook.com/search/" & A2 & "/residents/present/112099748803030/likers/fema".` The spreadsheet has columns A through C. Column A contains the same list of IDs. Column B contains the corresponding batch URLs. Column C is empty.

	A	B	C
1	ID		
2	110714572282163	<a href="https://www.facebook.com/search/110714572282163/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/110714572282163/residents/present/112099748803030/likers/fema</a>	
3	110970792260960	<a href="https://www.facebook.com/search/110970792260960/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/110970792260960/residents/present/112099748803030/likers/fema</a>	
4	114952118516947	<a href="https://www.facebook.com/search/114952118516947/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/114952118516947/residents/present/112099748803030/likers/fema</a>	
5	112449675437281	<a href="https://www.facebook.com/search/112449675437281/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/112449675437281/residents/present/112099748803030/likers/fema</a>	
6	108109819210122	<a href="https://www.facebook.com/search/108109819210122/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/108109819210122/residents/present/112099748803030/likers/fema</a>	
7	105799006127640	<a href="https://www.facebook.com/search/105799006127640/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/105799006127640/residents/present/112099748803030/likers/fema</a>	
8	109419232410281	<a href="https://www.facebook.com/search/109419232410281/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/109419232410281/residents/present/112099748803030/likers/fema</a>	
9	109683405724572	<a href="https://www.facebook.com/search/109683405724572/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/109683405724572/residents/present/112099748803030/likers/fema</a>	
10	107413405955233	<a href="https://www.facebook.com/search/107413405955233/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/107413405955233/residents/present/112099748803030/likers/fema</a>	
11	111948542155151	<a href="https://www.facebook.com/search/111948542155151/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/111948542155151/residents/present/112099748803030/likers/fema</a>	
12	107983435897193	<a href="https://www.facebook.com/search/107983435897193/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/107983435897193/residents/present/112099748803030/likers/fema</a>	
13	113428915334642	<a href="https://www.facebook.com/search/113428915334642/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/113428915334642/residents/present/112099748803030/likers/fema</a>	
14	108640102493378	<a href="https://www.facebook.com/search/108640102493378/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/108640102493378/residents/present/112099748803030/likers/fema</a>	
15	103726806332333	<a href="https://www.facebook.com/search/103726806332333/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/103726806332333/residents/present/112099748803030/likers/fema</a>	
16	108089905886149	<a href="https://www.facebook.com/search/108089905886149/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/108089905886149/residents/present/112099748803030/likers/fema</a>	
17	105464892820215	<a href="https://www.facebook.com/search/105464892820215/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/105464892820215/residents/present/112099748803030/likers/fema</a>	
18	108538305837823	<a href="https://www.facebook.com/search/108538305837823/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/108538305837823/residents/present/112099748803030/likers/fema</a>	
19	105578279475150	<a href="https://www.facebook.com/search/105578279475150/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/105578279475150/residents/present/112099748803030/likers/fema</a>	
20	110339052328061	<a href="https://www.facebook.com/search/110339052328061/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/110339052328061/residents/present/112099748803030/likers/fema</a>	
21	108337745853447	<a href="https://www.facebook.com/search/108337745853447/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/108337745853447/residents/present/112099748803030/likers/fema</a>	
22	112456468765632	<a href="https://www.facebook.com/search/112456468765632/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/112456468765632/residents/present/112099748803030/likers/fema</a>	
23	105582349474315	<a href="https://www.facebook.com/search/105582349474315/residents/present/112099748803030/likers/fema">https://www.facebook.com/search/105582349474315/residents/present/112099748803030/likers/fema</a>	

You can download the same spreadsheet I used in this tutorial here:

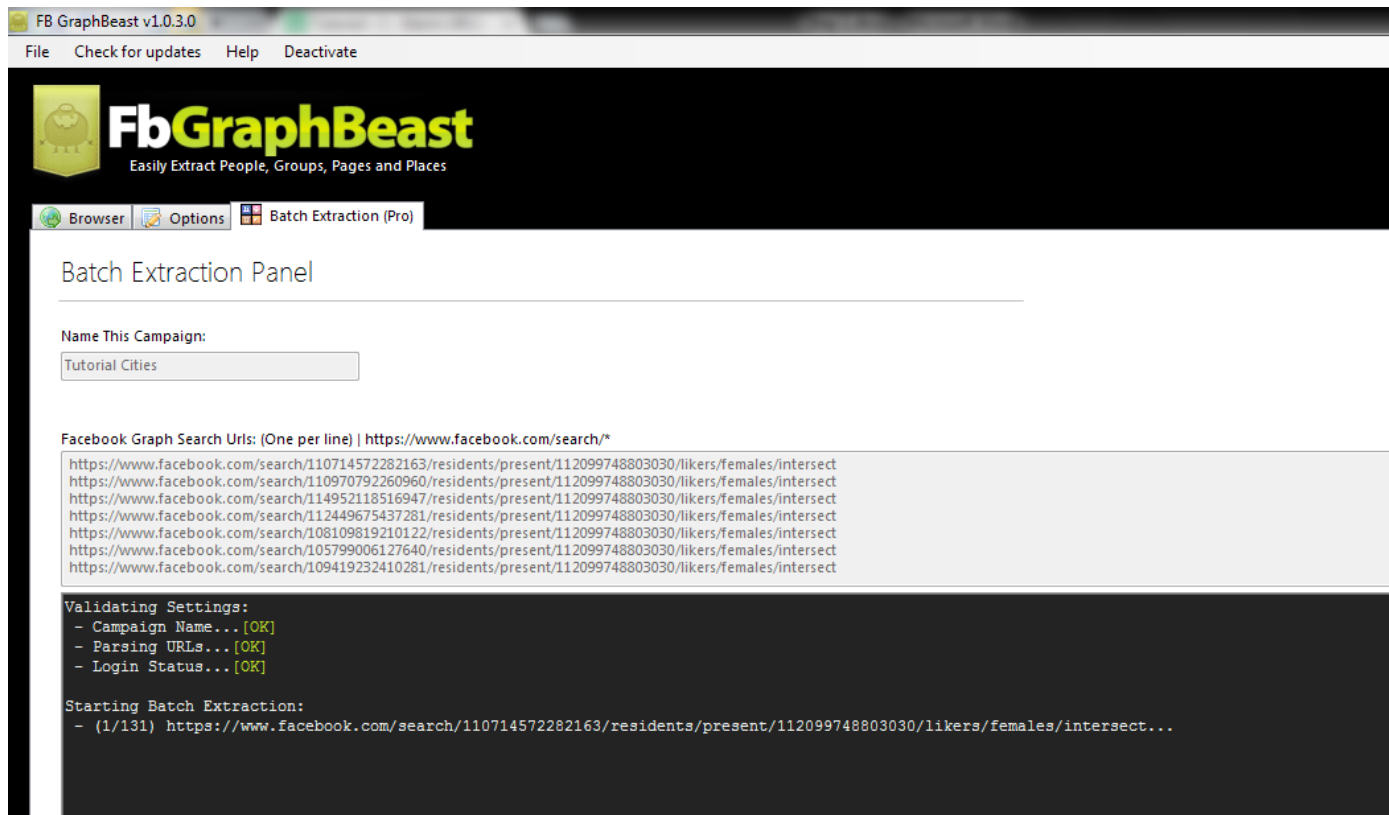
<https://docs.google.com/spreadsheets/d/1344GSzB0e2YNvUh3FoQGxQCqotas4aGczVLKqtV8Ftc/edit?usp=sharing>

## STEP 8: PERFORM BATCH EXTRACTION

Copy all the urls you just created and paste them into FBGraphBeast's Batch Extraction Tab...

... give your campaign a name

and click start to begin the extraction.



## STEP 8: DONE

I hope this walkthrough gives you a good idea of how you can use FbGraphBeast to extract really specific searches from Facebook, and break down your searches by understanding the urls.

All the best!

- Ash