REAL-WORLD IMPLEMENTATION

# Lead Capture to Booking System

*From Lead Submission to Confirmed Consultation*

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**GoHighLevel · Gmail · Google Calendar**

A real-world lead capture and appointment-booking system implemented within company operations to standardize inquiry handling, automate customer communication, and connect consultation scheduling with calendar availability.

| IMPLEMENTATION TYPE | PRIMARY PLATFORM | SUPPORTING SERVICES |
| --- | --- | --- |
| **Real-world company implementation** | **GoHighLevel** | **Gmail · Google Calendar** |

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*This case study documents a workflow implemented inside live company operations — not a self-initiated demo or hypothetical architecture exercise.*

02 THE OPERATIONAL CHALLENGE

# Lead Capture Alone Was Not Enough

Consultation inquiries require more than a submitted form. A prospect who fills out a lead form still needs confirmation, scheduling guidance, a booked time slot, and a reminder sequence before a consultation actually happens. Without a structured workflow, each of these steps can fall back on manual coordination.




## OPERATIONAL FRICTION POINTS

- Manual follow-up after each inquiry
- Repeated appointment coordination back and forth
- Inconsistent customer communication
- Manual calendar checking for availability
- Administrative work around scheduled calls

**SYSTEM OBJECTIVE**

*Create a connected operational flow that moves a prospect from initial inquiry toward a confirmed consultation – while reducing manual appointment coordination.*

03 SYSTEM OBJECTIVES

# What the System Was Designed to Do

01

## Capture

Collect structured prospect information through a consultation landing page and lead form.

02

## Confirm

Immediately acknowledge successful submission through an automated confirmation email.

03

## Schedule

Allow the prospect to select an available consultation time from open calendar slots.

04

## Synchronize

Maintain appointment availability between GoHighLevel and Google Calendar in both directions.

05

## Remind

Automatically communicate upcoming appointments through a scheduled email reminder sequence.

04 OPERATIONAL WORKFLOW

# From Landing Page to Validated Submission

*Operational flow diagram – steps 01–03*

OPERATIONAL FLOW DIAGRAM

## Lead Capture to Booking System

*From Lead Submission to Confirmed Consultation*

**PROJECT TYPE**
**Real Company Implementation**

**PRIMARY PLATFORM**
**GoHighLevel**

**SUPPORTING SERVICES**
**Gmail · Google Calendar**

**BUSINESS OBJECTIVE:** Standardize lead capture, appointment scheduling, and customer communication while reducing manual coordination.

### Lead Enters System 01

**PURPOSE:** Capture an incoming business inquiry through the consultation landing page.

**OUTCOME:** Visitor decides to submit an inquiry.

↓

### Lead Capture Form 02

**PURPOSE:** Collect structured lead information.

**FIELDS COLLECTED:**

- Name
- Work Email
- Phone Number
- Preferred Contact Method

**OUTCOME:** Lead information submitted successfully.

↓

### Input Validation 03

**PURPOSE:** Ensure submitted information is complete before processing.

**VALIDATION:**

- Required fields
- Email format verification

**OUTCOME:** Validated submission accepted.

↓

04 OPERATIONAL WORKFLOW

# Automation Trigger, Communication & Booking

*Operational flow diagram – steps 04–07*

## Automation Trigger

04

**PURPOSE:** A successful form submission automatically initiates the operational workflow and all downstream business actions.

*This is the central execution point of the system.*

### CUSTOMER COMMUNICATION

**Confirmation Email**

**OBJECTIVES:**

- Confirm successful inquiry
- Reassure the lead
- Set expectations for next steps

### TEAM NOTIFICATION

**Internal Notification**

**OBJECTIVES:**

- Reduce manual checking
- Improve response readiness

## Thank You Page

05

**PURPOSE:** Confirm successful submission and guide the lead toward scheduling a consultation.

## Appointment Booking

06

**PURPOSE:** Allow the lead to select an available 30-minute consultation slot using the GoHighLevel booking calendar.

## Booking Confirmation Email

07

**PURPOSE:** Confirm the scheduled consultation.

**INCLUDES:**

- Appointment details
- Reschedule option
- Cancel option

04 OPERATIONAL WORKFLOW

# Calendar Sync, Reminders & Confirmed Consultation

*Operational flow diagram – steps 08–09 and outcome*

### Google Calendar Synchronization 08

**PURPOSE:** Maintain synchronized appointment availability between GoHighLevel and Google Calendar.

**OUTCOME:** Consistent scheduling visibility across both platforms.

### Automated Reminder Sequence 09

**PURPOSE:** Reduce missed consultations through scheduled reminder emails.

**REMINDER SCHEDULE:**

- 24 Hours Before
- 1 Hour Before
- 5 Minutes Before

**DELIVERY METHOD:** Email

## Confirmed Scheduled Consultation

*The operational workflow successfully transitions a lead from the initial inquiry to a confirmed consultation through standardized automation, structured communication, and reliable scheduling.*

### OPERATIONAL BENEFITS

- Reduced manual appointment coordination
- Standardized lead handling
- Consistent customer communication
- Reliable consultation scheduling

**IMPLEMENTATION STACK**

GoHighLevel | Gmail | Google Calendar

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*Portfolio Case Study • 2026*

05 SYSTEM ARCHITECTURE

# Platform Boundaries & Integration Layers

*System architecture diagram – layers 01–03*

SYSTEM ARCHITECTURE DIAGRAM

## Lead Capture to Booking System

*Platform Boundaries & Data Integration Layers*

| ARCHITECTURE TYPE | CORE ENGINE | INTEGRATIONS |
|---|---|---|
| **Lead Acquisition Pipeline** | **GoHighLevel CRM** | **Google Calendar API & SMTP** |

**SYSTEM SCOPE** Structured frontend ingestion linked directly to automated database records, calendar availability rules, and email confirmations.

### Client Ingestion Layer (Frontend) 01

**COMPONENTS** GoHighLevel Form Widget & Landing Page

**INPUT FIELDS**

- Name, Email, Phone Number, Inquiry Details

**PURPOSE** Captures and validates visitor details at first point of contact.

↓

### Core Automation Engine (GHL Workflows) 02

**COMPONENTS** Workflow Triggers & Execution Branching

**CONFIGURED SEQUENCES**

- Lead Ingestion (Triggers alert and auto-reply email)
- Calendar Scheduler (Validates availability, holds slot)
- Reminder Queue (Triggers timed reminder email cadence)

**PURPOSE** Runs business rule logic, validates fields, and dispatches automated responses.

↓

### Data & Synchronization Layer (Integrations) 03

**COMPONENTS** GoHighLevel CRM & Google Calendar Integration

**DATA FLOW**

- Lead & Appointment Data
- Two-Way Calendar Sync (Google Calendar to GHL availability)

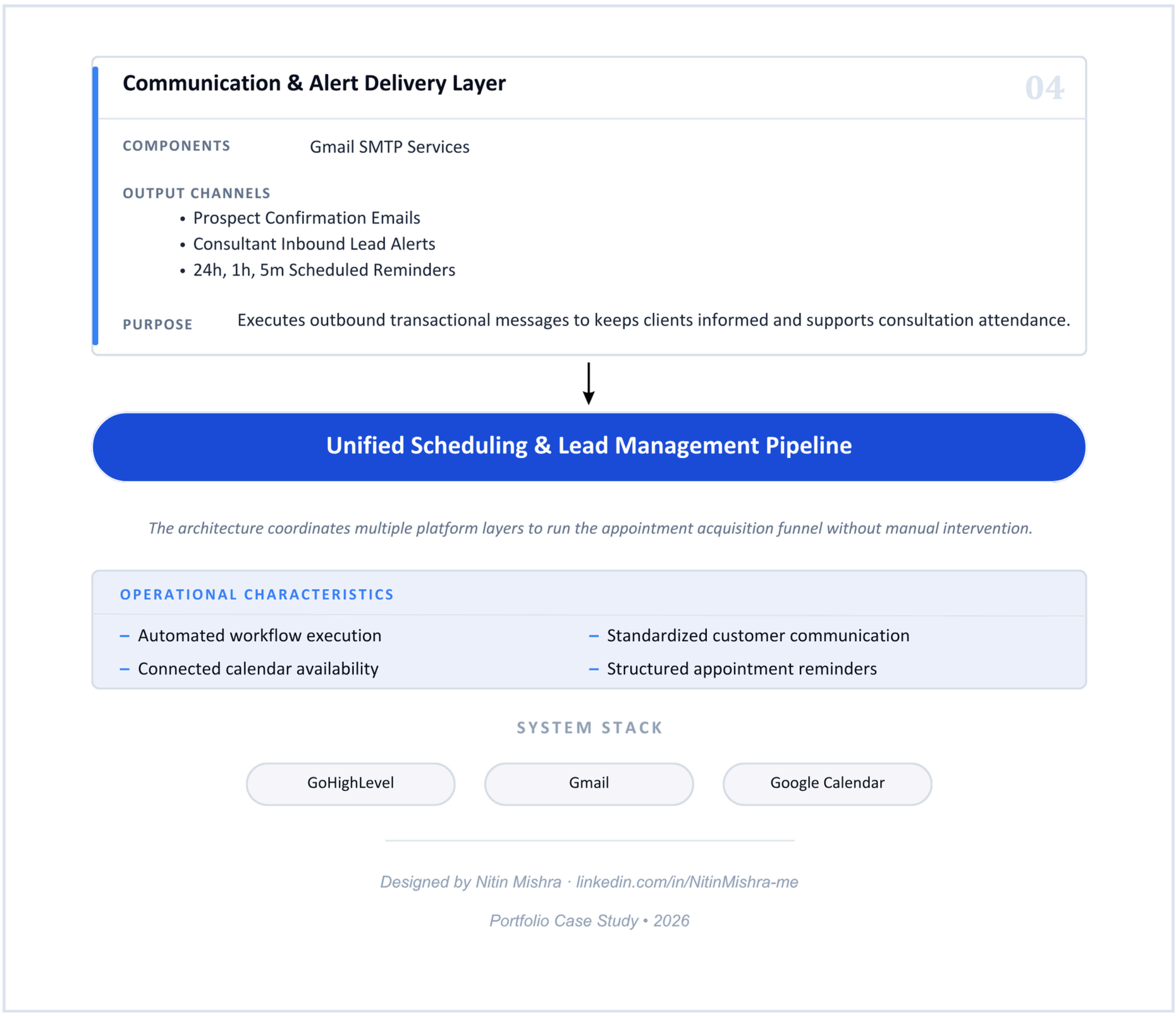
**PURPOSE** Maintains synchronization of availability blocks and helps prevent scheduling conflicts.

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05 SYSTEM ARCHITECTURE

# Communication Layer & Unified Pipeline

*System architecture diagram – layer 04 and system summary*




**01 Client Ingestion Layer –** collects and validates incoming prospect information.

**02 Core Automation Engine –** executes workflow logic and downstream actions.

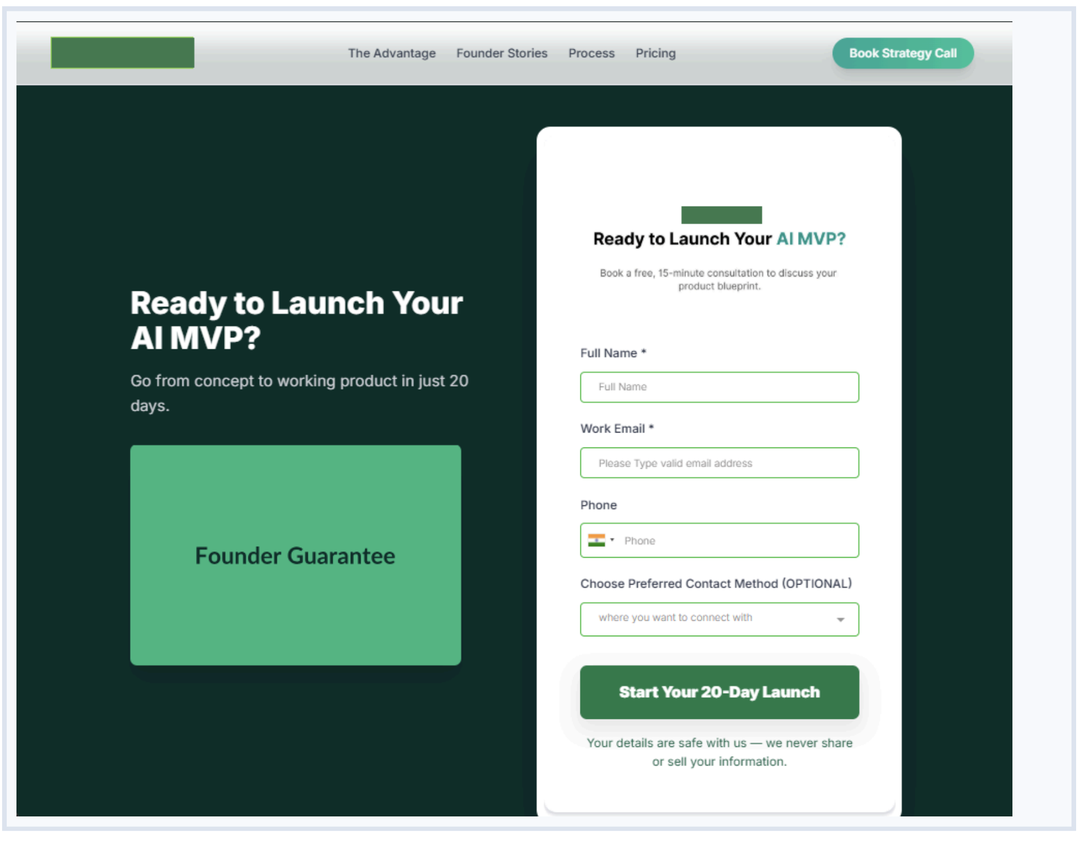
**03 Data & Synchronization Layer –** maintains CRM and calendar connectivity.

**04 Communication & Alert Delivery Layer –** delivers confirmations, notifications, and reminders.

06 IMPLEMENTATION

# What I Actually Built

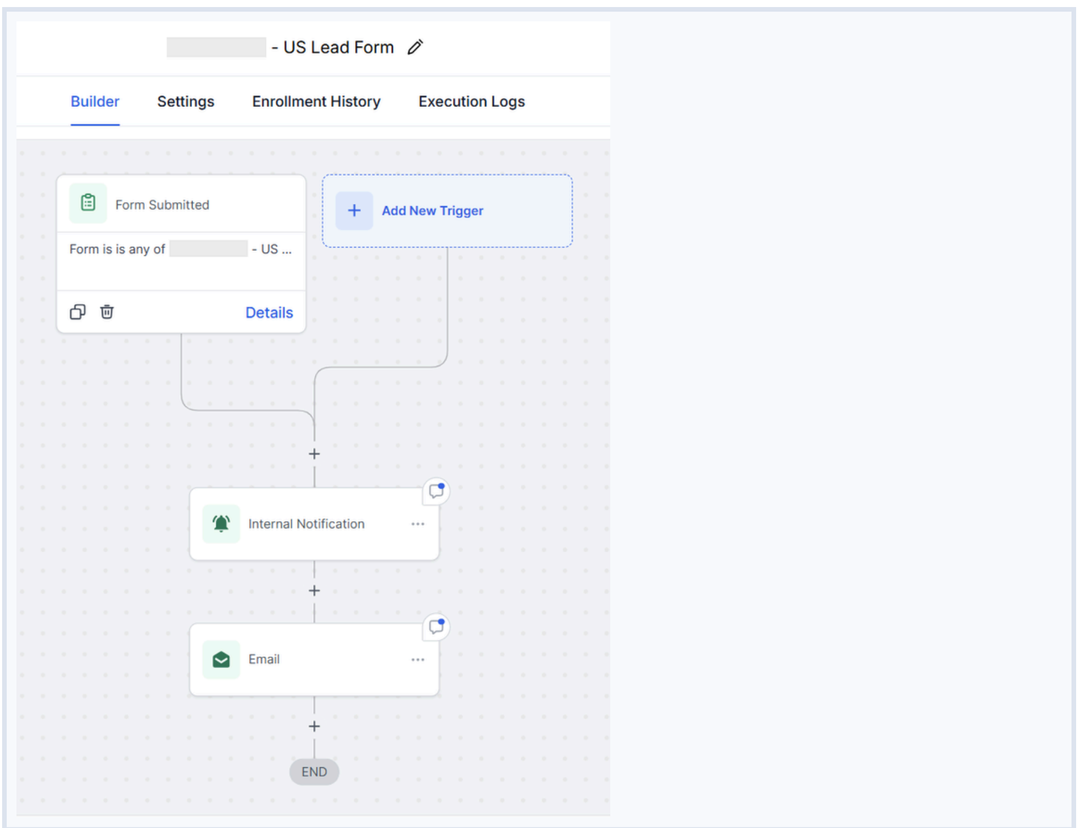
The workflow was implemented inside GoHighLevel. The consultation landing page and lead capture form were built as part of the implementation. GoHighLevel handled the form, booking calendar, workflow automation, and email communication; Gmail delivered prospect confirmations, internal notifications, and reminders; Google Calendar maintained two-way availability sync.




LEAD CAPTURE IMPLEMENTATION

## Consultation Landing Page & Form

The integrated landing page and lead capture form collect the prospect's name, work email, phone number, and preferred contact method, matching the field set defined in the operational flow diagram.




AUTOMATION IMPLEMENTATION

## GoHighLevel Workflow – Lead Notification

On form submission, a GoHighLevel workflow triggers in parallel: an internal notification alerts the team, and an automated email confirms the inquiry to the prospect — the same trigger step documented as step 04 in the operational flow diagram.

07 CUSTOMER COMMUNICATION SEQUENCE

# From Submission to Consultation

**Form Submission**

Immediate Prospect Confirmation

Internal Team Notification

**Booking**

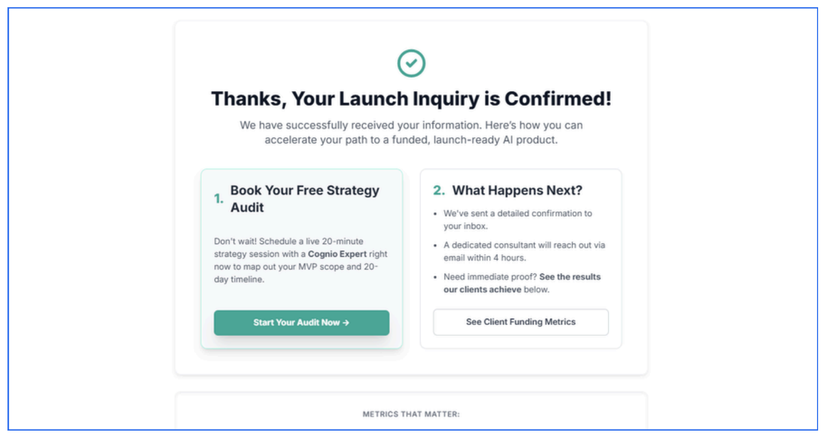
Booking Confirmation

24-Hour Reminder

1-Hour Reminder

5-Minute Reminder

**Consultation**




EMAIL

*Thank-You Page – confirms submission and guides the prospect toward booking a consultation.*

EMAIL

EMAIL

EMAIL

EMAIL

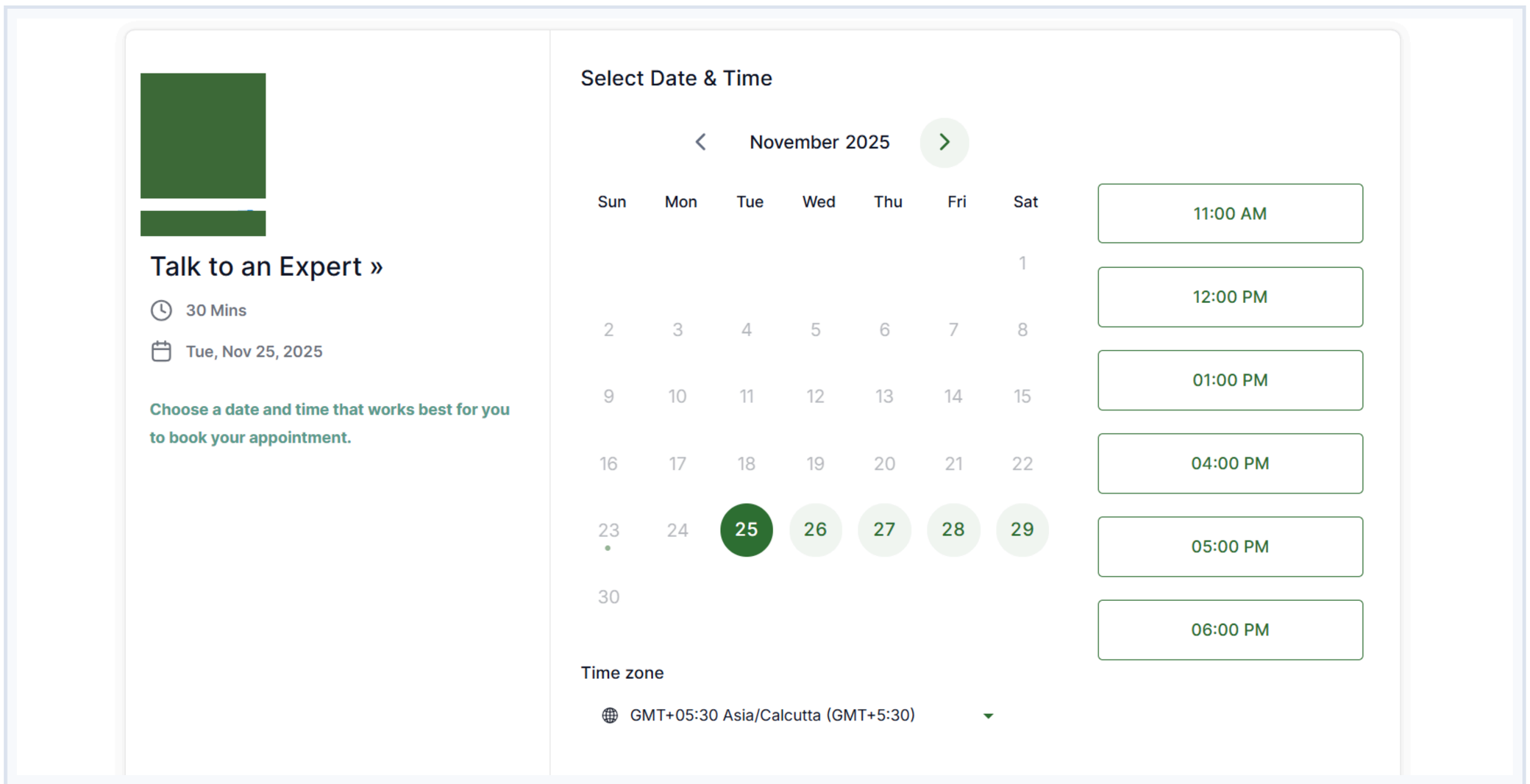
**REMINDER SCHEDULE**

Reminders are sent by email at three fixed intervals ahead of the scheduled consultation: 24 hours before, 1 hour before, and 5 minutes before. Delivery method: email only.

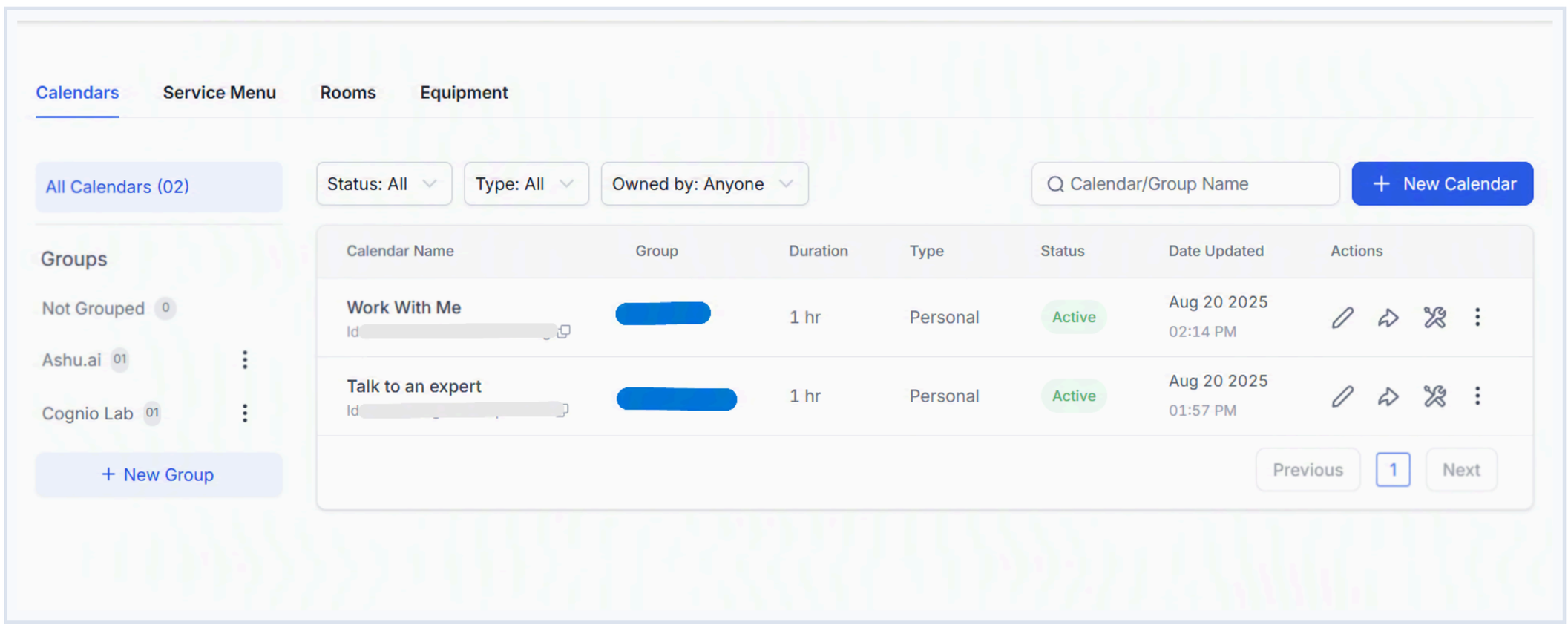
08 BOOKING & CALENDAR SYNCHRONIZATION

# Connecting Availability to Consultation Booking

Prospects select a consultation slot through the GoHighLevel booking calendar. GoHighLevel calendars are connected to Google Calendar through two-way synchronization, Two-way synchronization keeps appointment availability aligned between GoHighLevel and Google Calendar while respecting existing calendar commitments.




*GoHighLevel booking calendar – the prospect-facing interface for selecting an available consultation slot.*




*Active GoHighLevel calendars configured for consultation booking, grouped by team.*

09 OPERATIONAL OUTCOME

# Before → After

| BEFORE | AFTER |
| --- | --- |
| Inquiry | Inquiry |
| ↓ | ↓ |
| Manual coordination | Automated confirmation |
| ↓ | ↓ |
| Appointment arrangement | Booking workflow |
| ↓ | ↓ |
| Manual communication | Calendar synchronization |
| ↓ | ↓ |
| Reminder handling | Booking confirmation |
| | ↓ |
| | Automated reminders |

## OPERATIONAL IMPROVEMENTS

- Reduced manual appointment coordination
- Standardized customer communication
- Automated confirmation after submission
- Connected booking availability with Google Calendar
- Structured reminder sequence
- Clearer progression from inquiry to consultation

10 SYSTEM DESIGN LESSONS

# What This Build Reinforced

**01** *Lead capture is only the beginning.*

**02** *Booking should be part of the lead lifecycle.*

**03** *Communication is part of the workflow.*

**04** *Calendar synchronization removes unnecessary coordination.*

**05** *Even simple workflows can contain multiple operational layers.*

11 IMPLEMENTATION EVIDENCE

# Evidence Reference

| | |
|---|---|
| **Operational Flow Diagram** | Full step-by-step operational sequence from lead entry to confirmed consultation. |
| **System Architecture Diagram** | Four-layer platform architecture spanning ingestion, automation, sync, and communication. |
| **Landing Page & Lead Form** | Consultation landing page with integrated lead capture form. |
| **GoHighLevel Workflow** | Automation workflow triggering internal notification and prospect confirmation. |
| **Booking Calendar** | Prospect-facing calendar interface for selecting a consultation slot. |
| **Google Calendar Sync** | Active calendars configured for two-way availability synchronization. |
| **Thank-You Page** | Post-submission confirmation guiding the prospect toward booking. |

FINAL SYSTEM SUMMARY

## Lead Capture to Booking System

**Classification:** Real-World Implementation

**Primary Platform:** GoHighLevel

**Integrations:** Gmail · Google Calendar

**Core Workflow:** Lead Capture → Validation → Confirmation → Booking → Calendar Sync → Confirmation → Reminders