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.

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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.

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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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Communication & Alert Delivery Layer

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COMPONENTS Gmail SMTP Services

OUTPUT CHANNELS

- Prospect Confirmation Emails
- Consultant Inbound Lead Alerts
- 24h, 1h, 5m Scheduled Reminders

PURPOSE Executes outbound transactional messages to keeps clients informed and supports consultation attendance.

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Unified Scheduling & Lead Management Pipeline

The architecture coordinates multiple platform layers to run the appointment acquisition funnel without manual intervention.

OPERATIONAL CHARACTERISTICS

- Automated workflow execution
- Connected calendar availability
- Standardized customer communication
- Structured appointment reminders

SYSTEM STACK

GoHighLevel | Gmail | Google Calendar

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