Rollout to Three Customers

1. Small Startups / MSMEs (new websites)

Why target them:
 They often rely on a single contact form for all inbound leads. Every genuine inquiry matters, but they don't have the bandwidth to sift through spam.

Rollout approach:

- Provide a simple copy-paste script for their contact page.
- Store leads in Google Sheets (easy, free, familiar).
- Send email notifications directly to the founder or small team.
- Use fallback spam detection to guarantee reliability even if the AI fails.

Conversion impact:
 Clean leads and instant alerts help them respond quickly, improving their chance of winning early customers.

2. Professional Services Firms (agencies, consultancies, law firms)

Why target them:
 They depend on inbound consultations and project inquiries. Spam wastes time and can cause missed opportunities.

Rollout approach:

- Embed the script into "Contact Us" and "Book a Consultation" forms.
- Normalize fields like service type, preferred date, and client details.
- Store leads in Google Sheets or Airtable for easy review.
- Send structured email notifications to the managing partner or account manager.

Conversion impact:
 Ensures only qualified leads reach the team, reducing admin overhead and increasing timely follow-ups.

3. Real Estate / High-Value Local Businesses

Why target them:
 They rely on property inquiries, quotes, or bookings. Spam leads can overwhelm small sales teams.

Rollout approach:

- Add the script to property inquiry or booking forms.
- Normalize fields like property ID, location, and budget.
- Store leads in Sheets or CRM with SMS/email notifications to agents.
- Use fallback rules to catch obvious spam so agents only see genuine inquiries.

- **Conversion impact:**
  Agents spend time only on real prospects, improving response speed and increasing deal closure rates.

Scenarios Accounted For

- **Multiple forms:** Script attaches to all
  tags without duplication.
- **Dynamic content:** MutationObserver captures forms added later by SPAs or CMS.
- **Flexible field names:** Explicit mappings and heuristics normalize data.
- **Partial submissions:** Missing fields default to "Not provided."
- **Extra fields:** Captured as JSON metadata for auditability.
- **Spam detection:** AI classification with fallback rule-based checks.
- **Error handling:** AI failures (timeouts, API errors) trigger fallback logic.
- **Notifications:** Emails only sent for valid leads, avoiding spam fatigue.
- **Audit trail:** Spam leads stored for manual review and possible upgrades.
- **Immediate feedback:** Webhook responds with status to prevent form timeouts.

Next Steps with Two More Weeks

- **Duplicate detection:** Add lookup or hashing logic to prevent duplicate entries.
- **Customer dashboard:** Web UI for configuring mappings, spam keywords, and recipient emails.
- **Advanced spam scoring:** Weighted scoring system with thresholds for more nuanced classification.
- **Observability:** Error alerts to Slack/Whatsapp and daily summary reports.
- **Extras viewer:** Parse extra_* fields into readable columns for easier customer review.
- **Cooldown logic:** Prevent multiple notifications if status changes rapidly.

Troubleshooting Leads Not Being Captured

1. **Check form structure**
   - Ensure forms use tags and inputs have name attributes.
   - Verify a submit button exists.
2. **Verify configuration**
   - Confirm window.LEAD_CAPTURE_WEBHOOK and window.LEAD_CAPTURE_CUSTOMER are set correctly.
   - Check mappings for unusual field names.
3. **Inspect browser console**
   - Look for errors logged by the script during submission.
4. **Check webhook and workflow**
   - Ensure the n8n webhook URL is active and accessible.
   - Review execution logs for errors.
5. **Validate credentials**
   - Confirm Google Sheets, Gmail, and OpenAI credentials are connected.
   - Ensure the workflow is set to "Active."
6. **Test with sample data**
- Send a test POST request with known values.

- Verify the lead appears in the sheet and notifications are sent.