

GHL Developer Challenge

Dear Candidate,

Thank you for applying for the GHL Developer role through Vids Agency.

This challenge is designed to see how you think about technical problems and push GHL beyond its standard capabilities. We're not looking for basic implementations—we want to see creative problem-solving.

The Scenario

Your agency has just landed a major client: a multi-location fitness franchise with 25 locations across 5 states. They need a system that can:

- Handle lead capture from multiple sources (FB ads, website, walk-ins)
- Route leads to the correct location automatically
- Maintain consistent follow-up while allowing local customization
- Track performance across all locations from a central dashboard
- Scale to 100+ locations within 6 months

Current pain points:

- Each location is using different tools (some use spreadsheets)
- No visibility into lead quality or conversion rates
- Follow-up is inconsistent and manual
- The franchise owner can't see aggregate performance

Your Challenge

Part 1: Technical Architecture (Required)

Design a GHL solution that solves these problems. Provide:

A. System Architecture Overview

- How would you structure this in GHL? (sub-accounts, snapshots, etc.)
- What custom developments would be needed?
- How would data flow between locations and headquarters?

B. Code Sample Provide ONE of the following:

1. A custom JavaScript function for the GHL custom code action that would intelligently route leads based on location, lead score, and capacity
2. An HTML/CSS/JS solution for a custom dashboard widget showing real-time conversion rates across all locations
3. A webhook handler (in any language) that processes GHL webhooks and updates an external analytics system

C. Automation Workflow Sketch out (diagram or detailed description) a complex automation that handles:

- Lead comes in from Facebook ad
- Determines closest location based on zip code
- Checks if that location has capacity
- Routes to alternate location if needed
- Notifies the right team
- Handles edge cases (invalid zip, no capacity anywhere, etc.)

Part 2: Problem Solving (Required)

The Scale Challenge Your elegant system works perfectly for 25 locations. The client just acquired 75 more locations and needs them onboarded in 2 weeks. How do you modify your architecture to handle this without breaking existing setups?

Provide:

- Specific technical modifications to your architecture
- Automation or code to handle bulk onboarding
- How you'd maintain data integrity during the transition
- Performance optimizations needed for 4x scale

Part 3: Beyond the Platform

In 200-300 words: Describe a time when you had to make a platform (any platform, not just GHL) do something it wasn't designed to do. What was the challenge, what was your approach, and what did you learn?

Submission Guidelines

You have 5 days from the time you receive this challenge to send us:

1. Your complete technical solution including all three parts (Architecture, Code Sample, Workflow, and Problem Solving)
2. Any supporting materials (diagrams, additional code samples, documentation)
3. A brief note explaining your technical decisions and trade-offs
4. A Loom video walking through your solution and code (3-5 minutes)

5. Your monthly salary expectations

What We're Evaluating:

- Creative problem-solving within platform constraints
- Code quality and documentation
- Understanding of GHSL's capabilities and limitations
- Ability to architect scalable solutions
- Attention to edge cases and error handling

Important Notes:

- Don't just give us the "textbook" answer—show us how you think
 - If you'd use external tools or services, explain why and how
 - Consider maintenance and handoff—could another developer understand your solution?
 - We care more about your approach than perfect syntax
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