

Emergency Chicago Sewer Experts

3-App Integration System Guide

Generated: January 17, 2026

Overview

The Emergency Chicago Sewer Experts ecosystem consists of three interconnected applications that work together to manage leads, generate SEO content, and publish it to the public-facing website. This document explains how data flows between these applications.

The Three Applications

1. Emergency Chicago Sewer Experts CRM

The central hub for all business operations. This application manages:

- Lead tracking and management from multiple sources
- Quote generation and customer approval workflow
- Job scheduling and dispatch operations
- Technician and salesperson management
- Commission tracking and payroll
- Customer outreach and campaign management
- Call logging with phone system integration

2. Replit Builder 1 (SEO Content Generator)

URL: webslingeraglassseo.com

This application receives job data from the CRM and automatically generates SEO-optimized content based on completed jobs. Features include:

- Receives job webhooks from CRM
- AI-powered SEO content generation
- Blog post and article creation
- Content queue management
- Pushes approved content to frontend website

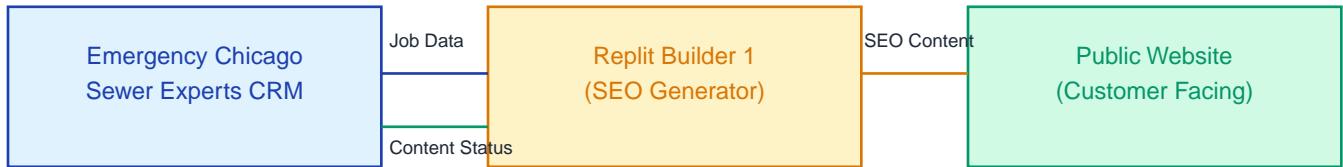
3. EmergencyChicagoSewerExperts.replit.app

The public-facing website that customers see. This site:

- Displays company services and information
- Publishes approved SEO content from Builder 1
- Provides contact forms for lead generation
- Shows service areas and testimonials

Data Flow Diagram

The following illustrates how data moves between the three applications:



Integration Technical Details

CRM !' Builder 1 (Outbound Webhooks)

Endpoint: <https://replit-builder-1--jcotham.replit.app/api/v1/inbound/job>

Authentication: API key in X-API-KEY header

Secret: BUILDER1_API_KEY (stored in CRM secrets)

Events Pushed to Builder 1:

- job_created - Triggered when a new job is created from an accepted quote
- job_completed - Triggered when a technician marks a job complete

Payload includes: Customer name, address, city, service type, job details, technician info, completion notes, and before/after photos.

Builder 1 !' CRM (Inbound Webhooks)

Endpoint: /api/webhooks/seo/content

Authentication: HTTP Basic Auth

Credentials: THUMBTACK_WEBHOOK_USER and THUMBTACK_WEBHOOK_PASS

Content received includes: Article title, body content, meta description, keywords, related job ID, and publication status.

Workflow: From Job to Published Content

Step 1: Quote Created

Dispatcher or salesperson creates a quote in the CRM with customer information and service line items from the pricebook.

Step 2: Customer Accepts Quote

Customer receives quote via email/SMS, views it through a public link, and accepts it. A job is automatically created.

Step 3: Job Webhook Sent

CRM sends job_created webhook to Builder 1 with all job details.

Step 4: Technician Completes Job

Field technician arrives, performs work, uploads photos, and marks job complete in the CRM.

Step 5: Completion Webhook Sent

CRM sends job_completed webhook to Builder 1 with completion details and photos.

Step 6: SEO Content Generated

Builder 1 uses AI to generate SEO-optimized content based on the completed job (blog posts, service pages, testimonials).

Step 7: Content Review

Generated content is sent back to CRM for admin review. Admin can approve, edit, or reject.

Step 8: Publication

Approved content is pushed to the public website (EmergencyChicagoSewerExperts.replit.app) for publication.

Security Considerations

- ' All webhook communications use HTTPS encryption
- ' API keys are stored securely as environment secrets
- ' Basic authentication protects inbound webhook endpoints
- ' Content must be approved by admin before publication
- ' All API calls are logged for audit purposes

Required Secrets Configuration

The following secrets must be configured in the CRM for the integration to work:

BUILDER1_API_KEY

API key for authenticating outbound requests to Builder 1

THUMBTACK_WEBHOOK_USER

Username for Basic Auth on inbound SEO content webhook

THUMBTACK_WEBHOOK_PASS

Password for Basic Auth on inbound SEO content webhook

Troubleshooting

Issue: Job webhooks not reaching Builder 1

Solution: Check BUILDER1_API_KEY is correctly configured. Verify Builder 1 is running and accessible.

Issue: SEO content not appearing in CRM

Solution: Verify THUMBTACK_WEBHOOK_USER and THUMBTACK_WEBHOOK_PASS match on both ends. Check CRM webhook logs.

Issue: Content not publishing to website

Solution: Ensure content is approved in CRM. Check Builder 1 has correct website API credentials.

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3-App Integration System Documentation
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