

# Emergency Chicago Sewer Experts

## 3-App Integration System Guide

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### 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: [webslingeraiglassseo.com](https://webslingeraiglassseo.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

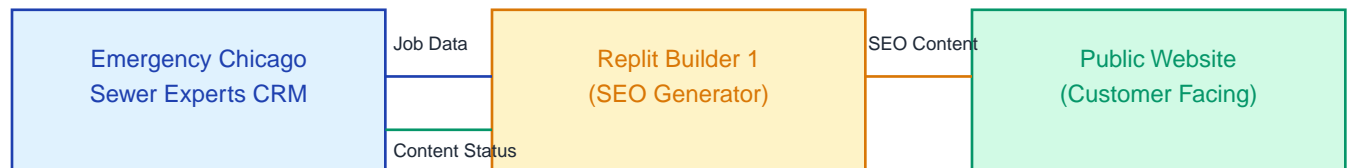
#### 3. [EmergencyChicagoSewerExperts.replit.app](https://EmergencyChicagoSewerExperts.replit.app)

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.