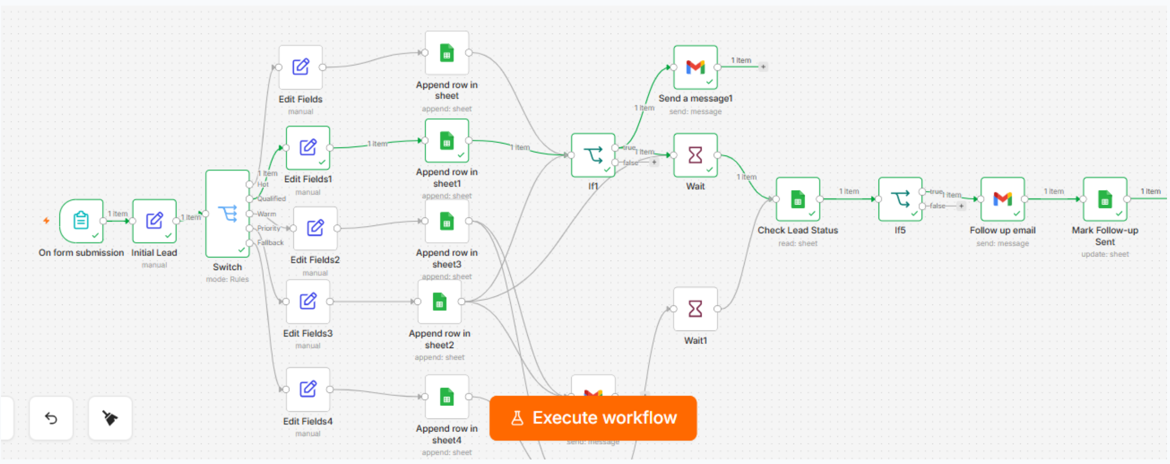
GraceKSEO

INTERNAL AUTOMATION PROJECT

Lead Qualification & Automated Follow-Up System

A working n8n workflow for GraceKSEO website enquiries - from intake and routing to tracking, acknowledgement, status checks, and conditional follow-up.

N8N WORKFLOW OVERVIEW



Built and tested for GraceKSEO

n8n + Google Sheets + Gmail

Portfolio note: This is GraceKSEO's own internal implementation, not a client result claim.

Prepared by Grace K - SEO, GEO & Business Automation Consultant

01 / BUSINESS PROBLEM AND SOLUTION

A structured system for faster, more consistent lead handling.

The workflow reduces repetitive admin work while preserving clear checkpoints and human control.

The operational challenge

Website enquiries can arrive with different priorities and service needs. Without a consistent process, data may be copied manually, replies can be delayed, and follow-up status can be difficult to track.

WORKFLOW ARCHITECTURE

01 Capture

Receive a form submission and normalize the lead fields.

02 Qualify

Apply rules for fit, urgency, and enquiry category.

03 Route

Send each lead into the appropriate response branch.

04 Track

Append a structured record to Google Sheets.

05 Respond

Send an acknowledgement matched to the branch.

06 Follow up

Check current status before any reminder is sent.

02 / WHAT THE SYSTEM DOES

Automation with safeguards, not blind sending.

The workflow combines routing logic, record keeping, communication, and checks designed to reduce avoidable errors.

A Multi-branch lead routing

Separates leads by defined qualification and priority rules.

B Structured lead tracking

Stores normalized fields, source, status, and timestamps in Google Sheets.

C Matched acknowledgement

Sends the appropriate first response for the selected branch.

D Timed status review

Waits for a defined period, then reads the latest lead status.

E Conditional follow-up

Only sends a follow-up when the status still meets the rule.

F Duplicate protection

Marks follow-up completion so the same message is not sent repeatedly.

Quality controls included

- Required-field checks
- Branch-specific responses
- Latest-status lookup
- Follow-up completion flag

03 / SCOPE AND COMMERCIAL RELEVANCE

A portfolio-ready example of a complete lead automation system.

This internal build demonstrates the same core capabilities used in a client lead capture and follow-up implementation.

RELATED SERVICE PACKAGE

Lead Capture & Follow-Up System

From $1,500

Typical scope can include form intake, field mapping, routing rules, Google Sheets or CRM logging, acknowledgement emails, timed follow-up, status checks, testing, documentation, and handover.

WHAT THIS PROJECT DEMONSTRATES

1. Workflow design from a real business process
2. Rule-based qualification and routing
3. Google Sheets and Gmail integration
4. Follow-up logic with status-based safeguards
5. Testing of workflow paths and handoff states
6. Clear separation between internal work and client claims

Need a similar workflow for your business?

Start with a written project enquiry. Scope, access, privacy, and timeline are confirmed before work begins.

grace@gracekseo.com | gracekseo.com