

GOHIGHLEVEL BUILD · FUNNELS & AUTOMATION

Turning a dead website into a lead capture and follow up engine

Two conversion funnels and two automated intake workflows built in GoHighLevel for a Columbus, Ohio nonprofit.

PLATFORM

GoHighLevel

CLIENT

Driven With Purpose Foundation

BUILD

Funnels, automation, CRM

LIVE

driven-with-purpose.org

Interest was arriving. Nothing was capturing it.

The organisation had two things it genuinely needed from its website: vendors applying to trade at its community event, and families registering to attend it. Both had a form. Neither had a funnel.

No route to the offer

Traffic landed on the site and found no path to either form. The two revenue and participation drivers were effectively invisible.

Submissions went nowhere

Form entries sat outside the CRM. No contact record, no segmentation, no way to market to a past registrant again.

Silent on the client side

Nobody was alerted when an application arrived, so response time depended on somebody remembering to check.

Silent on the applicant side

Applicants received no acknowledgement, no timeline, no reason to trust the process had worked.

The reframe

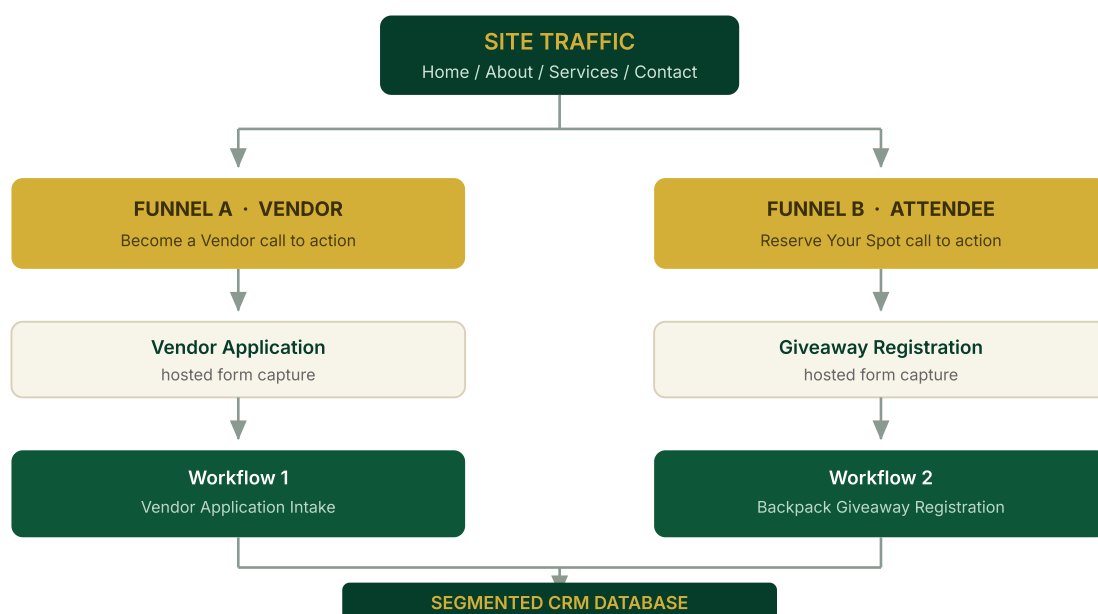
This was never a web design job. It was a lead capture and follow up problem: build the routes that carry a visitor to an offer, then build the automation that converts a submission into a tracked, tagged, acknowledged contact inside the CRM.

What I built

- **Two conversion funnels** routing traffic from every page into the vendor and registration offers.
- **Two automated intake workflows** handling tagging, internal alerting and applicant confirmation.
- **A CRM segmentation layer** so both audiences become reusable, marketable lists.
- **A four page site** rebuilt to carry the funnels rather than sit as brochureware.

Two funnels, one traffic base

Rather than one generic contact form, I split the offer into the two audiences the organisation actually monetises and serves, and gave each its own capture path and its own automation.



Funnel architecture: shared traffic base, split offers, dedicated automation, unified CRM.

Why split the funnel

Vendors and attendees want different things and need different follow up. One combined form would have produced one undifferentiated list. Two funnels produce two clean segments the organisation can market to separately next season.

Every page carries a route to an offer

A funnel only performs if traffic can reach it from wherever it lands. I placed capture points across the whole site rather than burying a single form on a contact page.

Placement	Call to action	Funnel it feeds
Persistent header, all pages	Reserve Your Spot	Attendee
Home, event strip	Register Now	Attendee
Home, event strip	Become a Vendor	Vendor
Home, hero	Join Our Cause Today	Top of funnel
Services, each of four blocks	Get Involved	Top of funnel
Services, closing band	Reserve Your Spot	Attendee
About, closing band	Donate Now / Volunteer With Us	Top of funnel
Contact, closing band	Register Now / Become a Vendor	Both

Design decisions that serve conversion

Offer repeated, not hidden The attendee call to action appears in the fixed header on every page, so the primary offer is never more than one click away.	Dual path at the decision point The event strip presents vendor and attendee side by side, letting the visitor self select into the correct funnel.
Warm up before the ask Services and About build the case before routing to the form, so the click arrives with intent rather than cold.	New tab capture Form links open separately so the visitor keeps the site open behind them and can convert on a second offer.

Workflow 1 — Vendor Application Intake

Built in GoHighLevel Automation to turn a raw vendor submission into a segmented CRM contact, an alerted team and a reassured applicant, with no manual handling.



Step	Configuration and commercial purpose
Add contact tag	Applies the tag <i>vendor application</i> on entry. Creates a permanent, filterable segment so the organisation can re-market to past vendors next season instead of rebuilding the list from scratch.
Internal notification	Email to the organisation inbox carrying the applicant name, email and phone as merge fields, plus a stated three business day response standard. Converts a passive inbox into an active alert and protects speed to lead.
Confirmation email	Sends under the organisation's own sender name and address, not a system default. Confirms receipt, sets the review timeline and gives a phone fallback, which reduces duplicate submissions and inbound chasing.

Speed to lead

The commercial point of this workflow is response time. A vendor who applies and hears nothing assumes the event is disorganised and spends their budget elsewhere. Automated acknowledgement plus an internal alert closes that gap without adding staff workload.

Workflow 2 — Backpack Giveaway Registration

The attendee side of the funnel. Same architecture, different segment and a different follow up promise, so the two audiences never contaminate each other's lists.



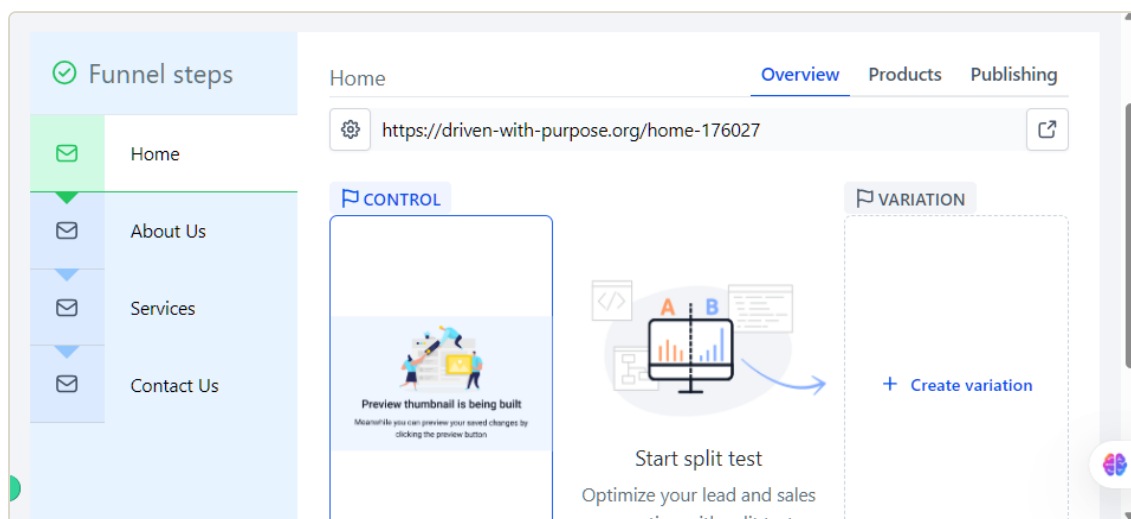
Step	Configuration and commercial purpose
Add contact tag	Applies <i>backpack giveaway 2026</i> . Year stamped deliberately, so each event builds its own cohort and year on year attendance becomes measurable rather than guessed.
Internal notification	Alerts the team on every household registration, giving live visibility of demand while there is still time to adjust supply and volunteer numbers.
Confirmation email	Confirms the reserved spot and pre frames the next touch, telling the registrant that event day details are coming to this inbox. That single line raises the open rate of the follow up send.

Why the tag matters more than the email

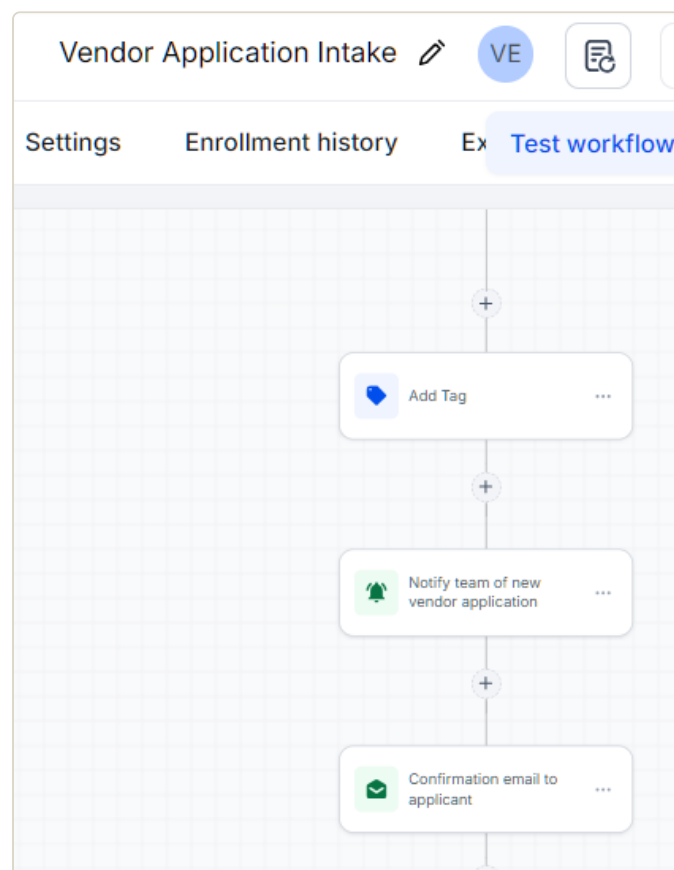
The confirmation is the courtesy. The tag is the asset. Every registrant becomes a permanently segmented CRM record the organisation owns, so next year's campaign starts with a warm list instead of a cold one.

Built inside GoHighLevel

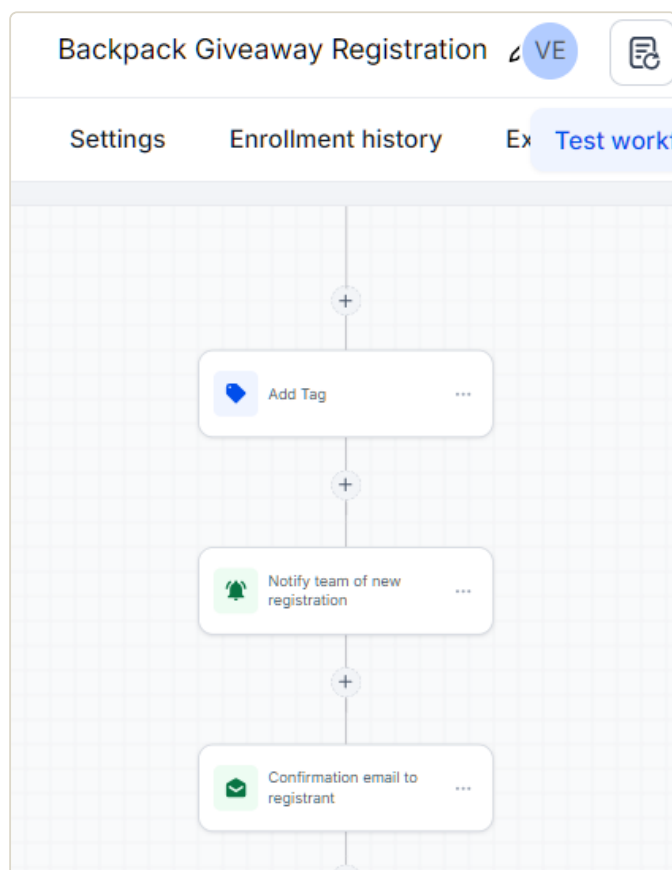
The funnel steps and both automation sequences, as they sit in the account.



Funnel steps: four connected steps in the Driven With Purpose Website funnel



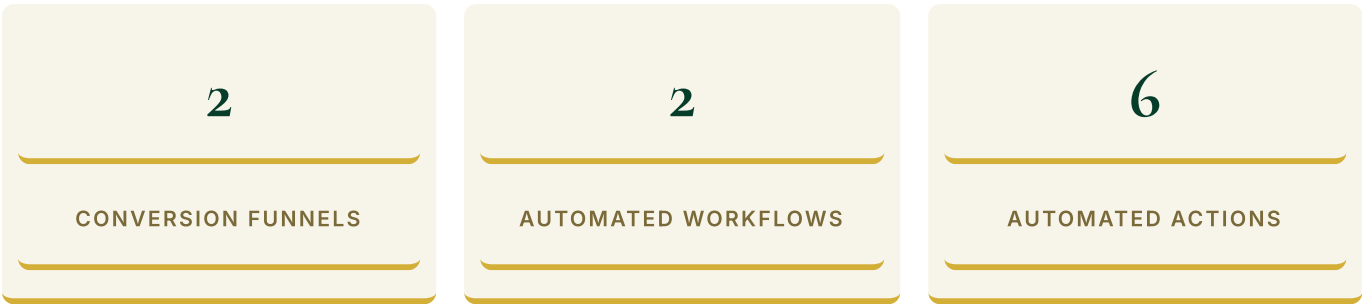
Workflow 1 — add contact tag, internal notification, applicant confirmation



Workflow 2 — add contact tag, internal notification, registrant confirmation

Every submission becomes a marketable asset

The automation exists to build a database, not just to send mail. Tagging at the point of capture is what makes the contact base reusable.



Segmentation model

Segment	What it unlocks
vendor application	Vendor recruitment for future events, sponsorship conversations, partner outreach, and a record of who has traded before.
backpack giveaway 2026	Event day communications, next year's early invitation, volunteer recruitment from an already engaged audience, and donor cultivation.

Sender identity

Both confirmation emails are configured to send from the organisation's own name and address rather than a generic platform default. Recipients see the foundation in their inbox, which protects brand trust and improves the odds the follow up is opened rather than ignored.

Personalisation

Every automated message uses merge fields to address the recipient by first name and to carry their submitted details into the internal alert. The team receives a complete, actionable record in the notification itself rather than having to open the CRM to find out who applied.

The compounding effect

Before this build, an event produced a pile of form entries that expired with the event. After it, every event grows a tagged, owned, segmented database that makes the next campaign cheaper to run and more likely to convert.

Building past GoHighLevel's limits

Three platform level obstacles had to be solved for the funnels to ship intact. These are the parts that required real GoHighLevel knowledge rather than design work.

1. The builder was stripping the markup

Custom Code elements sanitise pasted markup and discarded the page structure entirely, rendering an empty element.

Solution: deliver each funnel step as a single self contained iframe whose full document lives in an entity escaped srcdoc attribute, positioned fixed across the viewport so platform padding does not frame it, with a base target directive inside so funnel navigation breaks out of the iframe correctly.

2. Silent path collisions breaking funnel navigation

When two steps request the same URL path, GoHighLevel does not warn. It quietly appends a random numeric suffix, producing paths like /home-306432, which silently severs the links between funnel steps.

Solution: audited every step across both funnels and a legacy placeholder site, freed the conflicting paths, then re-verified each step URL after every change, including after attaching the domain, which re-triggers the collision logic.

3. Deploying without taking the client offline

The build shipped as a parallel funnel on the same domain. Because step paths differ, both coexist cleanly, so the new funnel went live without a single minute of downtime on the existing site.

4. Automation validation behaviour

GoHighLevel's email action silently requires a From Email whenever a From Name is set, failing validation without surfacing the reason until the flagged field is scrolled into view. Documented for the account team.

The same organisation, rebuilt to capture

The original site looked presentable and converted nothing. The rebuild carries the same brand into a structure that routes every visitor toward an offer.

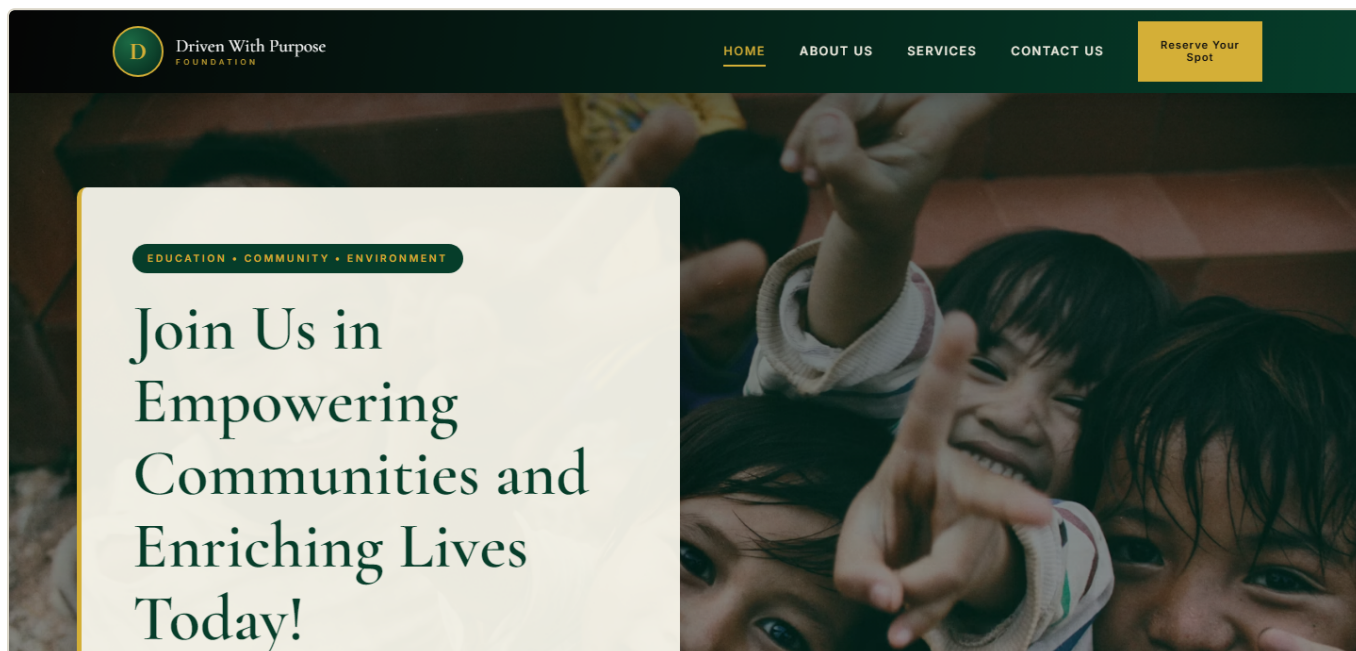


Home page, original build on the left, rebuilt funnel entry on the right

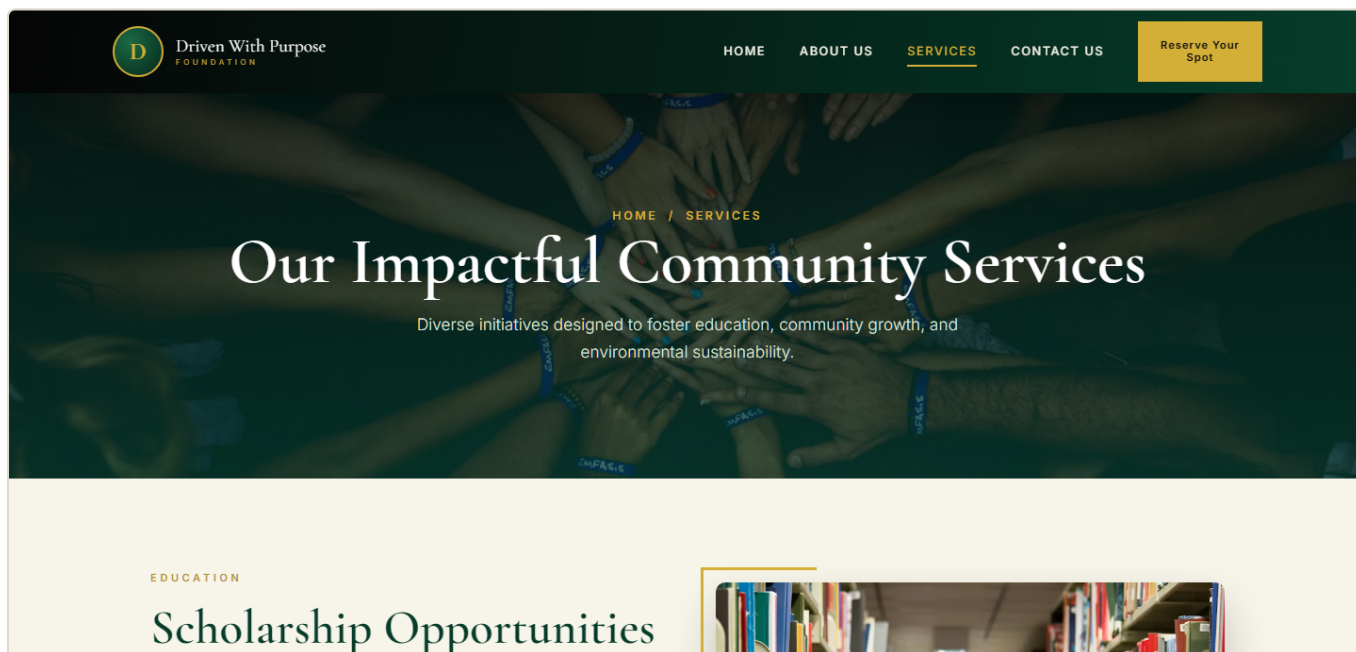
	Before	After
About Us page	Linked in the nav, rendered completely blank	Full trust building page, live
Vendor offer	No link to it anywhere on the site	Dedicated funnel, reachable from Home and Contact
Attendee offer	No link to it anywhere on the site	Dedicated funnel, pinned in the header on every page
Calls to action	Join Our Cause, Reserve Your Spot, Read More and Share Your Impact Story all led nowhere	Every call to action resolves into a funnel or a page
Submissions	Landed outside the CRM with no record created	Captured, tagged and segmented on entry
Team response	No alert, depended on somebody checking	Automated internal notification with full applicant detail
Applicant experience	Silence after submitting	Branded confirmation with a stated response timeline
Database value	Entries expired with the event	Two permanent segments the organisation owns and can remarket

The pages that carry the funnels

The site was rebuilt as the delivery vehicle for the funnels: four pages, one design system, every one of them carrying a route into an offer.

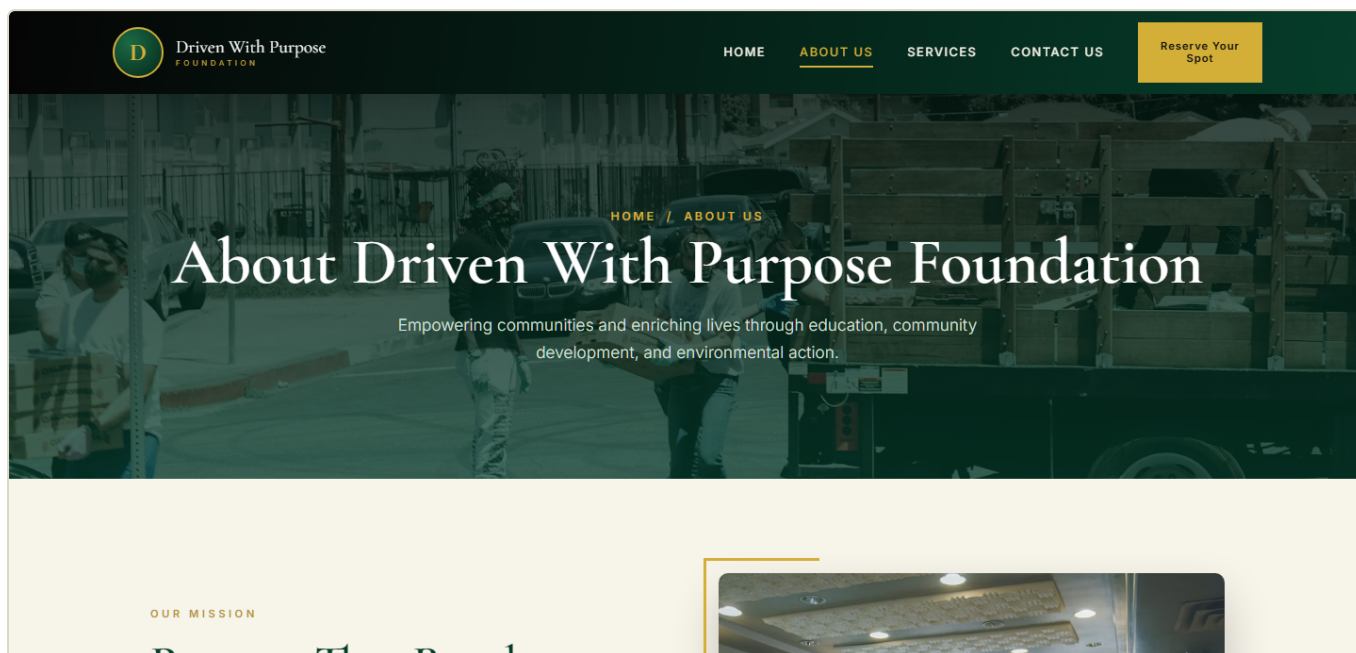


Home — hero call to action, with the attendee offer pinned in the persistent header

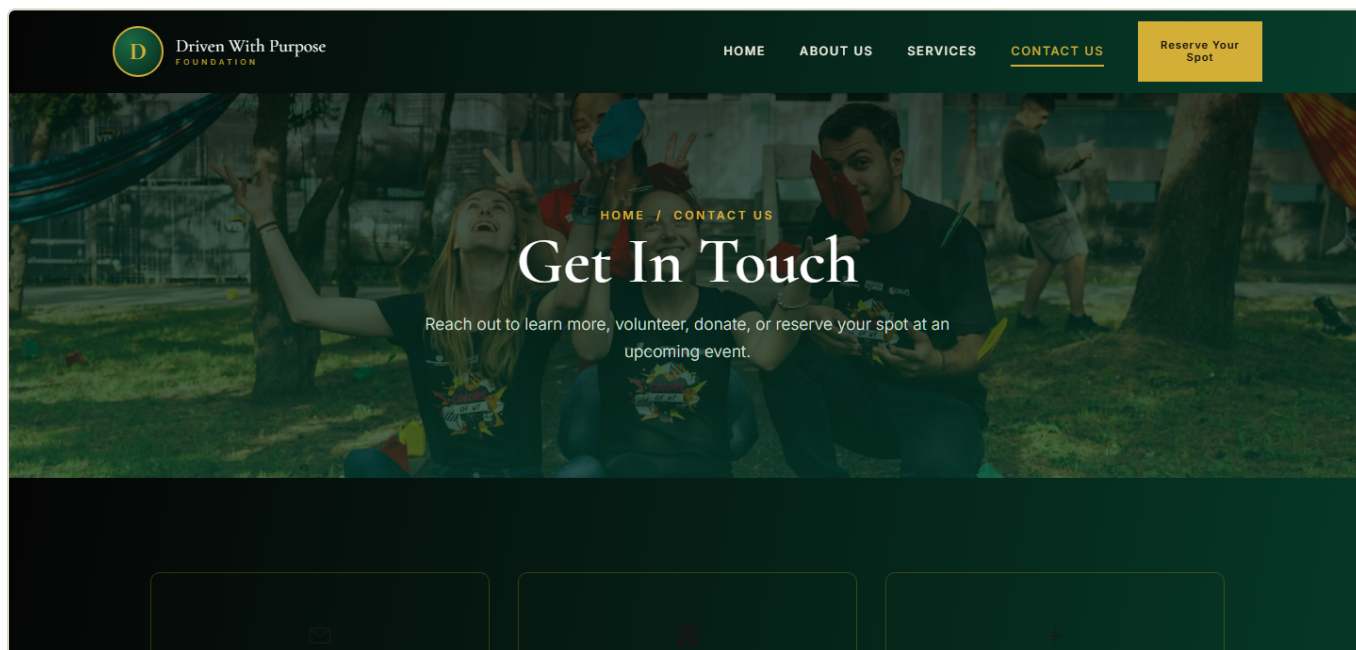


Services — four programme blocks, each closing on a Get Involved call to action

Trust and capture pages



About Us — rebuilt from a completely blank page into the trust builder ahead of the ask



Contact Us — direct capture form plus a closing route into both event funnels

Built to convert, not just to look correct

Fixed header offer on every page, dual path event strip, calls to action closing every section, and a mobile layout verified at 375 pixels so the funnel performs on the device most of this audience actually uses.

What this build demonstrates

Funnels and conversion

Funnel architecture Multi step funnel builds Offer segmentation Call to action strategy
Lead capture routing Landing page builds Mobile conversion

Automation and CRM

Workflow builder Trigger and action design Contact tagging List segmentation Internal notifications
Automated email actions Merge field personalisation Sender identity configuration Speed to lead design

Platform and delivery

Custom Code elements Domain and path management Zero downtime deployment Platform troubleshooting
Client scoping Account documentation

Approach

- **Led with the commercial problem.** The brief said the website looked basic. The actual problem was that no lead was being captured, tracked or followed up, and that is what the build addressed.
- **Segmented at the point of capture.** Tagging on entry rather than sorting later is what turns a form submission into a reusable marketing asset.
- **Protected the live client environment.** Built and shipped in parallel so the organisation was never exposed to a broken site during the transition.
- **Documented the platform behaviour** so the next person on the account inherits the knowledge rather than rediscovering it.

In one line

Rebuilt a nonprofit's GoHighLevel presence from a static site with no capture into two segmented conversion funnels feeding automated CRM intake, so every enquiry becomes a tagged contact, an alerted team and an acknowledged applicant.