Sync inventory sheets directly to your website without code

> *“We waste hours re-typing inventory, pricing, and service menus from spreadsheets into our website.”*

Category: operations **Setup Time:** ~25 minutes **Estimated Hours Saved:** 3 hrs/week **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Connect your Airtable or Google Sheets database directly to your website frontend using static Webhook sync or simple embed widgets to eliminate duplicate data entry. When you update a price, add a route, or mark an item out of stock in your spreadsheet, your public website updates automatically in real time. This keeps your published rates and availability accurate without needing a web developer for every minor change.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Airtable:** **(Free Tier / Wholesale)**
- **Make:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Structure Your Master Catalog in Airtable or Google Sheets**
   Create fields for Item / Service Name, Description, Published Price, Category, Photo Attachment, and an 'Active on Site' checkbox toggle.

2. **Generate a Read-Only API Key or Webhook Endpoint**
   Create a scoped read-only Personal Access Token in Airtable or enable a webhook in your host platform (Netlify, Cloudflare, or Vercel).

3. **Configure Automated Static Rebuild or Embed View**
   Point your static site generator or embed script to query the filtered 'Active on Site' view during build time or client render.

4. **Test Live Edits and Field Validations**
   Update a price in Airtable and verify that your public directory or pricing table refreshes within seconds without requiring manual code edits.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Does connecting Airtable to my website expose private business data?

A: No, because you only expose a filtered public view containing client-safe fields (names, descriptions, public prices), keeping internal cost margins and supplier notes private.

Q: How quickly do website updates appear after changing the spreadsheet?

A: Embed views update instantaneously. Static site rebuild webhooks typically deploy changes within 30 to 60 seconds.

Q: What happens if our product catalog grows to thousands of items?

A: Airtable's free tier comfortably handles up to 1,000 records. For larger catalogs, PostgreSQL or Supabase provide unlimited records with identical webhook automation triggers.