

LAUNCH GUIDE

# From zip to live site, ninety minutes.

Deploys to Cloudflare Pages with security headers, a working application form, anonymous payment routing, email forwarding, and search indexing across seventy-five articles.

---

WHAT YOU NEED

- A Cloudflare account, free, five minutes to sign up
  - The keremalbayrak.com domain, already yours via Hostinger
  - A Stripe account, KYC takes one to three business days
  - A free Formspree account, five minutes
  - Your existing email address
  - Ninety minutes of focused time
- 

## Site state today

Pages	One hundred and four
Articles	Seventy-five, full schema markup
Banners	Ninety-four, wealthy palette
Favicons	Nine files across formats
Sitemap	One hundred and ninety-eight indexable URLs
Config	Externalised in config.js
Forms	Multi-step with three-path success state
SEO	Article schema, speakable, news_keywords

---

## What works after this guide

---

### Site rendering

All one hundred and four pages, navigation, modals, transitions, fully responsive.

### Application form

Six steps with loading transitions, anonymous and identified paths. Falls back to email client if Formspree is not set.

### Form capture

Formspree forwards submissions to [applications@keremalbayrak.com](mailto:applications@keremalbayrak.com) on the free tier, fifty per month.

### Anonymous applications

User applies without sharing name, email and phone only. Phone is recorded but not contacted.

### Subscription buttons

Each tier links directly to Stripe Payment Link. Spot Check, Cover, Standing, Reserve.

### Stripe checkout

Live mode handles card, billing details, tax. Redirects to </welcome/>.

### Welcome page

Confirms payment, shows tier and reference, offers two onboarding paths.

### Reconciliation

Match Stripe receipts to Formspree submissions by email address. Both arrive in your inbox.

### Email forwarding

[applications@keremalbayrak.com](mailto:applications@keremalbayrak.com) routes to your Gmail via Cloudflare Email Routing, free.

### Search Console

Sitemaps submit automatically once connected to Cloudflare Pages.

---

## What needs a backend later

---

### Unique K-XXXXXX references

Today they are decorative and generated client-side. A Cloudflare Worker on the free tier can mint unique persistent IDs. Until then, reconcile by email match.

### Phone verification on Standing and above

Twilio Verify, around fifteen pounds per month. Anonymous Standing clients need verified phone before the voice line activates.



---

## 1. Cloudflare account and domain

---

Cloudflare hosts the site, handles DNS, provides SSL, and routes email. The free tier covers everything you need for the first year.

---

### 01 Sign up at [cloudflare.com](https://cloudflare.com)

Free account, verify email, enable two-factor authentication using an authenticator app, not SMS. Save the recovery codes.

---

### 02 Add [keremalbayrak.com](https://keremalbayrak.com)

Dashboard, Add a Site, enter the domain, pick the Free plan. Cloudflare scans your existing DNS records from Hostinger.

---

### 03 Note Cloudflare nameservers

Cloudflare assigns two nameservers like [aria.ns.cloudflare.com](https://aria.ns.cloudflare.com). Copy both. You will paste them into Hostinger next.

---

### 04 Swap nameservers in Hostinger

Hostinger hPanel, Domains, Manage, DNS, Change Nameservers. Paste the two Cloudflare nameservers. Save.

---

### 05 Wait for propagation

Usually five to thirty minutes. Cloudflare emails you when active. Check at [whatsmydns.net](https://whatsmydns.net) by entering [keremalbayrak.com](https://keremalbayrak.com).

---

### 06 Enable HTTPS

Cloudflare, SSL/TLS, Edge Certificates. Turn on Always Use HTTPS and Automatic HTTPS Rewrites. Set TLS minimum version to 1.2. Enable HSTS.

---

---

## 2. Deploy to Cloudflare Pages

---

You upload `keremalbayrak_final.zip` directly. No GitHub needed yet. Cloudflare serves it at a temporary URL, then maps your domain to it.

### 01 Go to Cloudflare Pages

Cloudflare Dashboard, left sidebar, Workers and Pages. Click Create application, Pages tab, Upload assets.

---

### 02 Name your project

Project name: `keremalbayrak`. Production branch: `main`. Click Create project.

---

### 03 Upload the zip contents

Unzip `keremalbayrak_final.zip` locally. Select all files inside the unzipped folder, not the folder itself. Drag into the upload area. Wait one to two minutes.

---

### 04 Deploy

Click Deploy site. Cloudflare publishes to a temporary URL like `keremalbayrak.pages.dev`. Open it, verify the site renders fully.

---

### 05 Connect your custom domain

Pages project, Custom domains, Set up a custom domain. Enter `keremalbayrak.com`. Cloudflare auto-configures DNS. Click Activate. SSL provisions within ten minutes.

---

### 06 Add the www subdomain

Repeat with `www.keremalbayrak.com`. Cloudflare redirects one to the other automatically.

---

### 07 Verify security headers

Open `keremalbayrak.com` in a private window. Browser dev tools, Network tab, reload, click on the main HTML request, check Response Headers. You should see `Strict-Transport-Security` and `Content-Security-Policy`.

---

---

### 3. Formspree for application submissions

---

Formspree captures the form and forwards to your inbox. Free tier covers fifty submissions per month. The mailto fallback always works as a backup.

---

#### 01 Sign up at formspree.io

Use `applications@keremalbayrak.com` once forwarding is set up, or your personal email for now.

---

#### 02 Create a new form

Click New Form. Name: `keremalbayrak applications`. Email destination: `applications@keremalbayrak.com`. Save.

---

#### 03 Copy the form ID

Formspree gives you a URL like `formspree.io/f/abcd1234`. The eight-character code after `/f/` is your `KA_FORMSPREE_ID`.

---

#### 04 Edit `config.js` on Cloudflare Pages

Cloudflare, Pages, your project, latest deployment, Files, `config.js`, Edit. Change `window.KA_FORMSPREE_ID` to your ID, in single quotes. Save.

---

#### 05 Set mode to production

In the same `config.js` edit, change `window.KA_MODE` from `'demo'` to `'production'`. This activates the Formspree POST.

---

#### 06 Test a submission

Open your site, submit a test application. Email arrives at `applications@` within seconds. Mailto fallback also opens, so users always have a path.

---

---

## 4. Email forwarding

---

Cloudflare Email Routing forwards `applications@keremalbayrak.com` to your existing Gmail. Free. Send mail as that address using Brevo SMTP relay.

### 01 Enable Email Routing

Cloudflare Dashboard, `keremalbayrak.com`, Email Routing. Click **Get Started**. Cloudflare adds MX and SPF records automatically.

---

### 02 Add `applications@` destination

Email Routing, Routes, Create Address. Custom address: `applications`. Destination: your Gmail. Cloudflare sends a verification link to that Gmail. Click it.

---

### 03 Catch-all rule, recommended

Catch-all routes anything sent to `keremalbayrak.com` to your inbox. Catches typos like `hello@`, `kerem@`, `info@`.

---

### 04 Test the forward

From a different email, send a message to `applications@keremalbayrak.com`. Arrives at your destination within seconds.

---

### 05 Send mail as via Brevo

Sign up at `brevo.com`, free tier, three hundred emails per day. Get SMTP credentials. Gmail Settings, Accounts and Import, Send mail as, Add another email. Use `applications@keremalbayrak.com`, `smtp-relay.brevo.com`, port 587, Brevo credentials.

---

### 06 Verify Formspree destination

Formspree may re-verify the destination email. Click the verification link in their email.

---

---

## 5. Stripe Payment Links

---

Stripe handles card processing. One Payment Link per tier. Customers click, pay, and land at /welcome/. No backend integration needed.

---

### 01 Sign up at stripe.com, complete KYC

Use KA YATIRIM LTD, company 16809819, Brock Street. Stripe verifies in one to three business days. Test mode works while you wait.

---

### 02 Create four products

Dashboard, Products, Add Product. Cover monthly £400, Standing monthly £800, Reserve monthly £1,400, Spot Check one-off £299.

---

### 03 Create four Payment Links

Dashboard, Payment Links, Create one per product. Enable collect email, disable phone, disable billing address. After payment URL:  
`https://keremalbayrak.com/welcome/?session_id={CHECKOUT_SESSION_ID}&tier=cover`. Change the tier parameter per link.

---

### 04 Update config.js

Edit /config.js on Cloudflare Pages. Paste each Stripe URL into `window.KA_STRIPE_LINKS` for the matching tier. Save.

---

### 05 Test with the test card

Open subscriptions, click Subscribe to Cover. Land on Stripe Payment Link with the test mode banner. Card 4242 4242 4242 4242, any future expiry, any CVC. Pay. Land at welcome page with tier and reference.

---

### 06 Switch to live mode after KYC

Toggle Test mode off in Stripe. Re-create the four Payment Links in live mode, test-mode links do not work live. Update config.js with live URLs. Run one real test on your own card, refund immediately after.

---

---

## 6. Post-launch

---

01 **Submit sitemap to Google Search Console**

search.google.com/search-console. Add property keremalbayrak.com. Verify via DNS TXT record. Sitemaps, Add a new sitemap, enter sitemap.xml.

---

02 **Submit sitemap to Bing Webmaster Tools**

bing.com/webmasters. Same process. Bing crawls faster than Google for new sites.

---

03 **Cloudflare Web Analytics**

Cloudflare Dashboard, Analytics and Logs, Web Analytics. Add a site. Free, privacy-respecting, no consent prompt needed.

---

04 **Test end-to-end on live**

Open keremalbayrak.com/apply/ from a different device. Submit a real test application. Verify the Formspree email arrives. Test each success path.

---

05 **Cancel Hostinger VPS within thirty days**

Full refund within the money-back window. See CANCEL\_HOSTINGER.pdf for the steps.

---

06 **Register ICO data protection fee**

ico.org.uk, forty pounds per year, required because you process personal data. After registration, send me the reference and I will add it to the legal page.

---

---

## How a real anonymous payment flows

---

Worked example, top to bottom, from first visit to active subscription.

- 01 **Lands on the home page**  
Reads the home, browses subscriptions, reads a few field notes. Decides Cover is the starting tier.

---

- 02 **Opens the application form**  
Apply, Step 1, picks Option B, Stay anonymous. Six steps total. Provides anon@protonmail.com and a phone number, picks UK and Switzerland, picks Identity exposure and Bank accounts, picks Cover.

---

- 03 **Submits the application**  
Step 6, Review. Click Send to the team. Form POSTs to Formspree, forwards to applications@. You receive an email with the reference, email, phone, jurisdictions, concerns, tier.

---

- 04 **Sees the success state**  
Three options on the success screen: Email me a copy, Review the tiers, Read the system. Closes the tab.

---

- 05 **Returns to subscribe**  
Hours or days later. Opens subscriptions, clicks Subscribe to Cover. Button reads `window.KA_STRIPE_LINKS["cover"]` from /config.js. Redirects to Stripe Payment Link.

---

- 06 **Stripe handles the payment**  
Stripe collects email and card. Visitor uses anon@protonmail.com, pays with a card in any name. Stripe charges £400.

---

- 07 **Lands at /welcome/**  
URL is keremalbayrak.com/welcome/?session\_id=cs\_xxx&tier=cover. Page shows Payment Received, subscription Cover at £400/mo, a reference, two onboarding paths.

---

- 08 **Picks onboarding**  
Set up now takes them to /onboarding/. They complete a ten-minute structured form. Saves to localStorage and can POST to your backend when ready.

---

- 09 **You reconcile**  
You have the application from Formspree, anon@protonmail.com, reference K-AAAA111. Stripe receipt for £400 to the same email. You match by email and reply: application received, subscription active, welcome.

10 **Ongoing operation**

Stripe charges monthly, you receive a Stripe receipt. Client communicates only via anon@protonmail.com. They never share their real name. The watch runs on what they share, enough for identity, wealth, and structural reads.

---

## If something goes wrong

---

### Site does not load after DNS swap

Propagation can take up to twenty-four hours in rare cases. Check [whatsmydns.net](https://whatsmydns.net) for global status. If it resolves there but your browser fails, clear cache or try private mode.

---

### Stripe redirects to an error page

After-payment URL is missing. Edit the Payment Link in Stripe, set After payment URL to:

`https://keremalbayrak.com/welcome/?session_id={CHECKOUT_SESSION_ID}&tier=cover`. Match the tier parameter to each link.

---

### Formspree submissions not arriving

Check `config.js` has the correct `KA_FORMSPREE_ID`. Check Formspree dashboard, your form, Submissions. If submissions show there but email is not arriving, the destination is unverified.

---

### Email forwarding not working

Cloudflare Email Routing, Destinations tab. Destination must show Verified. If pending, re-send verification and click the link.

---

### Welcome page shows blank tier

URL parameter is missing. Stripe Payment Link after-payment URL must include `&tier=cover`, `&tier=standing`, `&tier=reserve`, or `&tier=spot-check`.

---

### Sitemap not in Search Console

After submitting, Google takes one to seven days for the first crawl. Status moves from Couldn't fetch to Success. Be patient. Resubmit only if stuck for more than a week.

---

## How to update the site after launch

---

Content updates and integration changes are separated. You can update content forever without breaking integrations.

### Drag and drop

Ask me for content changes. I rebuild and send a new zip. Cloudflare Pages, your project, Create deployment, Upload new files. Preserve config.js by not overwriting it, or re-paste integration values if you do.

### GitHub-connected pipeline

For frequent updates, ask me to set up a GitHub repo. Connect it in Cloudflare Pages. Set eight environment variables in Pages dashboard. Every commit triggers a build with your values baked in. Integration URLs stay correct forever.

---

## When to come back to me

---

- New articles in the journal, each with full schema and a banner
- Design changes, copy edits, layout updates
- New sections or pages
- Backend setup when you want unique K-XXXXXX, phone verification, or a member dashboard
- GitHub repo setup for automated builds
- Annual billing variants on Stripe
- Search Console troubleshooting if indexing stalls