

COMPLETE SETUP

Everything, from zero to live.

One document covering domain, hosting, email, payments, and the application flow.
Read in order. Follow in order. Ninety minutes plus a wait for Stripe.

WHAT YOU HAVE

- Hostinger domain registration for keremalbayrak.com
- Hostinger VPS, paid, probably not needed (cancel if within thirty days)
- Google Workspace for keremalbayrak.com
- The keremalbayrak_final.zip site bundle
- The Launch Guide, Cancel Hostinger Guide, and this document

WHAT YOU NEED TO ADD

- A Cloudflare account, free, five minutes
- A Formspree account, free, five minutes
- A Stripe account, completes in one to three business days after KYC
- Ninety minutes of focused time for the active steps

Order of operations

Follow this exact order. Some steps have wait times, kick them off first so they finish while you do the next step.

- 01 **Sign up for Stripe and submit KYC**
Has a one to three business day wait. Do this first so the wait runs in the background while you do everything else. Use real business details: KA YATIRIM LTD, company 16809819.

 - 02 **Cancel the Hostinger VPS**
Five minutes. Get the refund if within the thirty-day window. The domain stays, only the VPS subscription is cancelled.

 - 03 **Sign up for Cloudflare and add the domain**
Ten minutes. Free account, add keremalbayrak.com, get the two nameservers.

 - 04 **Swap nameservers in Hostinger**
Five minutes plus thirty minutes wait for DNS propagation. While you wait, do the next step.

 - 05 **Preserve Google Workspace email records**
Five minutes. Verify Cloudflare imported the MX, SPF, and DKIM records from Workspace correctly. Critical, or email breaks.

 - 06 **Deploy the site to Cloudflare Pages**
Ten minutes. Drag the zip into Cloudflare Pages, map the custom domain.

 - 07 **Set up the applications@ alias in Google Workspace**
Ten minutes. Create the alias that routes to your personal inbox. Customer-facing address stays clean.

 - 08 **Sign up for Formspree, wire the form**
Ten minutes. Free tier, fifty submissions per month, mailto fallback always works.
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09 **Create Stripe Payment Links**

Twenty minutes. Four products, four Payment Links. Test mode first, then live after KYC clears.

10 **Post-launch checks**

Fifteen minutes. Submit sitemap to Search Console, enable Cloudflare Analytics, run an end-to-end test.

1. Stripe KYC, first because of the wait

Stripe verification takes one to three business days. Submitting now lets the wait run in the background.

01 Sign up at stripe.com

Use your business email. Verify the address. Set up two-factor authentication with an authenticator app.

02 Enter business details

Business type: Limited Company. Legal business name: KA YATIRIM LTD. Trading name: Kerem Albayrak Consulting. Company number: 16809819. Registered address: 10 Brock Street, London NW1 3FG, United Kingdom.

03 Add representative details

Director details. Your full legal name, date of birth, home address. ID verification: passport or driving licence photo.

04 Add product description

Business description: Private intelligence service for high net worth individuals, providing continuous monitoring of identity, wealth, and structural exposure across the open record. Monthly subscription tiers from GBP 400 to GBP 1,400 plus a one-off review at GBP 299.

05 Add bank account

UK business bank account, sort code and account number. Where Stripe deposits your payouts.

06 Submit and wait

Stripe reviews. One to three business days. You can keep working in test mode while waiting. They email when approved.

2. Cancel the Hostinger VPS

Full guide in CANCEL_HOSTINGER.pdf. Short version below.

- 01 **Log into hpanel.hostinger.com**
Top-right profile, Billing, Subscriptions. Find the VPS line item.

 - 02 **Click Manage on the VPS**
Then Cancel subscription. Pick reason: Not needed. Decline any discount offer.

 - 03 **Request refund if within thirty days**
Tick the refund checkbox. Five to ten business days for money to return. Use the chat script in the Cancel guide if no refund option appears.

 - 04 **Do NOT cancel the domain**
The domain is a separate line item. Keep it. You need it. Only the VPS subscription is cancelled.

 - 05 **Set auto-renew off on anything else**
If you have web hosting, premium email, or backup add-ons listed, cancel those too. They are not needed once Cloudflare is in place.
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3. Cloudflare account and DNS

Cloudflare becomes your DNS host, your CDN, your SSL provider. Free for all three.

01 Sign up at cloudflare.com

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

02 Add keremalbayrak.com

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

03 Critical: verify Google Workspace email records were imported

Before proceeding, check the DNS section in Cloudflare for keremalbayrak.com. You should see five MX records pointing to smtp.google.com (or similar Google mail servers), plus a TXT record containing `v=spf1 include:_spf.google.com ~all`, plus a DKIM TXT record. If any are missing, add them manually from your Google Workspace admin panel before proceeding.

04 Note the two Cloudflare nameservers

Cloudflare assigns two like aria.ns.cloudflare.com and pablo.ns.cloudflare.com. Copy both.

05 Swap nameservers in Hostinger

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

06 Wait for propagation

Usually five to thirty minutes. Cloudflare emails you when active. Check at whatsmydns.net by entering keremalbayrak.com.

07 Enable HTTPS in Cloudflare

SSL/TLS, Edge Certificates. Always Use HTTPS on. Automatic HTTPS Rewrites on. TLS minimum version 1.2. Enable HSTS with one year max-age.

08 Send yourself a test email

Before proceeding, send a test email to your Google Workspace address from a different account. If it arrives within five minutes, email is working. If not, recheck the MX records.

4. Deploy the site to Cloudflare Pages

Drag the zip in. The site goes live.

01 Go to Cloudflare Pages

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

02 Name the project

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

03 Unzip the bundle locally

On your computer, unzip keremalbayrak_final.zip. You will see folders (banners, journal, downloads, docs, etc.) and files (index.html, config.js, etc.). Select all the files and folders inside the unzipped directory, NOT the directory itself.

04 Drag the contents in

Drag the selected items into the Cloudflare upload area. Wait one to two minutes for upload.

05 Deploy

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

06 Map 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.

07 Add www subdomain

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

08 Verify the site

Open keremalbayrak.com in a private browser window. Check the home page, /apply/, /subscriptions/, /journal/, and /docs/launch-guide/ all load correctly with HTTPS.

5. Google Workspace, set up applications@ alias

Customers email applications@. The alias routes to your personal inbox. Clean, professional, on the same Workspace account, no extra cost.

01 Open Google Workspace admin

Go to admin.google.com. Sign in with your Workspace admin account.

02 Navigate to Users

Directory, Users. Find your primary user account, the one you log in with.

03 Add an alias

Click on your user. Scroll to User information, then Email aliases. Click Add an alias. Enter: applications. Save.

04 Wait for the alias to activate

Usually a few minutes. Google emails you when ready. You can now receive at applications@keremalbayrak.com, delivered to your personal Gmail.

05 Test the alias

From a different email account, send a message to applications@keremalbayrak.com. It should arrive in your Workspace inbox within seconds.

06 Set up sending as the alias, optional but recommended

Open Gmail. Settings, See all settings, Accounts and Import. Send mail as, Add another email address. Enter Kerem Albayrak Applications, applications@keremalbayrak.com. Treat as an alias. Save. You can now compose and reply AS applications@keremalbayrak.com from the same Gmail.

07 Repeat for other addresses if needed

If you want hello@, press@, kerem@, repeat the alias step for each. All route to the same inbox. All can send via the same compose dropdown.

6. Formspree, wire the application form

Formspree captures form submissions and forwards to `applications@keremalbayrak.com`. Free tier covers fifty per month. The `mailto` fallback always works.

01 Sign up at `formspree.io`

Use `applications@keremalbayrak.com` or your personal Workspace email. Verify the address.

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 form ID.

04 Edit `config.js` on Cloudflare Pages

Cloudflare Dashboard, Pages, `keremalbayrak` project, latest deployment, Files. Open `config.js`. Click Edit. Find `window.KA_FORMSPREE_ID`. Change the empty string to your form ID, in single quotes.

05 Switch the site to production mode

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

06 Save and test

Save the file. Open `keremalbayrak.com` in a private window. Submit a test application. Email should arrive at `applications@` within seconds. The `mailto` fallback also opens, so users always have a backup path.

7. Stripe Payment Links

Four products, four Payment Links. Test mode first. Once Stripe KYC clears, re-create in live mode.

- 01 **Stripe Dashboard, ensure test mode is on**
Top of dashboard, toggle Test mode. Even though live is not yet approved, build everything here first.

 - 02 **Create four products**
Products, Add Product. Cover, recurring monthly, GBP 400. Standing, recurring monthly, GBP 800. Reserve, recurring monthly, GBP 1,400. Spot Check, one-time, GBP 299.

 - 03 **Create the first Payment Link**
Payment Links, Create. Pick the Cover product. Enable: collect customer email. Disable: customer phone, billing address. After payment URL:
`https://keremalbayrak.com/welcome/?session_id={CHECKOUT_SESSION_ID}&tier=cover`. Save. Copy the URL.

 - 04 **Repeat for the other three**
Same flow. Set the tier parameter in the URL to standing, reserve, or spot-check to match the product.

 - 05 **Paste the four URLs into config.js**
Cloudflare Pages, config.js, Edit. Update `window.KA_STRIPE_LINKS` with the four URLs. Save.

 - 06 **Test in test mode**
Open `keremalbayrak.com/subscriptions/`, click Subscribe to Cover. Land on the Stripe Payment Link. Use card 4242 4242 4242 4242, any future expiry, any CVC. Complete payment. Land at `/welcome/` with tier and reference.

 - 07 **Once KYC clears, switch to live mode**
Stripe Dashboard, toggle Test mode off. Re-create the four Payment Links in live mode, test-mode links do not work in live. Update config.js with the live URLs. Test once with your real card and an immediate refund.
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8. Post-launch

01 Submit sitemap to Google Search Console

search.google.com/search-console. Add property keremalbayrak.com. Verify via DNS TXT record. Cloudflare makes this easy. Sitemaps, Add a new sitemap, enter sitemap.xml. Google starts indexing within seven days.

02 Submit sitemap to Bing Webmaster Tools

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

03 Enable Cloudflare Web Analytics

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

04 Run an end-to-end test on live

From a different device, open keremalbayrak.com/apply/. Submit a real test application. Verify the Formspree email arrives at applications@. Test each of the three success path options. Then click Subscribe to Cover. Land on Stripe live mode. Complete a real one-pound transaction with your card and refund yourself immediately.

05 Register the ICO data protection fee

ico.org.uk. GBP 40 per year. Required because you process personal data. After registration, send me the ICO reference and I will add it to the legal page footer.

06 Register your social presence

LinkedIn company page, X / Twitter account, Google Business Profile if appropriate. All using applications@keremalbayrak.com or your personal Workspace address for verification.

How a real anonymous payment flows

Worked example, end to end. This is what happens after launch.

- 01 **Visitor 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. Provides anon@protonmail.com and a phone, picks UK and Switzerland, picks Identity exposure and Bank accounts, picks Cover.

 - 03 **Submits the application**
Step 6, Review. Clicks Send to the team. Form POSTs to Formspree, forwards to applications@keremalbayrak.com. You receive an email in your Google Workspace inbox with the reference, email, phone, jurisdictions, concerns, tier.

 - 04 **Sees the success state**
Three paths 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 GBP 400. The service never sees the real name, only Stripe does.

 - 07 **Lands at /welcome/**
URL is keremalbayrak.com/welcome/?session_id=cs_xxx&tier=cover. Page shows Payment Received, subscription Cover at GBP 400/mo, a reference, two onboarding paths.

 - 08 **Picks onboarding**
Set up now takes them to /onboarding/. They complete a ten minute structured form. The form saves locally and can POST to your backend later.
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09 **You reconcile in your inbox**

Workspace inbox has: the Formspree application from anon@protonmail.com, the Stripe payment receipt to anon@protonmail.com. Match by email address. Note both references in your file system.

10 **Ongoing operation**

Stripe charges monthly, you get a Stripe receipt. Client communicates only via anon@protonmail.com. They never share their real name. The watch runs on what they share.

If something goes wrong

Email stops working after DNS swap

MX, SPF, or DKIM records did not transfer correctly. Go to Cloudflare DNS, compare against your Google Workspace admin. The MX records should point to Google mail servers. Re-add any missing records and wait ten minutes for propagation.

Site does not load after DNS swap

Propagation can take up to twenty four hours in rare cases. Check 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 or wrong on the Payment Link. Edit the link in Stripe, set the 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 they show there but email is not arriving, the destination is unverified in Formspree.

Welcome page shows blank tier

URL parameter is missing. Stripe Payment Link after-payment URL must include the tier parameter.

Sitemap stuck on Couldn't fetch in Search Console

Google takes one to seven days for the first crawl. Patience. Resubmit only if stuck for more than a week.

Test card 4242 doesn't work

Stripe is probably in live mode, not test mode. Toggle Test mode on at the top of Stripe Dashboard. Test cards only work in test mode.

Launch day checklist

Tick off in order. Time estimates are realistic, not aspirational.

Day zero, kick off the wait

- Stripe account created and KYC submitted, one to three day wait begins
- Hostinger VPS cancellation requested, refund initiated if eligible

Hour one, Cloudflare and DNS

- Cloudflare account created with two factor authentication enabled
- keremalbayrak.com added to Cloudflare
- Google Workspace email records verified in Cloudflare DNS
- Hostinger nameservers swapped to Cloudflare
- DNS propagation confirmed via whatsmydns.net
- Test email sent and received via Workspace, email still works
- HTTPS, HSTS, TLS 1.2 minimum configured in Cloudflare

Hour two, deployment and email

- Cloudflare Pages project created
- keremalbayrak_final.zip uploaded and deployed
- Custom domain keremalbayrak.com mapped to Pages
- Custom domain www.keremalbayrak.com mapped to Pages
- Site loads at keremalbayrak.com with HTTPS
- Google Workspace applications@ alias created
- Sending as applications@ configured in Gmail
- Test email to applications@ arrives in your inbox

Hour three, forms and payments

- Formspree account created, form created, ID copied
- config.js updated with KA_FORMSPREE_ID and KA_MODE = production
- Test application submitted, email arrives at applications@
- Four Stripe products created in test mode
- Four Stripe Payment Links created with correct after-payment URLs
- config.js updated with all four Stripe URLs
- Test purchase with card 4242 succeeds, welcome page renders

After Stripe KYC approved

- Stripe live mode enabled
- Four Payment Links re-created in live mode
- config.js updated with live Stripe URLs
- One real test purchase, then refunded

Within the first week

- Google Search Console verified and sitemap submitted
- Bing Webmaster Tools verified and sitemap submitted
- Cloudflare Web Analytics enabled
- ICO registration completed and reference sent to me
- LinkedIn, X, Google Business Profile pages registered

What you can do yourself

- Edit /config.js to update Stripe URLs, Formspree ID, or mode at any time.
- Add or remove Stripe Payment Links in Stripe Dashboard.
- Add or change Google Workspace aliases. All route to the same inbox.
- Submit sitemaps to additional search engines.
- Manage DNS records in Cloudflare for subdomains.
- Cancel or modify subscriptions on Hostinger or any provider.
- Send mail as any alias address from Gmail compose.

When to come back to me

- New articles in the journal, each with full schema and a banner.
- Design changes, copy edits, layout changes.
- New sections or pages.
- Backend setup when you want unique K-XXXXXX, phone verification, member dashboard.
- GitHub repo setup for automated build pipeline.
- Annual billing variants on Stripe, more Payment Links and tier modals.
- Search Console troubleshooting if indexing stalls.
- Email automation, parsing Formspree submissions, generating responses.
- Stripe webhook handlers when you want automatic onboarding.
- Anything you cannot work out from the troubleshooting section above.

The contract

I build content. You set config. Neither overwrites the other.

Content goes into HTML pages, articles, banners, design. Config goes into /config.js, Cloudflare DNS, Stripe Payment Links, Google Workspace aliases, Formspree. The two layers never touch. Updating content cannot break integrations. Updating integrations does not require rebuilding content.

Reference, all the URLs you need

Cloudflare	cloudflare.com, dashboard at dash.cloudflare.com
Hostinger	hostinger.com, dashboard at hpanel.hostinger.com
Google Workspace	workspace.google.com, admin at admin.google.com
Stripe	stripe.com, dashboard at dashboard.stripe.com
Formspree	formspree.io
Google Search Console	search.google.com/search-console
Bing Webmaster Tools	bing.com/webmasters
ICO registration	ico.org.uk/for-organisations/data-protection-fee
DNS propagation check	whatsmydns.net
Stripe test card	4242 4242 4242 4242, any future expiry, any CVC

All the docs

SETUP_GUIDE.pdf	This document. Start to finish.
LAUNCH_GUIDE.pdf	Detailed Cloudflare Pages deployment, longer version of step 4.
CANCEL_HOSTINGER.pdf	Step by step for cancelling the VPS and getting the refund.
ARCHITECTURE.md	How content and config are separated. Read once for context.
keremalbayrak_final.zip	The site bundle. Drop into Cloudflare Pages.