

100k System Checklist

Tick through this when delivering 10k to 15k projects.

0) Preflight

- ☐ Pick a target market, for example trades, clinics, coaches, contractors, local services
- ☐ Choose one money problem to own, bookings, sales, or qualified enquiries
- ☐ Set one success metric, for example 30 booked calls in 30 days
- ☐ Choose your price ladder, 10k, 12.5k, 15k
- ☐ Set terms, 50 percent to start, 50 percent on launch
- ☐ Timeline promise, 3 to 5 weeks build, 30 days optimisation

Acceptance

- ☐ Your one line promise is measurable and owned by you
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1) Proof starter pack

- ☐ One before and after example, copy or layout
- ☐ One small dashboard image, leads or calls
- ☐ Two short quotes, or one benchmark if you are new

Acceptance

- ☐ You can show one image and one number on a call
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2) Sales assets ready

- ☐ One page proposal, sections: Outcome, Plan, Timeline, Price, Proof, Terms
- ☐ Discovery script with three questions
- ☐ What is the most expensive leak right now
- ☐ What would ten extra enquiries a week be worth
- ☐ When do you want this solved
- ☐ Price talk track written, anchor to outcome and speed
- ☐ Objection map written, price, time, team, DIY

Acceptance

- ☐ You can send a proposal within five minutes of a call
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3) Hostinger VPS provisioning

- ☐ Create VPS in hPanel, region near client
- ☐ Add SSH key, save root credentials securely
- ☐ Enable weekly backups and note retention
- ☐ Set hostname and tags for the project
- ☐ Create a staging subdomain if you need private previews

Acceptance

- ☐ You can SSH into the server and see system info

4) WordPress + Elementor Kit, fast and clean

- ☐ Install WordPress OpenLiteSpeed from Applications
- ☐ Point domain A record, issue SSL with Auto SSL
- ☐ Install Elementor and Elementor Pro, activate licence
- ☐ Import your Elementor Kit, apply Global Colours and Global Fonts
- ☐ Build site parts in Theme Builder, header, footer, single, archive, 404
- ☐ Use container layout, remove unused widgets, disable unneeded experiments
- ☐ Create child theme if you customise PHP functions
- ☐ Performance, object cache on, image optimisation, lazy load, preconnect fonts, critical CSS
- ☐ Accessibility, semantic headings, focus styles, alt text, labels
- ☐ Role Manager, restrict client to Editor, lock templates they should not edit
- ☐ Create editor account for client, keep admin for yourself Acceptance
- ☐ Mobile LCP under 2.5 seconds, CLS under 0.1, site passes a quick audit

Acceptance

- ☐ Target LCP under 2.5 s and CLS under 0.1 on mobile for core pages.
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5) Conversion and copy, deep pass

Research and angle

- ☐ Define ideal buyer, pains, desired outcomes, language pulled from reviews and calls
- ☐ Choose the unique mechanism, why your method works, for example Booking Engine Pro

Hero block

- ☐ Headline, promise plus outcome, for example Turn visitors into booked work in 30 days
- ☐ Subhead, who it is for, how it works in one line
- ☐ Primary CTA, book a call or start now
- ☐ Trust strip, logos or micro proof

Offer block

- ☐ Value bullets, results, speed, certainty, ownership
- ☐ Risk reversal, simple make good clause
- ☐ What is included, ecosystem highlights, site, inbox, follow up, payments, tracking

Proof block

- ☐ One before and after, copy or layout
- ☐ One small dashboard with leads or calls
- ☐ Two short quotes, name and role

Objections block

- ☐ Price, time, team size, DIY, handled with one line each

FAQs

- ☐ How long, three to five weeks, what is included, what is not, support hours

CTAs

- ☐ Primary CTA every screen height
- ☐ Secondary CTA for email capture, checklist download

Copy hygiene

- ☐ Second person voice, you, not we
- ☐ Active verbs, short sentences, plain words
- ☐ Readability target, grade 6 to 8
- ☐ No dead ends, every page has a next step

Form and microcopy

- ☐ Minimal fields, name, email, phone
- ☐ Privacy line under the button, we never share your data
- ☐ Button copy with action, Get my plan, Book my call

Local trust if relevant

- ☐ Click to call number, hours, service area, map as proof, not decoration

A or B tests to run first

- ☐ Two headline variants ready
- ☐ Two button texts ready
- ☐ Two hero images or video vs image

Acceptance

- ☐ Above the fold shows promise, proof, and a CTA
 - ☐ Target 3 percent visitor to lead on local service sites after the first month, dependent on traffic quality.
 - ☐ Two tests completed by day 14, winner set
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6) Chat and inbox

- ☐ Install Chatwoot on subdomain like “chat.clientdomain.com”
- ☐ Embed widget on all pages
- ☐ Create shared inbox and routing rules
- ☐ Set office hours and first response targets
- ☐ Create three quick reply templates

Acceptance

- ☐ First response under five minutes during business hours
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7) Forms and automations

- ☐ Create lead form with required fields only, name, email, phone
- ☐ Create a webhook endpoint in n8n
- ☐ Connect form to webhook
- ☐ Flow, add to Omnisend list, send instant email, alert owner by email or Slack
- ☐ Tag the lead, new, replied, booked, no show, won, lost

Acceptance

- ☐ Submitting the form triggers email to lead and alert to owner within 30 seconds
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8) Email setup

If emails miss the inbox, money dies.

- ☐ Create a branded sender mailbox on the client domain.
- ☐ Add SPF, DKIM, and DMARC for that domain in hPanel.
- ☐ Route WordPress mail through SMTP, not PHP mail. Use the Hostinger SMTP details and lock the plugin to always use SMTP.
- ☐ Set a single From name and address across all forms, plugins, and notifications.
- ☐ Send test messages to Gmail and Outlook, confirm Inbox placement.

Acceptance

- ☐ Form submit triggers an email that arrives in test Gmail and Outlook inboxes, typically under 60 seconds.

9) Omnisend, email marketing

- ☐ Connect the same sender domain and verify it in Omnisend (SPF and DKIM).
- ☐ Pipe your site form into Omnisend via n8n and tag leads, new, replied, booked, no show.
- ☐ Ship three automations, Lead Welcome, Booking Reminders, No-show Reschedule.
- ☐ Enable UTM tagging for links so GA4 attributes correctly.
- ☐ Warm gently, first sends go to a small engaged segment, then scale.

Acceptance

- ☐ A new lead from the form receives the welcome email automatically, and booking reminders fire on schedule.
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10) Booking and payments

- ☐ Choose scheduler, Calendly or TidyCal
- ☐ Connect Stripe for paid consultations if needed
- ☐ Add booking CTA across pages and in signatures
- ☐ Add UTM parameters to calendar links for attribution

Acceptance

- ☐ A booking flows through to calendar with confirmation and reminders
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11) Tracking and pixels

- ☐ Install GA4 or Matomo, set key events, form submit, booking, purchase
- ☐ Install Meta and Google pixels, confirm events fire
- ☐ Build a simple Looker Studio or Grafana dashboard for leads and bookings

Acceptance

- ☐ Events appear in real time on a test conversion
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12) Reliability and security

- ☐ Install Uptime Kuma and add checks for site and webhook
- ☐ Alerts to email and Slack configured
- ☐ Weekly and on demand backups tested with one restore rehearsal
- ☐ Firewall rules set, SSH keys only, 2FA on admin accounts
- ☐ Role based access, least privilege

Acceptance

- ☐ Monitoring shows at least 99.9 percent uptime over 7 days via Uptime Kuma checks.
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13) Accessibility and compliance

- ☐ WCAG basics, headings, contrast, focus, labels, alt text
- ☐ Cookie and consent banner configured
- ☐ Privacy and cookies pages live
- ☐ Data processing note added if relevant

Acceptance

- ☐ Keyboard navigation works and forms have labels

14) Speed and SEO basics

- ☐ Image optimisation, modern formats where possible
- ☐ Cache rules set, CDN toggle if needed
- ☐ Sitemap and robots configured
- ☐ LocalBusiness or Service schema added if relevant
- ☐ Titles and meta descriptions written

Acceptance

- ☐ Core pages pass PageSpeed mobile in the green
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15) Search demand and content engine, Semrush sprint

- ☐ Keyword and intent map, run a gap check on top competitors, capture buyer and local intent
- ☐ Technical pass, quick crawl to catch blockers before launch
- ☐ On page validation for the homepage and one primary service or location page
- ☐ Local signals, confirm titles, meta, schema, sitemap, robots, and citations if needed
- ☐ Content pair, brief two assets that support conversion, for example comparison and pricing guide

Acceptance

- ☐ Ten qualified intent keywords mapped to pages or planned content
 - ☐ Two priority pages pass an on page review with no critical warnings
 - ☐ Two content briefs with titles and H2s, ready to write.
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16) Launch day checklist

- ☐ Final QA on mobile and desktop
- ☐ DNS, SSL, redirects checked
- ☐ Tracking and pixels firing
- ☐ Forms, chat, bookings tested end to end
- ☐ Snapshot created before go live
- ☐ Go live announcement prepared

Acceptance

- ☐ You can submit a form, get the email, see the record in Omnisend, and see the alert in Slack
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17) First 30 days optimisation

- ☐ A and B headline test live by day 3
- ☐ Heatmaps and session recordings running for two weeks
- ☐ Fix top two friction points each week
- ☐ Weekly report sent, leads, reply time, wins, one change shipped

Acceptance

- ☐ Winner headline locked by day 14 and conversion improved week on week

18) Handover and training

- ☐ One page SOP, how leads flow, who replies, what to say first
- ☐ Three chat and email templates for common objections
- ☐ Loom library, five to seven short videos
- ☐ Change log with dates and reasons

Acceptance

- ☐ Client can run daily operations without you
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19) Care plan setup

- ☐ Monthly updates and monitoring defined
- ☐ Monthly report template created
- ☐ Optional quarterly optimisation day scheduled
- ☐ Clear support hours and SLA set, next business day for non critical issues

Acceptance

- ☐ Client signs the care plan or declines in writing
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20) Optional boosters to hold 15k

- ☐ Retargeting setup, pixel events, two warm audiences, two creatives
- ☐ Call tracking numbers with source attribution
- ☐ Review and referral engine, post job request and incentive
- ☐ Multilingual layout or location targeting if relevant
- ☐ Ads starter pack, five angles, two platforms

Acceptance

- ☐ At least one booster included in Growth or Elite

DISCLAIMER: This checklist is based on the internal systems and workflows we use within our own web agency. It has been adapted and streamlined so it can be applied to a wide range of client projects, regardless of size or team structure. Actual results will vary depending on skill, execution, and client niche.