

GoHighLevel Checkout Hardening Checklist

Lock down your checkout flow so you don't lose sales to preventable friction.

Payment Processing

Make sure money actually arrives.

- Stripe / payment processor connected and verified.
- Test transaction completed successfully (use Stripe test mode).
- Webhook fires correctly on successful payment.
- Failed payment triggers a retry or notification workflow.
- Refund process documented and tested.

Checkout Page UX

Remove every reason to abandon.

- Page loads in under 3 seconds on mobile.
- Price, deliverables, and guarantee are visible without scrolling.
- Form has minimal fields (name, email, card — nothing extra).
- Trust badges, testimonials, or social proof visible near CTA.
- Mobile layout tested — no horizontal scroll, no tiny buttons.
- Error messages are clear and specific (not generic red text).

Post-Purchase Flow

Confirm, deliver, and follow up immediately.

- Thank-you page loads with clear next steps.
- Confirmation email sends within 60 seconds.
- Access / deliverable is granted automatically (no manual step).
- Contact is tagged and moved to correct pipeline stage.
- Onboarding sequence triggers automatically.

Tracking & Monitoring

Know your numbers — catch problems early.

- Conversion tracking fires on thank-you page (GA4, GTM, pixels).
- Revenue attribution connected to lead source.
- Abandoned checkout alert or retargeting workflow active.
- Weekly checkout conversion rate reviewed.

■ Decline rate monitored — spikes investigated immediately.

automatethejourney.com • Book a free strategy call: automatethejourney.com/marketing-automation/15minconsult