

Your Quick Start Website

The setup and care guide for every look: Trades, Shop, Creator, SaaS, and Bistro

Thank you for choosing a Quick Start Website. This guide explains what you're getting, what we do for you, what you'll want to set up yourself, and how to keep your site healthy for years. You don't need any technical background to use it.

Every look is built the same way underneath, so one guide covers them all. Two looks have an extra feature with its own section:

- **Bistro** has a **live menu** you update from a Google Sheet (section 13).
- **Shop** has an **online storefront** for selling products and services (section 14).

How to use this guide

Start with "What's included" and "Who does what" so you know what's already handled. Then work through the sections that apply to you. Anything you'd rather not do yourself, we can do for you; just email contact@penichecomms.ca with the section name.

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1. What's included

A whole website, not just a homepage, ready in about seven business days.

Included with every look	Bistro adds	Shop adds
8 finished pages: Home, About, Services, Contact, Terms of Service, Privacy Policy, a custom 404 (page not found) page, and a link-in-bio page for your social media	A live menu page, plus today's specials on your homepage	An online storefront page (9 pages in total)
A contact form that emails you and saves every message to a database	Menu updates from a Google Sheet, with dietary tags and a sold-out switch	Products, cart, and checkout run by Hostinger's online store
A newsletter signup that saves every subscriber to a list you can export		Sell physical or digital products, services, gift cards, or donations
One year of hosting and website management with Peniche Communications		
A copy edit and proofread of the content you send us		
A copy of the real, working site files as a ready-to-upload zip file		
Price: \$950	Price: \$1,050	Price: \$1,350

Yours alone

Each look is only ever sold once. When you buy it, we retire it and design a new one for the next customer.

What you can change, and what's fixed

- **Make it yours:** logo, colours, photos, and all of the words.
- **Fixed at this price:** the page layout and structure. Extra pages or a different structure can be added as a custom quote.

Website management, in plain words

For the first year, management includes automated backups, security updates, and **up to two small content edits a month**, such as updating a sentence, swapping a photo, or changing your hours. Bigger rewrites are quoted separately.

Hosting includes 500 MB of storage, which is roughly 100 typical web pages. Email us if you need more.

Add-ons we can quote for

Buying your domain for you, setting up email on your domain, newsletter templates and tool setup, copywriting, content planning, extra pages or layout changes, and (Shop only) adding your products, writing product descriptions, and setting up bookings or subscriptions.

2. Who does what

During your first year, we handle the technical side. Here's the split at a glance.

Task	Peniche Communications	You
Hosting, security certificate (the padlock), and uploading the site	✓ Included	
Connecting your domain to the site	✓ Included	Own the domain, or ask us to buy it (add-on)
Setting up the database for your forms	✓ Included	
Your logo, colours, photos, and words	We put them in place and proofread	Send them to us
Terms of Service and Privacy Policy	We put them in place	Provide the final wording (section 3)
Email on your domain (for example hello@yourbusiness.ca)	Add-on, or follow section 5	Choose a provider
Newsletter tool	Add-on	Choose a tool and send newsletters (section 7)
Backups and security updates	✓ Included	Keep your own copy too (sections 11 and 12)
Small edits (up to two a month)	✓ Included	Email us what to change
Bistro menu updates		Edit your Google Sheet any time
Shop products, orders, and shipping	Initial setup is an add-on	Run your store day to day

You own your site

Your site files, your domain, your content, and your subscriber list belong to you. You're never locked in: you can move your site to another host at any time (section 16).

3. Before we build

A checklist arrives by email right after you buy. Here's what's on it, so you can start gathering now.

- ☐ **A domain (web address) you own**, usually ending in .ca or .com. Don't have one? See section 4, or ask us to buy it for you.
- ☐ **Your business details**: business name, a one-line tagline, city or region, phone number, hours, and the email address where form messages should go.
- ☐ **Your logo**, ideally as an SVG file or a PNG with a transparent background.
- ☐ **Your brand colours**, as colour codes (like #2FD5FF) if you have them, or a picture we can match.
- ☐ **Photos** of your work, your team, or your space. If you don't have any yet, the look's included photos can stay.
- ☐ **Your social media links**, and a link to your review page (Google, Yelp, Trustpilot, and so on), if you have one.
- ☐ **Your page content**: the words for Home, About, Services, and Contact. We copy edit and proofread what you send.
- ☐ **Your Terms of Service and Privacy Policy** (see below).
- ☐ **Bistro**: your menu, in the Google Sheet format in section 13.
- ☐ **Shop**: a list of what you'll sell, with prices, photos, and descriptions (section 14).

Your legal pages: don't skip these

Your Terms of Service and Privacy Policy start as placeholder text, not real legal wording. Before launch:

- Use real terms for your business. A lawyer or a reputable legal-template service is the safest route.
- Your Privacy Policy must describe what you actually collect. At minimum: your contact form collects names, email addresses, and messages, and your newsletter signup collects email addresses.
- Include a way for people to contact you about privacy questions, and date the policy.

Canadian rules worth knowing

PIPEDA (and provincial laws like Alberta's PIPA) covers how you collect and store personal information, such as form messages. **CASL**, Canada's anti-spam law, covers marketing email: you need consent, your business name and address in every email, and an easy way to unsubscribe. Your newsletter signup already asks for consent; please keep that checkbox.

Watch for placeholders

Some placeholder text looks real at a glance, such as “Placeholder credential” or “5-star reviews (placeholder)” in a trust row, or a Services page that repeats your homepage. We replace what you send us, but please read every page before launch and flag anything that isn’t yours.

4. Your domain

Your domain is the address people type to find you, like penichecomms.ca. You rent it yearly from a company called a registrar.

If you don’t have one yet

1. Search for your name at a registrar. Hostinger, Namecheap, Porkbun, and Cloudflare are all reputable. We can also buy it for you as an add-on.
2. Pick the ending. **.ca** signals a Canadian business; **.com** is what most people expect. Many businesses buy both and point one at the other.
3. Turn on **domain privacy** (often free) so your home address isn’t published in the public domain records.
4. Turn on **auto-renew** and keep the card on file current. If a domain lapses, your website and your email stop, and someone else can buy it.
5. Turn on **two-step sign-in** (multi-factor authentication, or MFA) for your registrar account.

If you already have one

Keep it where it is. We’ll send you the settings to change (called nameservers or DNS records), or you can give us temporary access and we’ll do it. Changes can take a few minutes to 48 hours to work everywhere; that delay is normal.

Put the renewal date in your calendar

Add a reminder one month before your domain renews, even with auto-renew on. Expired cards are the most common way small businesses lose their domain.

5. Email on your domain

An address like hello@yourbusiness.ca looks more trustworthy than a free Gmail address, and your website needs one to send its form emails reliably.

Recommended email providers

Provider	Good for	Notes
Your host's mailbox (Hostinger)	Getting started at little or no cost	Simple webmail, works in your phone's mail app. Fine for one or two addresses.
Zoho Mail	Small businesses on a budget	What Peniche Communications uses. Low-cost paid plans; a free plan exists in some regions but is browser-only.
Google Workspace	If you live in Gmail and Google Calendar	The familiar Gmail look on your own domain, plus Google Drive and Meet. Paid monthly per person.
Microsoft 365	If you use Outlook, Word, and Excel	Email plus the Office apps. Paid monthly per person.
Proton Mail	Privacy-focused businesses	Encrypted email based in Switzerland. A custom domain needs a paid plan.

Prices and free plans change often. Check each provider's pricing page before you sign up.

Setting it up

1. Sign up with your chosen provider and add your domain.
2. The provider gives you a few **DNS records** to add at your registrar or host. Send them to us and we'll add them, or add them yourself.
3. Create your mailbox (hello@, contact@, or your first name all read well) with a strong, unique password, and turn on MFA.
4. Add the account to your phone and computer using the provider's instructions.
5. Tell us the address so your website's form emails come from it.

Stop people faking your email address

Three DNS records prove your emails really come from you, and keep your real emails out of spam folders. Your email provider tells you exactly what to add:

- **SPF:** a list of the services allowed to send email as your domain (your email provider, your website, your newsletter tool).
- **DKIM:** a digital signature your provider adds to every email.
- **DMARC:** tells other inboxes what to do with fakes. Start at "none" with reports on, check that all your real email passes, then move to "quarantine" and, eventually, "reject".

Your newsletter tool needs to be included too

When you start sending newsletters, your newsletter tool will give you its own SPF and DKIM settings. Add them, or your newsletters may land in spam.

6. Your contact form

Your contact form works from day one. Every message is emailed to you and also saved to a database, so nothing gets lost if an email goes astray.

How it works

- A visitor fills in the form and presses send.
- You get an email at the address you gave us. You can have it go to more than one address.
- A copy is saved in your site's database, which we can export for you as a spreadsheet at any time.

Test it before launch

1. Send yourself a test message from the live site.
2. Check that it arrives, including your spam folder. If it lands in spam, mark it "not spam" and check that SPF and DKIM are set up (section 5).
3. Reply to it, to check the reply goes to the visitor's address.

Add Cloudflare Turnstile (free spam protection)

Turnstile is a free, mostly invisible "are you human?" check from Cloudflare. Real visitors rarely notice it; bots get stopped. It protects your contact form and your newsletter signup.

1. Create a free account at **cloudflare.com** and turn on MFA. You don't need to move your domain to Cloudflare.
2. In the Cloudflare dashboard, open **Turnstile** and choose **Add widget** (or Add site).
3. Give it a name, add your domain, and choose the **Managed** mode.
4. Cloudflare shows you two keys: a **site key** (public) and a **secret key** (private). Save both in your password manager.
5. Send us both keys through a secure method (a password manager share, or tell us and we'll arrange one; never in a plain email), and we'll switch Turnstile on and test your forms.

Hosting your site yourself (section 16)? The keys go in `config.php`, between the quotation marks on the Turnstile lines; if there are none, ask us to add Turnstile to your forms.

Phishing

- Be wary of messages that flatter your work and point you to a “shared folder” or “proposal” link. That’s a classic phishing trick. Check the sender’s real address, and if in doubt, contact them another way.

7. Your newsletter signup

Your site already collects newsletter signups. To actually send newsletters, you connect a newsletter tool.

What’s already working

Every signup is saved in your site’s database with the person’s consent. That list is yours. We can export it for you as a spreadsheet (a CSV file) whenever you like, and during your first year this is included as one of your monthly small edits.

Recommended newsletter tools

Tool	Good for	Notes
MailerLite	Most small businesses	Easy editor, good templates, fair pricing as your list grows.
Kit (formerly ConvertKit)	Creators and coaches	Strong at automated welcome emails and selling digital products.
Mailchimp	If you already know it	Well known and full-featured; more expensive as you grow.
Brevo	Sending lots of email to a mid-size list	Priced by emails sent rather than by contacts.

Free plans got smaller in 2026

Mailchimp and MailerLite both cut their free plans this year, to around 250 contacts. A free plan is fine to start, but budget for a paid plan once your list grows, and check current limits before choosing.

Moving your signups into your tool

1. Create an account with your chosen tool and set up one list (some tools call it an audience).
2. Ask us for your subscriber export, or download it yourself if you manage your own hosting (section 16).

3. In your tool, choose **Import contacts** and upload the file. Mark the contacts as having given consent; they did, on your site.
4. Repeat monthly to bring in new signups. If your list grows quickly, ask us about connecting the form directly to your tool.

Your first newsletter

- Use your logo and brand colours in the template, so it matches your site.
- Make sure your business name, mailing address, and unsubscribe link are in the footer. Most tools add them automatically; CASL requires them.
- Always send a test to yourself first.

“Subscription” can also mean paid subscriptions

If you want to sell memberships, subscription boxes, or recurring services, that’s part of the Shop look’s storefront (section 14), or a custom quote for other looks.

8. Making changes to your site

There are two ways to change your site. During your first year, the easiest is to ask us.

Option 1: ask us (included)

Email **contact@penichecomms.ca** with the page, what it says now, and what it should say. Screenshots help. Up to two small edits a month are included; we’ll let you know before starting anything bigger.

Option 2: edit it yourself

Your site’s words live directly in its page files, which keeps it fast and simple. Editing is safe as long as you follow one rule.

The one rule

Only change the words between the tags. Never change anything inside angle brackets `< >` , and never change anything between `<?php` and `?>` .

For example, in `<h1>Quality work, done right</h1>` , you’d only change “Quality work, done right”.

1. **Save a copy first.** Download the file you’re about to change. That’s your undo button.
2. Open the file in an editor (section 9).
3. Change only the words, and save.
4. Upload it and check the live page, on your phone too.

5. Made a mistake? Upload your saved copy and you're back where you started.

Where things live

To change	Look in
Business name, tagline, contact email, location	<code>config.php</code> (one place for the whole site)
Page words	The page's own file, for example <code>about.php</code>
Menu and footer links	The shared header and footer files in <code>includes/</code>
Logo and photos	<code>assets/img/</code> (see section 10)

Please let us know first

While we're managing your site, tell us before you edit files yourself, so our updates and backups don't overwrite your changes.

9. Free tools for viewing and editing

You never need to buy software to edit your site. These free tools make it easier and safer.

Tool	What it's for	Good to know
Your host's File Manager	Quick edits right on the server	Built into Hostinger and most hosts, with a simple editor. Changes are live as soon as you save, so save a copy first.
Visual Studio Code (VS Code)	The best free editor for your site's files	Free from Microsoft for Mac and Windows. Colours the code so it's easy to see which parts are words and which are tags.
Live Server (a free add-on for VS Code)	Previewing pages on your computer before uploading	Shows the look of a page as you edit. PHP parts (like forms) only work once uploaded to your host.
vscode.dev and github.dev	Editing in your browser, with nothing to install	The same editor in a web page. Press the full stop (.) key on your GitHub repository to open it (section 11).
CodePen	Experimenting safely with a snippet of HTML, CSS, or JavaScript	Paste in a section to try a change before touching your real site. It doesn't run PHP, and free "pens" are public, so never paste passwords or private details.
FileZilla	Moving files between your computer and your host	Free. Drag files across like a second folder. Use the SFTP settings your host provides.

Avoid word processors

Don't edit site files in Word, Pages, or Google Docs. They add hidden formatting and "smart" quotes that can break a page. Use one of the editors above.

10. Branding

We set up your branding before launch. This section is for later changes, such as a new logo or a seasonal photo.

Logo (no code)

1. Save your new logo in the same file type as the old one (SVG, or PNG with a transparent background).
2. Give it **exactly the same file name** as the file it replaces.
3. Upload it to `assets/img/logo/`, replacing the old file. Every page updates at once.

Photos (no code)

Same rule: same file name, same folder, replace the old file. Resize large photos first (about 1,600 pixels wide is plenty) so your site stays fast. Free tools like Squoosh shrink file sizes without losing quality.

Colours (a small edit)

Your colours are set once, near the top of the shared header file, as a short, labelled list of colour codes. Change the code for the main shade (marked 500), save, and check the site before changing the next one. Check that text is still easy to read against its background; free contrast checkers like WebAIM's can help.

Fonts

Your heading font comes from Google Fonts and is easy to swap. The body font is stored on your site and takes more care. Font changes are a good one to ask us about.

11. Keep a copy on GitHub

GitHub is a free, private online home for your site files that remembers every version. If something ever goes wrong, you can see what changed and get the old version back.

Why it's worth 20 minutes

- A safe copy of your site that doesn't depend on any one host, including us.
- A history of every change: who changed what, and when.
- Free security alerts from Dependabot (below).
- Edit in your browser with github.dev (section 9).

Set it up (no command line needed)

1. Create a free account at **github.com** and turn on two-step sign-in (MFA) right away.
2. Choose **New repository**. Name it after your site, for example *yourbusiness-website*, and set it to **Private**.
3. Unzip your site files on your computer. On your new repository's page, choose **Add file** → **Upload files** and drag the files in.
4. Write a short note, like "My website at launch", and choose **Commit changes** (GitHub's word for save).
5. Each time your site changes, upload the changed files the same way, with a note saying what changed.

Never upload config.php

config.php holds your database password and other private settings. Keep it off GitHub, even in a private repository. If it ever is uploaded by mistake, tell us and change the passwords in it.

Turn on Dependabot alerts

Dependabot is a free GitHub tool that watches the building blocks your site uses and emails you if one has a known security problem.

1. In your repository, open **Settings**.
2. Choose **Code security** (called **Advanced Security** on some accounts).
3. Next to **Dependabot alerts**, choose **Enable**. Turn on **Dependabot security updates** too, if offered.

Your site is deliberately built with very few outside parts, so alerts will be rare. That's a good sign, not a sign it isn't working. If one does arrive, forward it to us; during your first year, applying the fix is part of your management.

12. Security and backups

Your site was built with protections already in place. Your part is mostly good habits.

Already built in (please leave these alone)

- **config.php lives outside the public folder**, so no web address can ever show it.
- **Hidden .htaccess files** block private folders from being viewed in a browser. They may look empty; don't delete them.
- **Forms are checked and stored safely**, so harmful input can't damage your database.
- **HTTPS** (the padlock) is on for every page.

Your habits

- ☐ Turn on MFA for your email, domain registrar, GitHub, newsletter tool, payment accounts, and social media.
- ☐ Use a password manager, with a different password for every account.
- ☐ Store MFA backup codes in your password manager, not in your Downloads folder.
- ☐ Remove former staff and freelancers from every account, and change shared passwords when someone leaves.
- ☐ Keep Cloudflare Turnstile on your forms (section 6).
- ☐ Keep your own copy of your site files and subscriber list (GitHub, plus a cloud drive), updated monthly.

Backups

During your first year, we run automated backups and can restore your site if anything goes wrong. A backup that lives only on the same server isn't enough on its own, which is why we also recommend your own GitHub copy and a monthly download of your subscriber list.

Want more detail?

Our free Website Security Checklist walks through all of this in plain language, with a printable version: penichecomms.ca/pages/posts/website-security-checklist

13. Bistro: your live menu

Your menu lives in a Google Sheet. Change the sheet, and your website's menu updates on its own within about five minutes.

How your sheet is laid out

Each row is one menu item. The first row holds these column names, exactly as written:

Column	What goes in it	Example
Section	The menu heading the item sits under	Mains
Item	The dish or drink name	Roasted squash risotto
Description	A short description	Sage brown butter, parmesan, toasted seeds
Price	The price	24
Dietary	Codes, separated by commas: V (vegetarian), VG (vegan), GF (gluten-free), DF (dairy-free)	V, GF
Sold out	Type yes to mark it sold out; leave blank otherwise	yes
Special	Type yes to feature it in today's specials on your homepage	yes

Everyday updates

- **Sold out tonight?** Type yes in Sold out. Clear it tomorrow.
- **New special?** Add a row and type yes in Special.
- **Price change?** Edit the Price cell.
- **New section?** Type a new name in the Section column; items appear in the order of your rows.

Three things that stop the menu updating

- **Renaming or deleting a column heading** in the first row. Keep them exactly as listed above.
- **Changing the sheet's sharing.** It must stay on "Anyone with the link: Viewer". That lets your website read it; it can't edit it.
- **Making a copy of the sheet.** Your site reads one specific sheet. Keep editing the original, or tell us the new one's link.

Built-in safety net

If the sheet can't be read for any reason, your site keeps showing the last menu that worked, so customers never see a blank page. Fix the sheet and the menu catches up within about five minutes.

Tip: Google Sheets keeps a version history (File → Version history), so you can always get an earlier menu back.

14. Shop: your online storefront

Your Shop look combines your website with Hostinger's online store, which handles your products, cart, checkout, and orders.

How it fits together

- **Your website** (all the pages in this guide) shows your brand and links to your store.
- **The store** holds products, prices, stock, payments, shipping, and orders. You manage it from Hostinger's store dashboard, with no code at all.

Getting ready to sell

1. **Connect payments.** Set up a payment provider in the store dashboard, such as Stripe or PayPal, and verify your business details with them. Payouts go to your bank account.
2. **Add your products.** For each one: name, price, photos, description, and stock (or "unlimited" for digital items and services). We can do this for you as an add-on.
3. **Set up shipping** for physical products: where you ship, your rates, and any free-shipping threshold. Offer local pickup if it suits you.
4. **Set up taxes.** Add GST/HST (and PST or QST where it applies) once you're registered.
5. **Write your store policies:** shipping, returns and refunds, and digital download terms. Link them from your Terms of Service.
6. **Place a test order** before launch, then refund it.

Sales tax in Canada

Most small businesses don't have to register for GST/HST until their sales pass \$30,000 in four consecutive quarters, but some choose to register sooner. Rules differ by province and by what you sell, so check with an accountant or the Canada Revenue Agency before you start charging tax.

What you can sell

Physical products, digital downloads, services, gift cards, and donations. Appointment booking and recurring subscriptions are available as an add-on setup.

Running your store day to day

- New orders appear in your store dashboard, and you get an email for each one.
- Mark orders as shipped and add tracking numbers there; customers are notified automatically.
- Keep stock counts current so you never sell something you don't have.
- Customers who opt in at checkout can be added to your newsletter list (section 7).

Store features and menu names belong to Hostinger and change from time to time. Hostinger's help centre has the latest steps.

15. Launch checklist

We run our own checks before launch. Please go through these too; you know your business best.

- ☐ Your site opens at `https://yourdomain` with the padlock showing.
- ☐ Every page has your real words: no "Lorem ipsum", no placeholder credentials or reviews.
- ☐ Your Terms of Service and Privacy Policy are your real, final versions.
- ☐ The contact form test message arrived, and Cloudflare Turnstile is on (section 6).
- ☐ A test newsletter signup was saved (ask us to confirm).
- ☐ Your link-in-bio page has your real social links, and its address is in your social media bios.
- ☐ You've checked the site on a real phone, not just a narrow browser window.
- ☐ Your email on your domain sends and receives, and SPF, DKIM, and DMARC are set (section 5).
- ☐ Your domain is on auto-renew, with a calendar reminder a month ahead.
- ☐ MFA is on for your email, registrar, and GitHub.
- ☐ **Bistro:** your sheet is shared as "Anyone with the link: Viewer", and a test change showed up on the site.
- ☐ **Shop:** payments are connected, and a test order went through and was refunded.

Then share it

Add your link to your Google Business Profile, social media bios, email signature, and business cards.

16. After your first year

You have two choices when your included year ends. We'll remind you a month ahead.

Option 1: keep hosting with us

Renew your hosting and management, and nothing changes. Ask us for the current renewal price.

Option 2: host it yourself

Your site runs on almost any standard web host. Look for a plan with:

- **PHP 8 or newer**, and at least one **MySQL database**.
- **A free SSL certificate** (the padlock).
- **A control panel** with a File Manager and phpMyAdmin (common names: hPanel, cPanel, Plesk).
- **Automatic backups**, and ideally an included email mailbox.

We'll give you a full, current copy of your site files and a database export. Moving takes these steps, and we can do any of them for you as a one-off:

1. Upload the site files to your new host's public folder (usually called `public_html`).
2. Put `config.php` one folder **above** the public folder, never inside it.
3. Create a MySQL database and import your database export with phpMyAdmin.
4. Update the database name, username, and password in `config.php`.
5. Turn on SSL and "force HTTPS".
6. Point your domain at the new host, then run the launch checklist again.

Bistro and Shop when you move

The Bistro menu moves with your site files; your Google Sheet stays the same. The Shop storefront runs on Hostinger's online store, so it needs a Hostinger store plan of your own; ask us before moving a Shop site.

17. Getting help

Try these first

- **Just changed your domain or SSL settings?** Wait. Both can take from a few minutes up to 48 hours.
- **A page looks broken after an edit?** Upload your saved copy (section 8). A missing bracket or quote mark is the usual cause.

- **Form emails not arriving?** Check your spam folder, then check SPF and DKIM (section 5).
- **Bistro menu not updating?** Check the three things in section 13.

Contact us

Email **contact@penichecomms.ca** with the section number from this guide and what you're seeing. A screenshot speeds things up. Any step in this guide can be handed to us as a one-off, so you never have to choose between doing everything yourself and nothing.

Glossary

Term	Meaning
Domain	Your web address, like yourbusiness.ca. Rented yearly from a registrar.
Registrar	The company you buy and renew your domain from.
Hosting	The computer that stores your site and shows it to visitors.
DNS, nameservers	The internet's address book: settings that connect your domain to your host and your email.
SSL, HTTPS	Encryption that protects visitors and shows the padlock in the address bar.
public_html	The one folder on your host that visitors can see. Everything else stays private.
config.php	The private settings file: business details and database passwords. Kept outside public_html and off GitHub.
Database, MySQL	Where your form messages and newsletter signups are stored.
phpMyAdmin	A tool most hosts provide to view and export your database without code.
CSV	A simple spreadsheet file that opens in Excel, Numbers, or Google Sheets.
GitHub, repository	A free online home for your site files with full version history. A repository is one project's folder.
Dependabot	GitHub's free tool that alerts you to security problems in your site's building blocks.
Cloudflare Turnstile	A free, mostly invisible check that stops bots from using your forms.
MFA	Multi-factor authentication: a code from your phone as well as your password.
SPF, DKIM, DMARC	DNS records that prove your emails are really from you.
CASL	Canada's anti-spam law for marketing email: consent, identification, and unsubscribe.
PIPEDA, PIPA	Canadian privacy laws covering personal information you collect, such as form messages.

Guide current as of October 2026. Prices and features of outside services change; check each provider's website before you sign up.