

CASE STUDY

# End-to-End Document Automation for Latvian SIA Registration

A self-built service that prepares the full Latvian SIA registration document package in 30 minutes. WordPress + Forminator + Google Apps Script + Stripe, running solo in production.

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# 1. Project Overview

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sia-dokumenti.lv is a niche online service that prepares the full document package required to register a new SIA or Mazkapitāla SIA in Latvia, or to file changes against an existing company. It removes the typical bottleneck of business registration: the time and uncertainty of preparing statutes, articles of association, the founders' decision, and Companies Register submission forms (KR4 / KR18) manually or via a lawyer.

The service was built end-to-end as a side project after we registered our own company and experienced the documentation process first-hand. The pain points were obvious: unclear instructions, dozens of overlapping forms, no single source of truth, and turnaround times measured in days rather than minutes. The site automates the whole flow: a guided multi-step form collects the founders' data, a backend generates each document from official Latvian Companies Register templates, and the customer receives the package immediately after a card payment. Pricing starts at 30 EUR for full SIA registration and 20 EUR for company change documents.

## 2. Challenges & Objectives

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### Challenges

- **Document depth:** SIA registration requires up to 7 distinct documents (founding agreement or sole-founder decision, articles of association, shareholders' register, KR4 application form, address consent, optional VAT application, optional specific-time registration application). Each has conditional sections that depend on company type, founder count, and add-on selections.
- **Mazkapitāla SIA constraints:** Komerclikums § 185<sup>1</sup> imposes specific limitations (max 5 founders, all natural persons, board members must be shareholders, no extraordinary dividends). These rules had to be enforced at form-validation time and reflected in the generated documents.
- **Cadaster validation:** the legal address requires a building cadaster number (14 digits) and an apartment cadaster number (17 digits). Customers routinely entered the wrong one (registry number vs. designation). A bad cadaster means UR rejects the application and the customer waits another week.
- **Payment plus document delivery in one transaction:** the experience promises documents in 30 minutes. That meant integrating Stripe checkout, payment-success webhook, document generation, invoice generation, and email delivery into a single async pipeline.

- **Brand and SEO separation:** the parent IT consulting brand had no business hosting consumer-facing SIA-registration content. A separate domain, separate WordPress install, and separate content tree had to be set up and SEO-migrated without losing existing search rankings.

## Objectives

- Reduce time-to-documents from "days with a lawyer" to **under 30 minutes, fully self-service**.
- Generate documents that pass Companies Register review on the first submission, every time.
- Make the form intuitive enough that a first-time founder with no legal background can complete it without help.
- Build the entire stack on tools already familiar to a small business operator (WordPress, Google Workspace, Stripe) so the system stays maintainable solo.

## 3. Solution & Approach

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The architecture is intentionally boring on purpose. Every layer uses a managed service, and every integration point uses standard webhooks or REST APIs. There is no custom server, no Docker, no message queue. A single operator can debug any incident from a laptop.

**Frontend (WordPress + Forminator):** a 5-step Forminator multi-step form on sia-dokumenti.lv collects company name, address, founders, board structure, capital, NACE codes, and add-on selections. Conditional logic shows or hides fields based on company type and founder count. Custom JavaScript validates cadaster numbers in real time and blocks submission until they are correctly formatted.

**Backend (Google Apps Script):** on form submission, Forminator posts the entire payload to a Google Sheet via a built-in integration. An Apps Script trigger watches new rows, normalizes the data (handling Forminator's changing label/value behavior), and calls a document generator. Each document type (founders' agreement, statutes, KR4, KR18, etc.) has a Google Docs template with named placeholders. The script does string substitution, applies conditional sections (single founder vs. multiple, with/without VAT registration), and exports each document as PDF (with optional DOCX) into a per-customer Google Drive folder.

**Payments (Stripe):** the form embeds a Stripe Checkout flow as the final step. The card-charge transaction ID is stored alongside the customer data in the sheet. An Apps Script function generates a numbered invoice from a template, including the Stripe transaction ID for accounting.

**Delivery (Gmail via Apps Script):** a templated email assembles the document attachments and a step-by-step "what to do next" section (sign with eParaksts, open a bank account, deposit capital, submit to UR). The same script also handles transactional reminder emails for the bank-transfer payment path.

**SEO and content (separate domain):** sia-dokumenti.lv hosts a content marketing layer of 30+ Latvian-language articles on registration topics, with internal linking to the form. AIOSEO handles meta data; a 301 redirect map migrated 29 articles from the parent IT-consulting domain to the new niche brand without losing search rank.

## 4. Technologies & Tools

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Area	Tools
Site & CMS	WordPress + Divi theme, AIOSEO for SEO, ACF for per-post CTA fields
Forms	Forminator multi-step forms with conditional logic and Stripe integration
Validation	Custom JavaScript layered over Forminator for live cadaster format checks
Backend	Google Apps Script (JavaScript) on time-driven and submit-driven triggers
Storage	Google Sheets (form submissions, customer state), Google Drive (generated documents)
Document templating	Google Docs templates with placeholder substitution and PDF export
Payments	Stripe Checkout, embedded directly in the Forminator final step
Email	Gmail send via Apps Script Mail service, templated invoices and document delivery
Hosting	Hostinger LiteSpeed for both old and new WordPress sites
Analytics	Google Search Console, Google Tag Manager via Site Kit
Migration tooling	Custom Python scripts using WP REST + AIOSEO REST + Redirection plugin REST

The deliberate absence of a custom backend keeps operating costs near zero (Apps Script and Stripe both have generous free tiers), and any failure is a single-tool problem, not a system-wide outage.

## 5. Hard Problems Solved

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A few specific problems where the obvious solution was wrong:

### Forminator label-vs-value regression

A Forminator plugin update silently changed how form submissions serialize select/radio/checkbox fields to the spreadsheet integration: where previously the short option *value* was sent (e.g., `card`, `yes`), the plugin started sending the full localized *label* (e.g., `Maksāt ar karti (saņemt dokumentus uzreiz e-pastā)`). Every downstream Apps Script conditional that did strict equality checks broke. The fix layered a label-to-value normalization step in the Apps Script ingestion path, derived from the Forminator form export, so downstream code keeps working regardless of the plugin's serialization choice.

### Cadaster validation that beats the form's default submit handler

Forminator's built-in validation does not understand Latvian cadaster format rules. The custom JS hooks both the per-step "Next" button and the final submit event using capture-phase listeners, blocking advancement until the 14- and 17-digit format rules pass. Inline error messaging includes a link to [kadastrs.lv](https://kadastrs.lv) for self-help.

### Document templating with conditional sections

The same statutes document differs slightly between a single-founder *mazkapitāla SIA* and a multi-founder full *SIA*. Rather than maintain 6 separate templates, each template is annotated with section markers; the generator prunes or keeps sections based on the customer's data before substituting placeholders. One template per document type, conditional sections for the variants.

### Multi-step form data normalization

Forminator stores each step's fields independently in the submission. Some fields are repeated across steps for UX reasons, and the Apps Script needs the canonical version. A normalization pass dedupes and prefers later-step values (where the customer reviewed and confirmed), keeping the document generator code clean of conditional fallback logic.

### Migration without losing SEO

The 29 published articles on the parent IT-consulting domain had to move to the new niche domain without losing accumulated search rank. The migration kept slugs identical across domains, set up 301 redirects in both Latvian (`/lv/`) and English (`/en/`) URL spaces, and

submitted a fresh sitemap to Google Search Console on the new domain. Verified end-to-end with a Python redirect-checker before flipping the switch.

## 6. Key Achievements

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- **30-minute pipeline:** from form submission to documents-in-inbox averages under half an hour, including Stripe payment processing.
- **Three document workflows live:** full SIA registration, mazkapitāla SIA registration (with all Komerclikums § 185<sup>1</sup> constraints enforced), and KR18-based company changes (name, address, board, capital).
- **Pricing transparency:** registration documents from 30 EUR, change documents from 20 EUR. No hidden fees; state fees paid separately to UR.
- **SEO-clean migration:** 29 articles, 58 redirect rules (LV + EN), zero broken inbound links.
- **Solo-operable:** the entire stack is maintainable by one person from a laptop, with debugging confined to either Apps Script logs or WP admin.
- **Compliant by construction:** document templates derive from the official Latvian Companies Register source forms, so generated outputs pass first-submission review without manual touch-up.

## 7. Specific Features

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- 5-step guided form with progress indicator and conditional logic — fields appear or hide based on company type, founder count, and add-on selections.
- Real-time cadaster validation with format hints and a link to kadastrs.lv for the source of truth.
- Dynamic pricing recalculated on the fly as add-ons (DOCX export, VAT application, specific-time registration) are toggled.
- Stripe Checkout with card payment as the final step; bank-transfer fallback flow with auto-generated invoice for those who prefer it.
- Documents delivered as PDF (always) and DOCX (optional) directly to the customer's email within 30 minutes.
- "What to do next" guide built into the delivery email: signing instructions, bank-account opening, capital deposit, UR submission.
- Two-direction CTA architecture on the homepage: visitors who already know which type of SIA they want skip directly to the form; undecided visitors see a comparison

block first.

- Full Latvian-language content marketing layer (30+ articles) targeting the most-searched SIA-registration questions.

## 8. Project Summary

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sia-dokumenti.lv is a niche, fully automated document-preparation service for Latvian SIA registration and changes. It uses a deliberately small stack — WordPress, Forminator, Google Apps Script, Stripe, Google Docs — chosen so the entire system stays maintainable by one operator. Customers complete a guided web form, pay with a card, and receive a complete, legally compliant document package by email in under 30 minutes. The service launched in 2025 and runs continuously in production today.

## 9. Reflection

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This started as a side project triggered by registering our own SIA and being unimpressed with the available options. The interesting design constraint was that the operator (us) is also the developer, support team, and accountant — which forced a stack with no surprises. Most of the engineering time went into edge cases that don't look like engineering until they break: Forminator changing its serialization, cadaster numbers being entered as registry numbers, mazkapitāla SIA having quirky law-imposed constraints that the form has to enforce. The lesson reinforced is that in document automation, 80% of the work is correctly modelling what the input data actually looks like — not the code that produces the output.

If you are considering a similar project — a document-heavy regulated workflow that needs to be made self-service — much of the architecture in this build is reusable. The same Forminator + Apps Script + Google Docs pattern handles permits, applications, contracts, certifications. The integration points are standard webhooks; the document templating is just structured string substitution; the operator interface is a Google Sheet. We are happy to talk through similar builds.