Webflow-to-HubSpot mapping and launch checklist

Define each field's meaning before connecting the form. Fill in internal property names, allowed values and the authoritative source.

Project / team: _____ Owner: _____
Date / edition: _____ Must-have outcome: _____

Website value	CRM property / type	Rule / allowed values
Contact email / matching identifier		
Selected service / request type		
Language and relevant page path		
Form identifier / campaign context		
Communication preference / approved handling		
Responsible owner and fallback team		
New request from an existing contact		

Complete the blank fields with your actual configuration. The prompts are a working template, not evidence that the setup is already implemented.

Validate before you commit

Use one realistic scenario and one exception. Note the actual evidence, not only whether the connector or platform reports success.

[ ] The embed or native connection method is documented.

[ ] Each visible field maps to the intended internal property.

[ ] A new and an existing contact produce the intended result.

[ ] Missing and invalid inputs are tested in each language.

[ ] The owner receives context and an explicit next action.

[ ] Mobile confirmation and real-domain behaviour are checked.

[ ] Tracking is checked separately from CRM record creation.

Critical blocker / missing evidence

Next action / responsible person

Decision / next review date

Reference / Referenz:
https://help.webflow.com/hc/en-us/articles/43622144937491-Install-and-use-the-HubSpot-Forms-App

Implementation guidance, not a performance guarantee. Verify current product scope and requirements before purchase or rollout.