

Cloudflare Pages Deployment - How It Works

What is Cloudflare Pages?

Cloudflare Pages is a free hosting platform that deploys your site directly to Cloudflare's edge network (300+ cities worldwide). No origin server needed. No hosting costs. Your files live on Cloudflare's network and are served from the location closest to whoever visits your site.

Why We Chose This Over Squarespace

	Squarespace	Cloudflare Pages
Cost	\$16-33/month	Free
Hosting	Squarespace servers	Cloudflare's edge (300+ cities)
Architecture	User → Cloudflare → Squarespace	User → Cloudflare (that's it)
Control	Drag-and-drop templates	Full code control
Learning value	Low	High — you're building on the platform you sell
Sales story	"I use Cloudflare for DNS"	"I built my entire site on Cloudflare, no origin"

The Architecture

OLD (with Squarespace): User → Cloudflare DNS → Cloudflare Edge → Squarespace (origin server) NEW (Cloudflare Pages): User → Cloudflare DNS → Cloudflare Edge (site lives here) → Done.

There is no origin. The HTML, CSS, and JavaScript files are deployed directly to Cloudflare's network. When someone visits saltwaterbrc.com, the nearest Cloudflare data center serves the page. No round trip to a backend server.

The Tools

Wrangler CLI

Wrangler is Cloudflare's command-line tool. Think of it as the bridge between your laptop and Cloudflare's network. You write code locally, then Wrangler pushes it to the edge.

```
npm install -g wrangler
```

```
wrangler login
```

Claude Code

Claude Code writes the actual HTML/CSS/JS for the site. You describe what you want, Claude builds it, then you deploy with Wrangler. AI writes the code, Cloudflare hosts it.

How to Deploy

```
cd ~/Documents/Claude/SaltWaterBRC/site
```

```
wrangler pages deploy . --project-name=saltwaterbrc
```

That's it. Wrangler uploads your files to Cloudflare Pages and gives you a live URL (e.g., saltwaterbrc.pages.dev).

Every time you make changes, just run that deploy command again.

Connecting Your Custom Domain

After the first deploy, you connect saltwaterbrc.com:

1. Go to Cloudflare Dashboard → Pages → saltwaterbrc project 2. Custom Domains → Add saltwaterbrc.com and www.saltwaterbrc.com 3. Cloudflare automatically updates DNS to point to Pages

Then remove the old Squarespace A records and CNAME — they're no longer needed.

The Sales Version

"I host my personal site entirely on Cloudflare Pages. There's no origin server — the site is deployed directly to the edge network across 300+ cities. DNS, hosting, security, and performance all run through Cloudflare. Total hosting cost is zero dollars a month. This is the same platform your development teams can use to deploy applications at scale."