

DNS Setup - How It Works

Current Architecture: Cloudflare Pages (No Origin Server)

saltwaterbrc.com is hosted entirely on Cloudflare Pages. There is no external origin server — no Squarespace, no AWS, no VPS. Cloudflare IS the host. When someone visits the site, the content is served directly from Cloudflare's edge network in 300+ cities worldwide.

How DNS Works Now

Cloudflare is the authoritative DNS for saltwaterbrc.com. When the site is on Cloudflare Pages, DNS is handled automatically — Cloudflare points the domain to its own Pages infrastructure. No A records pointing to an external server. No CNAME to a third-party host.

The flow:

1. User's browser asks "where is saltwaterbrc.com?" 2. Cloudflare DNS responds — pointing to Cloudflare's own edge 3. Cloudflare Pages serves the site directly from the nearest edge location 4. Workers, security rules, caching, and performance all run inline — no round trip to an origin

User → Cloudflare DNS → Cloudflare Edge (Pages + Workers + WAF + Cache) → Response

There's no origin hop. The edge IS the server. That's the key difference from a traditional architecture.

How It Used to Work (Squarespace Origin — Removed Feb 9, 2026)

Originally, the site was hosted on Squarespace and Cloudflare sat in front as a reverse proxy. DNS had A records pointing to Squarespace's servers (198.185.159.x and 198.49.23.x) and a CNAME for www pointing to ext-cust.squarespace.com. Every request went through Cloudflare's edge first (orange cloud = proxied), then forwarded to Squarespace for the actual content.

That architecture is what most Cloudflare customers use today — AWS/GCP/Azure as origin, Cloudflare as the intelligent layer in front. It's still the core sales motion:

User → Cloudflare DNS → Cloudflare Edge (proxy, cache, WAF, Workers) → Origin (AWS, GCP, etc.)

Why We Moved Off Squarespace

- Squarespace cost \$16-33/month. Cloudflare Pages is free.
- Better architecture — no origin means faster, simpler, cheaper.
- Better sales story — "I host my site entirely on the platform I sell."
- Full control over the stack — Workers, R2, DO, Workers AI, all native.

The Sales Angle