

## # Development Guide: Growing the 5th C Finance Website

**\*\*For: Non-Technical Stakeholders\*\***

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**## What You Have Now**

Your website is currently a \*\*"coming soon" landing page\*\* that lives on Cloudflare Pages. Think of it like a digital billboard - it's a single page with an email signup form.

**\*\*Current Setup:\*\***

- One HTML file (the page structure)
- One CSS file (the styling/colors)
- One JavaScript file (the email form)
- One background image

**\*\*How It Works:\*\***

1. You edit files on your computer
2. You run a command to upload them to Cloudflare
3. The website updates immediately at <https://5thc.finance>

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**## When You're Ready to Build the Full Website...**

You have **3 main paths** forward. Here's the simple breakdown:

**### Option 1: Keep It Simple (Recommended for Small Sites)****\*\*What:\*\*** Add more HTML pages to what you have now**\*\*Best For:\*\*** 5-10 page websites (About, Services, Contact, etc.)**\*\*How It Works:\*\***

- Create `about.html`, `services.html`, etc. in the same folder
- Copy the header/footer from your current page
- Add a navigation menu with links between pages

**\*\*Pros:\*\***

- Super simple - anyone can edit HTML
- No new tools to learn
- Keep your current deployment process
- Lightning fast website

**\*\*Cons:\*\***

- If you change the header, you update it on every page manually
- Gets tedious with 10+ pages

**\*\*Example Structure:\*\***

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```
public/
  index.html      (home/coming-soon page)
  about.html      (about 5th C)
  services.html   (ag finance products)
  contact.html    (contact form)
  assets/         (same CSS/JS/images)
```
  
```

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### ### Option 2: Add a Content Management System (CMS)

\*\*What:\*\* A dashboard where you can edit content without touching code

\*\*Best For:\*\* Teams with content editors who don't code

\*\*How It Works:\*\*

- Install a CMS tool (like Decap CMS or CloudCannon)
- Content editors log into a dashboard
- They write/edit pages like using Google Docs
- The system converts it to HTML automatically

\*\*Pros:\*\*

- Non-coders can update content
- Visual editor (what you see is what you get)
- Still deploys to Cloudflare Pages

\*\*Cons:\*\*

- Initial setup takes a few hours
- One more system to maintain

\*\*Recommended Tools:\*\*

- \*\*Decap CMS\*\* (free, open-source, works with your current setup)
- \*\*CloudCannon\*\* (paid, \$45/month, very user-friendly)

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### ### Option 3: Use a Static Site Generator

\*\*What:\*\* A tool that builds your website from templates + content files

\*\*Best For:\*\* 20+ page sites, or sites that need a blog

\*\*How It Works:\*\*

- You create template files (header, footer, page layouts)
- You write content in simple markdown files
- You run a command that combines them into a full website
- You deploy the generated files to Cloudflare

\*\*Think of it like:\*\* Mail merge in Word – you have one letter template, and it creates 100 personalized letters.

\*\*Pros:\*\*

- One header file updates all pages
- Great for blogs and documentation
- Still deploys to Cloudflare Pages
- Content is in simple text files (easy to edit)

\*\*Cons:\*\*

- Requires running build commands
- Steeper learning curve

\*\*Popular Tools:\*\*

- \*\*Hugo\*\* (super fast, Go-based)
- \*\*11ty\*\* (JavaScript-based, flexible)
- \*\*Astro\*\* (modern, component-based)

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## ## What We Recommend

\*\*Start with Option 1\*\* (add more HTML pages) until you hit \*\*5–7 pages\*\*.

\*\*Then:\*\*

- If you need \*\*non-coders to edit content\*\* → Add a CMS (Option 2)
- If you're building a \*\*large site or blog\*\* → Switch to a generator (Option 3)

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## ## What Stays the Same No Matter What

- \*\*Hosting:\*\* Still Cloudflare Pages (free, fast, global)
- \*\*Domain:\*\* Still <https://5thc.finance>
- \*\*Deployment:\*\* Still one command to publish changes
- \*\*Your Design:\*\* All your colors, animations, and branding transfer

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## ## Technical Requirements (for whoever does the work)

\*\*You Need:\*\*

- A computer with a code editor (VS Code is free)
- Wrangler CLI installed (Cloudflare's tool)
- Access to the GitHub repository
- Cloudflare account access

\*\*You Don't Need:\*\*

- A web server (Cloudflare handles it)
- A database (unless you want dynamic features later)
- Expensive hosting fees (Cloudflare Pages is free)

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## ## Next Steps

1. \*\*Decide:\*\* How many pages will the full website have?
2. \*\*Decide:\*\* Who will update content? Coders or non-coders?
3. \*\*Choose:\*\* Pick Option 1, 2, or 3 based on your answers
4. \*\*Budget:\*\* Estimate time (Option 1 = days, Option 2/3 = weeks)

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## ## Questions to Ask Your Developer

- "How many pages before we need a better system than plain HTML?"
- "Can we add a CMS to our current setup without rebuilding?"
- "What's the cost difference between these options?" (mostly time, not money)
- "How do I preview changes before publishing?"

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## ## Summary (TL;DR)

\*\*Current:\*\* Single-page static site on Cloudflare Pages

\*\*Future Options:\*\*

1. Add more HTML pages (simple, small sites)
2. Add a CMS (non-coders can edit)
3. Use a site generator (large sites, blogs)

\*\*Recommendation:\*\* Start simple, upgrade when needed.

\*\*Cost:\*\* Hosting is free. Development time is the only cost.

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