

Work Smarter Analytics — Website Handoff

Single-file marketing site for **Work Smarter Analytics, LLC** (Northville, MI). Everything — CSS, JavaScript, the logo (inline SVG), and the favicon — is embedded in `index.html`. No build step, no dependencies, no external files.

Status

- Design complete and approved.
- Deploy-ready as `index.html`.
- **Not yet live.**

How to resume

- **This chat** lives in your Claude account history (Claude.ai / iPad app, same login).
- **In Claude Code:** put `index.html` and this `README.md` in one folder, `cd` into it, run `claude`, and it can read this file to continue the work.

Design system (so it rebuilds consistently)

- **Concept:** an “analyst’s workbench” — the thesis is *operator + analyst + builder in one person*.
- **Field:** deep graphite `#14161B` with a faint drafting grid.
- **Primary accent (brass):** `#CB9A36`, bright `#E6BB5C`.
- **Secondary accent (garnet):** `#A8333F`, soft `#DA6070`.
- **Text:** warm paper `#ECE6D8`, dim `#C8C2B4`, muted mono labels `#A6AEBA`.
- **Type (Google Fonts):** Fraunces (display) · Hanken Grotesk (body) · IBM Plex Mono (data/labels).
- **Logo:** the brand SVG, recolored to **white wordmark + brass accent** to match the scheme (the original red was swapped to brass in the embedded copy only — your source logo files are untouched).

- **Signature element:** a live revenue-projection model in the hero (drag “new revenue” vs “churn”, the 12-month MRR curve redraws). It’s the proof-of-builder.

Sections

Hero (live model) → Approach (Operator / Analyst / Builder triad) → Work (grAAAAde + LeagHub as shipped-product proof, plus an “Also built” strip) → Credentials (six: MBA, MS Analytics, MS Finance [2026], BI / dashboards & automation, granted patent, 30+ yrs operating) → Engagements (Project from \$12K · Retainer \$4K–\$11K/mo · Advisory \$375/hr) → Contact (`contact@worksmarteranalytics.com`).

Deploy (Cloudflare Pages — recommended)

In this folder, run `claude` and ask:

```
Deploy index.html to Cloudflare Pages as a project called “work-smarter”.
```

Or manually:

```
npx wrangler login
npx wrangler pages deploy . --project-name=work-smarter
```

Then attach the domain: add `worksmarteranalytics.com` as a Custom Domain in the Pages project. Smoothest route is moving the domain’s nameservers from Wix to Cloudflare — Cloudflare imports your existing DNS records first, so the live Wix site keeps serving until you flip it.

Fastest “is it live” test (no account): drag `index.html` onto <https://app.netlify.com/drop>.

Open items / next ideas

- Add contact extras in the Contact section: phone / LinkedIn / Calendly (placeholder is noted in the file).
- Optional: export standalone **brass logo** assets (`.svg` + high-res `.png` , light- and dark-background) for email signature, business cards, and slide decks.
- Optional: dedicated About page; a light/paper theme variant; or swap the hero demo for a different SMB scenario (break-even, cash runway).