

Migrating to Astro — Cloudflare's Own Framework

What is Astro?

Astro is a modern web framework optimized for content-driven sites — blogs, docs, marketing pages. Cloudflare acquired Astro in 2025, making it a first-party framework for the Cloudflare developer platform. It builds fast, deploys to Pages natively, and companies like Porsche, IKEA, and OpenAI already use it.

Why We Migrated

| | Before (Hand-Coded HTML) | After (Astro) |
|---------------------|---|-----------------------------------|
| Blog posts | Copy-paste HTML cards into index.html | Drop a markdown file in a folder |
| Navigation | Duplicated across every .html file | Written once, appears everywhere |
| Adding a page | Clone an existing file, edit everything | Create one .astro file, done |
| Styling | Inline CSS in every file | Global theme, one place to change |
| Build time | None (static files) | ~3 seconds |
| Search | None | Built-in fuzzy search (Pagefind) |
| Framework ownership | Open source (no backing) | Cloudflare-owned |

How Astro Works (The Non-Technical Version)

Think of it like a document template system:

- **Layouts** = Your nav bar, footer, and page shell. Write it once. Every page gets it automatically.
- **Pages** = Each `.astro` file in the pages folder becomes a URL on your site. `/ask.astro` becomes `saltwaterbrc.com/ask`.
- **Blog posts** = Plain text files with a title at the top (called "frontmatter"). No HTML required. Just write.
- **Components** = Reusable building blocks. A blog card, a button, a form — build it once, use it anywhere.

What a Blog Post Looks Like

```
--- title: "Why I'm Building on Cloudflare" author: "Brandon Crowe" pubDatetime: 2026-02-09 tags: ["Cloudflare"]
description: "My first blog post." --- Your blog content goes here. Just plain text. No HTML. No formatting codes.
Just write.
```

That's it. Save the file, deploy, and it appears on the site with full styling, navigation, search indexing, and SEO metadata.

The Stack After Migration

saltwaterbrc.com Architecture: Framework: Astro (Cloudflare-owned) Theme: AstroPaper (dark + Cloudflare orange)
Hosting: Cloudflare Pages (\$0/month) Blog: Markdown files → Astro Content Collections Search: Pagefind (built-in, runs client-side)
Workers: Still running – Ask, Playground, Counter AI: Workers AI + Vectorize + AI Gateway (unchanged)
Sandbox: Sandbox SDK containers (unchanged) Storage: R2 for PDFs and assets (unchanged) Deploy: `npm run build → wrangler pages deploy dist`

What Changed vs. What Didn't Change (Frontend Layer)

- Blog posts are now markdown files, not HTML
- Layouts and nav are written once
- Theme uses Tailwind CSS with dark mode
- Built-in search via Pagefind
- AstroPaper theme with Cloudflare orange (#f97316)
- Build step required: `npm run build` creates static files

Didn't Change (Backend / Edge)

- All Workers still running (ask-worker, sandbox-worker, counter-worker)
- All Durable Objects still managing state
- R2 still serving PDFs and assets
- Workers AI, Vectorize, AI Gateway — all untouched
- API endpoints identical — same URLs, same behavior

The Migration Process

1. **Scaffolded AstroPaper** — `npm create astro` with the AstroPaper template 2. **Converted blog posts** — Extracted content from HTML, saved as markdown with frontmatter 3. **Applied branding** — Dark background (#0a0a0a), Cloudflare orange (#f97316), Inter font 4. **Built custom pages** — Ask, Playground, Resources as standalone Astro pages 5. **Copied static assets** — PDFs, images, favicons into the public folder 6. **Connected Workers** — Same API URLs, no changes needed 7. **Deployed** — `npm run build && wrangler pages deploy dist`

Total migration time: One afternoon with Claude AI (Cowork).

Deploy Commands

```
# Local preview cd ~/Documents/Claude/saltwaterbrc-astro npm run dev # Open localhost:4321 # Build for production npm run build # Deploy to Cloudflare Pages npx wrangler pages deploy dist --project-name=saltwaterbrc-site
```

The Sales Angle

Customer Talking Points

- **"We own the framework"** — Not a third-party integration. Cloudflare acquired Astro. It's our stack, end to end.
- **"Used by enterprise"** — Porsche, IKEA, OpenAI, Google, Microsoft. These aren't hobby projects.
- **"Content-first"** — Astro is built for content sites. Marketing teams, docs teams, and developer portals. Fast by default.
- **"Zero config deploys"** — Build with Astro, deploy to Pages. No infrastructure to manage. No servers to maintain.
- **"I built my site on it"** — "saltwaterbrc.com runs on Astro + Pages. Blog posts are markdown files. The whole site builds in 3 seconds and deploys to 300+ cities. Total cost: \$0/month."

One-Liner for Customer Conversations

"We acquired Astro — the web framework behind sites like Porsche.com and IKEA.com. It deploys natively to Cloudflare Pages with zero configuration. My personal site runs on it right now. Blog posts are just text files, the site builds in 3 seconds, and it's served from 300+ edge locations worldwide for zero dollars a month."