

# From Zero to Live in 5 Hours

Building a Complete Professional Web Presence with Claude Opus 4.6

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**1 Session | ~5 Hours | \$0 Cost | 12 Files | Fully Deployed & Secured**

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## Executive Summary

This case study documents how a solo founder used Claude Opus 4.6 to design, build, deploy, brand, and SEO-optimize a complete professional services website — from a blank screen to a fully live, SSL-secured, analytics-tracked site at [changeenable.com](https://changeenable.com) — in a single ~5 hour working session with zero out-of-pocket cost for hosting or infrastructure.

The engagement went far beyond a simple website build. In the same session, Claude served as a web designer, brand strategist, copywriter, DevOps engineer, DNS troubleshooter, SEO consultant, infographic designer, and deployment guide — handling every aspect of the project from creative concepting through technical deployment and post-launch optimization.

### Key Results

- Total session time: ~5 hours (3.8 hours deployment phase + ~1.2 hours design/content)
- Total out-of-pocket cost: \$0 (Netlify free tier + Cloudflare free tier)
- Files deployed: 12 production files totaling 558KB
- Infrastructure configured: GoDaddy → Cloudflare → Netlify with full SSL
- Deliverables produced: Website, LinkedIn guide, email signature, OG image, J-Curve infographic, site audit report
- SEO: JSON-LD structured data, sitemap, robots.txt, Google Search Console + Bing Webmasters submitted
- Analytics: Google Analytics 4 integrated and tracking
- Traditional equivalent: 2–4 weeks with a web designer, developer, and SEO consultant at \$5,000–15,000+

## 1. The Challenge

ChangeEnable is a consulting firm specializing in agentic AI strategy, digital transformation, and startup capital deal flow. Despite 25+ years of enterprise leadership experience and proprietary frameworks (ACMF, J-Curve), the company had no professional web presence beyond a LinkedIn profile and an outdated HubSpot placeholder page.

The founder needed to:

- Create a professional services page that reflects credibility and expertise
- Establish brand identity with consistent colors, logo, and tagline
- Showcase proprietary frameworks (ACMF and Agentic Maturity J-Curve) with custom visuals

- Include downloadable case studies with hard metrics
- Set up hosting, DNS, and SSL on a custom domain (changeenable.com)
- Optimize for Google, Bing, and AI search engines (ChatGPT, Copilot, Perplexity)
- Create a LinkedIn Services Page, email signature, and OG share image
- Configure analytics tracking
- Do all of this in a single session with minimal budget

## 2. How We Did It — The Session Timeline

The entire project was executed through a single continuous conversation with Claude Opus 4.6 in the Claude.ai interface. No other tools, designers, developers, or platforms were used during the session. Claude generated all code, images, copy, and configurations directly.

### Phase 1: Research & Content Strategy (~30 min)

- Claude searched LinkedIn, Crunchbase, and web sources to compile a comprehensive profile of the founder's background, ventures, and expertise
- Identified six core service areas from career history and recent activity
- Mapped the ACMF framework structure from LinkedIn posts and descriptions
- Established content architecture: Hero → Services → Frameworks → Experience → Engagement Models → Case Studies → FAQ → CTA

### Phase 2: Design & Build (~1.5 hours)

- Generated a complete single-page HTML/CSS/JS website with scroll animations and responsive design
- Created tagline through iterative selection: "Change Defined. Execution Delivered."
- Built a LinkedIn Services Page setup guide with 500-character description optimized for the platform's limits
- Designed an HTML email signature matching brand identity
- Extracted exact brand colors (#1D3C6A, #2185C0) from uploaded logo using Python/Pillow color sampling
- Rebuilt the entire site color palette to match the logo precisely
- Generated an OG share image (1200x630) with logo, tagline, and service tags for LinkedIn previews
- Created favicon and Apple touch icon from logo

### Phase 3: Framework Visuals (~45 min)

- Cleaned the ACMF v1.0 framework graphic (removed watermarks, cropped whitespace)
- Designed the Agentic Maturity J-Curve infographic from scratch at 2x resolution (2400x2000) using Python/Pillow
- Created a "Two Lenses" section positioning ACMF (strategic) alongside J-Curve (tactical) with clear differentiation
- Iterated on J-Curve card layout through multiple rounds to fix text clipping and spacing issues

### Phase 4: Deployment & DNS (~1.5 hours)

- Researched hosting options and recommended Netlify (free) based on the single-page use case and budget
- Packaged site files into a deployment-ready zip with proper index.html naming
- Guided deployment through Netlify's drag-and-drop interface

- Diagnosed DNS ownership across Google Admin, GoDaddy, and Squarespace (domain was registered at GoDaddy but managed through Google Workspace)
- Pivoted to Cloudflare (free) as DNS intermediary when Google Admin didn't expose DNS controls
- Imported existing DNS records into Cloudflare, preserved all MX records for Google Workspace email
- Configured Cloudflare: A record → Netlify, CNAME www → Netlify, SSL mode Full, Always Use HTTPS
- Guided GoDaddy nameserver update to Cloudflare (nancy.ns.cloudflare.com, santino.ns.cloudflare.com)
- Verified SSL certificate provisioning on both Cloudflare and Netlify sides

## Phase 5: Case Studies & SEO (~45 min)

- Ingested two case study documents (ACC TeamDynamix PDF + Darkeport Productions DOCX)
- Created case study section with metrics cards, service tags, and download links
- Converted ACC case study from DOCX to PDF for universal compatibility
- Added comprehensive SEO: JSON-LD structured data (Organization, ProfessionalService, FAQPage, Articles), meta tags, sitemap.xml, robots.txt
- Built FAQ section with 5 questions optimized for AI search engines to cite directly
- Guided Google Search Console domain verification and sitemap submission
- Guided Bing Webmaster Tools setup and old HubSpot sitemap replacement

## Phase 6: Optimization & Polish (~30 min)

- Added mobile hamburger menu with animated toggle and full-screen overlay nav
- Compressed all images: logo.jpg 365KB → 21KB (94% reduction), total site 900KB → 558KB
- Added lazy loading to below-fold images
- Integrated Google Analytics 4 with real Measurement ID
- Added Netlify security headers and caching rules
- Conducted full site audit and produced recommendations document

### 3. Complete Deliverables Produced

Deliverable	Details
<b>Services Website (changeenable.com)</b>	Single-page responsive HTML with 8 sections, scroll animations, hamburger mobile menu, brand colors from logo
<b>Tagline</b>	“Change Defined. Execution Delivered.” — selected through iterative narrowing from 8 options
<b>ACMF Framework Section</b>	Cleaned graphic, 4 maturity levels, 4 dimension cards, Boulder/Rock/Pebble/Sand methodology note
<b>Agentic Maturity J-Curve</b>	Original infographic at 2x resolution (2400x2000) with 6 levels, J-curve visualization, universal function tags
<b>Two Lenses Framework Positioning</b>	Strategic (ACMF) vs Tactical (J-Curve) side-by-side with key questions
<b>Case Studies Section</b>	ACC TeamDynamix + Darkeport Productions with metrics, tags, PDF downloads
<b>FAQ Section</b>	5 Q&As optimized for AI search with matching JSON-LD FAQPage schema
<b>OG Share Image</b>	1200x630 branded preview for LinkedIn/social sharing with logo, tagline, service tags
<b>Email Signature</b>	HTML table-based signature with logo, brand colors, dual CTA buttons, tagline
<b>LinkedIn Services Guide</b>	Word doc with 500-char description, 10 recommended categories, field-by-field setup instructions
<b>Site Audit Report</b>	7-issue audit with severity ratings, prioritized recommendations table, infrastructure summary
<b>SEO Package</b>	JSON-LD (Organization, ProfessionalService, FAQPage, Articles), sitemap.xml, robots.txt, meta tags, _headers
<b>Google Analytics 4</b>	Tracking script integrated with real Measurement ID
<b>DNS &amp; SSL Configuration</b>	GoDaddy → Cloudflare → Netlify with full HTTPS, preserved Google Workspace email

## 4. Efficiency Metrics

### Head-to-Head Comparison

Metric	Traditional Approach	Claude Opus 4.6
Calendar Time	2–4 weeks	~5 hours (1 session)
People Required	Web designer + developer + copywriter + SEO consultant	1 founder + Claude
Cost (design + dev)	\$5,000–15,000+	\$0 (Claude subscription)
Cost (hosting/year)	\$150–300/year	\$0 (Netlify + Cloudflare free)
DNS Troubleshooting	Hand off to IT / dev	Real-time guided resolution
SEO Setup	Separate engagement	Included in same session
Analytics Integration	Separate task	Included in same session
Brand Asset Creation	Separate design engagement	OG image, J-Curve, favicon — all in session
Iterations	Days per round of revisions	Minutes per iteration
Deployment	Staging → review → launch cycle	Drag-and-drop, live in 10 seconds

### Roles Claude Filled in This Session

- Web Designer — responsive layout, typography, color palette, spatial composition
- Frontend Developer — HTML, CSS, JavaScript, scroll animations, hamburger menu
- Brand Strategist — tagline creation, color extraction from logo, OG image design
- Copywriter — service descriptions, framework positioning, FAQ, LinkedIn descriptions
- Infographic Designer — J-Curve visualization built pixel-by-pixel with Python/Pillow
- DevOps Engineer — Netlify deployment, Cloudflare DNS, SSL configuration, security headers
- DNS Troubleshooter — diagnosed domain ownership across GoDaddy/Google/Squarespace
- SEO Consultant — JSON-LD structured data, meta tags, sitemaps, Search Console setup
- Analytics Engineer — GA4 integration with measurement ID
- Site Auditor — post-launch audit with prioritized recommendations

## 5. Technical Stack

Component	Tool	Cost
AI Assistant	Claude Opus 4.6	Existing Claude subscription
Hosting	Netlify	Free tier (100GB bandwidth/mo)
DNS & SSL	Cloudflare	Free tier (Full SSL mode)
Domain Registrar	GoDaddy	Existing registration
Email	Google Workspace	Existing (\$8.40/mo)
Analytics	Google Analytics 4	Free
Search Console	Google + Bing	Free
Image Generation	Python/Pillow (via Claude)	No additional cost
Document Generation	docx-js (via Claude)	No additional cost

## 6. Broader Applicability

This approach applies to any solo founder, consultant, or small team that needs a professional web presence without the budget or timeline for a traditional web agency engagement:

- Solo consultants launching a practice or pivoting to a new service area
- Startup founders who need a landing page before fundraising conversations
- Small agencies creating client microsites or campaign pages
- Professionals building a personal brand with case studies and thought leadership
- Any scenario where the traditional 4–8 week web development cycle is a barrier to market entry

## 7. Conclusion

This project demonstrates that AI augmentation can compress what traditionally takes weeks and thousands of dollars into a single working session. But more importantly, it shows that the value isn't just speed — it's the elimination of coordination overhead.

In a traditional engagement, the founder would brief a designer, wait for mockups, provide feedback, wait for revisions, brief a developer, wait for implementation, brief an SEO consultant, wait for an audit, coordinate with a DNS provider, and manage timelines across multiple vendors. Each handoff introduces delay, miscommunication risk, and cost.

With Claude Opus 4.6, every iteration happened in real time. Feedback was applied in minutes, not days. When the DNS configuration hit unexpected complexity (domain registered at GoDaddy, managed through Google Workspace, with no visible DNS panel), Claude pivoted to Cloudflare as a solution within the same conversation. When the J-Curve infographic had text clipping issues, it was rebuilt and re-rendered immediately.

The result: a professional, branded, SEO-optimized, SSL-secured, analytics-tracked web presence that went from concept to live production in a single afternoon.

*The pipeline learns. The efficiency compounds. The creative output multiplies.*

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