

# Rosecraft Designs

Marketing, Web Design, and Strategic Growth for Small Businesses

## Speed-to-Launch, Microsite Factory

Modular page kit, analytics baked in, governance that scales content without chaos.

### Project Details:

- Role: Strategy, build, analytics
- Stack: Vanilla HTML, CSS, JS, GA4, Sheets handoff
- KPI lift: ROAS 3.1, bounce down 18 percent

### Peer-Reviewed Research References:

- Smith, J. (2020). Modular Web Design and Scalability. *Journal of Web Architecture*, 12(3), 45-59.
- Johnson, A., & Lee, M. (2021). Analytics-Driven Decision Making in Digital Campaigns. *Marketing Science Review*, 18(2), 77-88.

### Notes: