

THE
FIFTYONE
PERCENT
CLUB

Getting started with Claude Code

How to progress from **ChatGPT**
to **Claude Code & AI Agents** -
without learning to code

By **Ann Stanley** (Founder & CTO)
Anicca Digital & Anicca AI & Insights
6th Oct 2026



Resources & Downloads



FREE DOWNLOAD

The 88-page Claude Code Guide

The full walk-through, with screenshots, prompts and worked examples.



The Thursday AI Club

FORTNIGHTLY, NEW SEASON 22nd OCT

Three-hour workshops, Q&A and live demos. Recordings, skills to copy, a private channel and a hackathon every quarter.

£40/month or £400/year + VAT.

Cancel any time. *Led by Ann, Darren and James.*



Scan for both

<https://Bit.ly/claude-code-oct>

Ann Stanley

ann@anicca.co.uk

Anicca's Two Pillars: Digital & AI Solutions

Ann started her career studying Biological Sciences at **Leicester University** and spent many years working in life sciences and medical research before evolving into a data-driven marketer. She has a Postgrad Diploma in Marketing from **DMU** and has spent the last 24 years working in digital marketing, where **she founded 2 businesses**:

anicca digital

AI-Powered Marketing & Business Growth Solutions

Providing data-driven digital marketing solutions for the last 19 years for e-commerce and established brands. Now integrating AI into everything we do to improve productivity and results for our clients.

Strategy

Search

Social

Shopping

Skills

Training and skills development

1,000 learners trained in digital marketing since January 2022, plus bespoke and AI training courses.

Digital Marketing

AI Training

Bespoke Courses

anicca ai & insights

AI Strategy, Solutions & Skills for Marketers & Managers

Not only identifying what businesses need to do, but building the solutions - automations, agents and infrastructure to make it happen.

AI Strategy

Consultancy

AI Agents & Automation

AI Training

Thursday AI Club

SaaS & Product Development

Data products, analytics dashboards and AI-powered tools built for marketers.

Armadello Analytics

Secret-Agents.ai

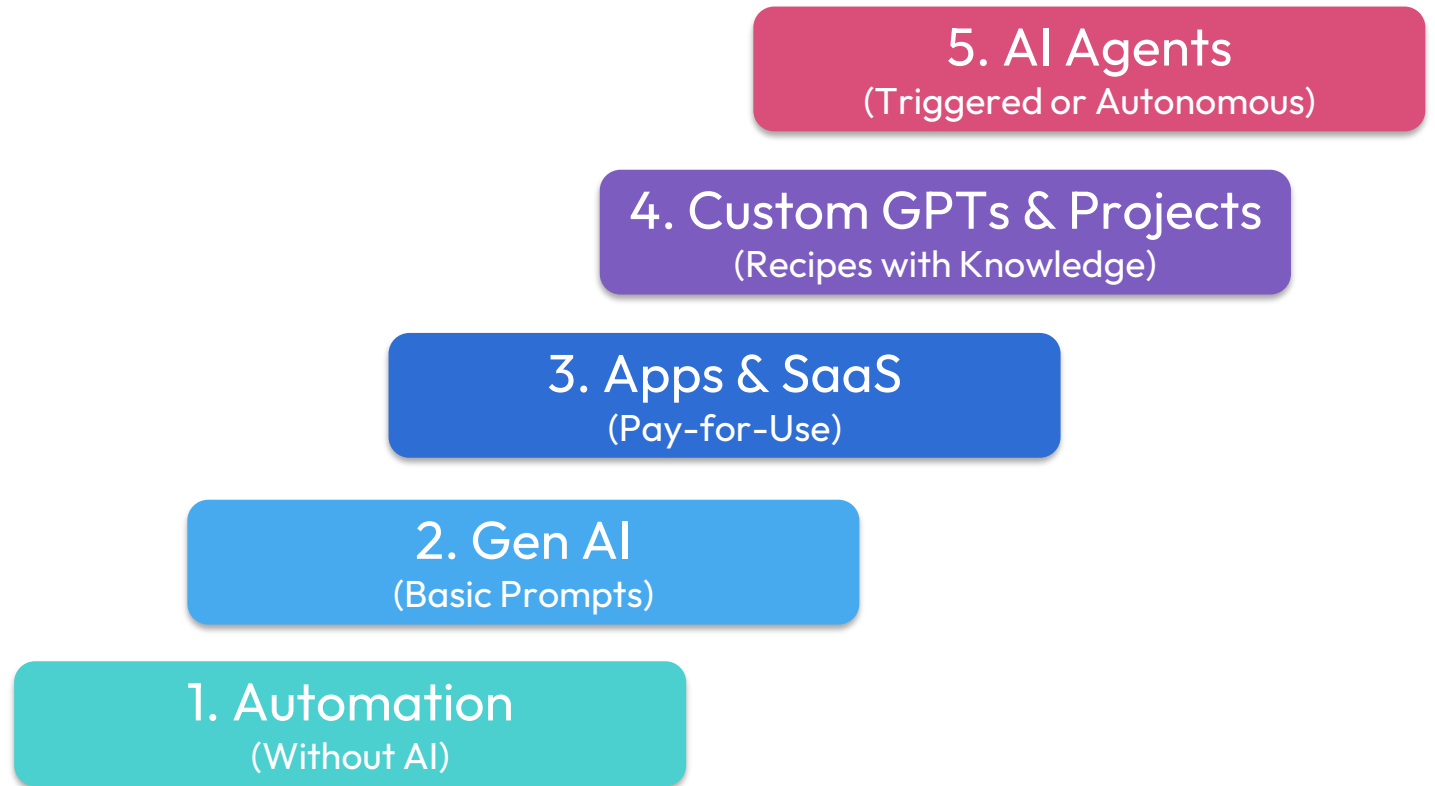
AI App Development

Where Are You on the AI Ladder?

85% of UK businesses use ChatGPT — but 80% haven't tried AI agents.
The UK is 6th-7th globally.

Today we jump to rung 5.

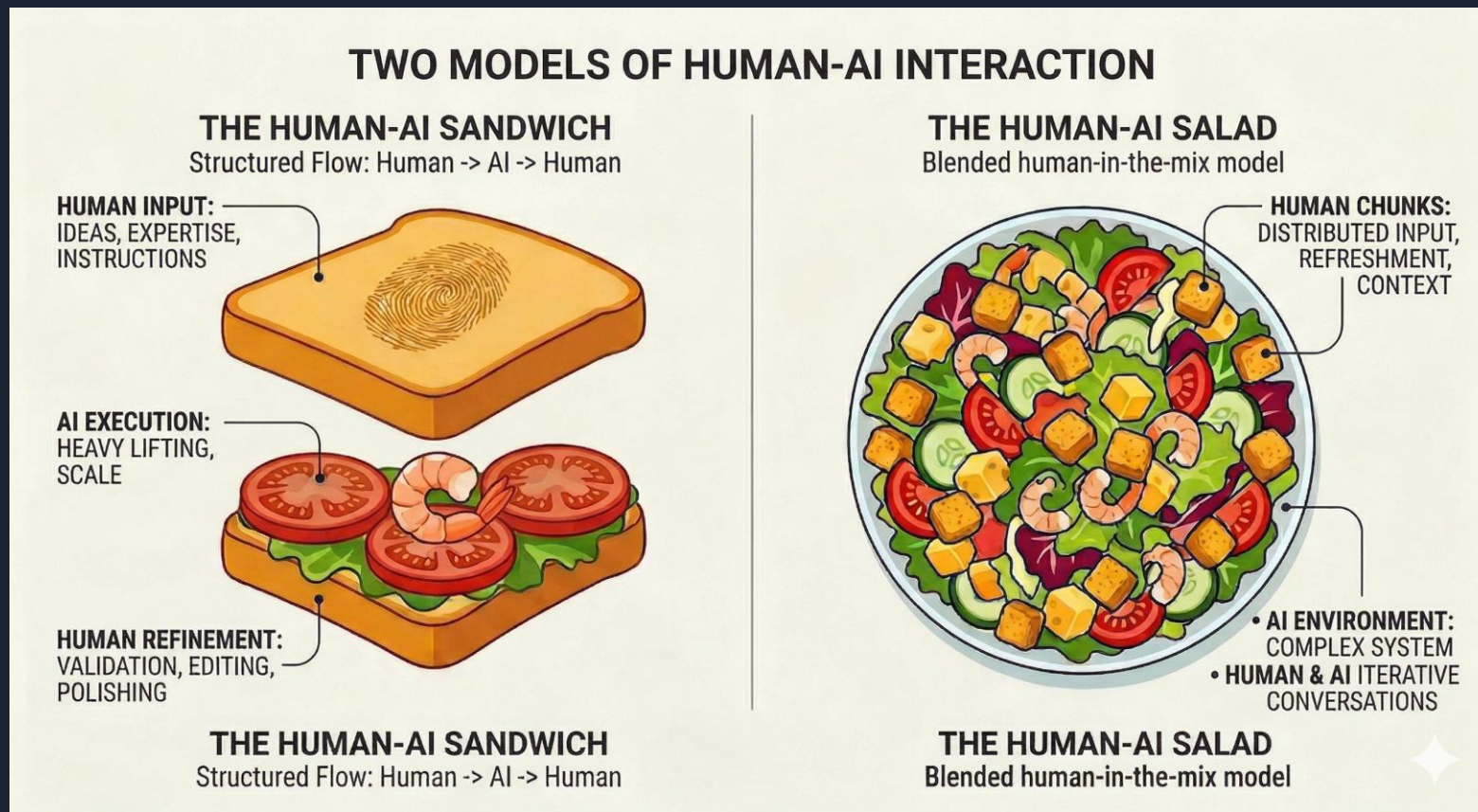
- 1. Automation** — Thank-you emails, CRM syncs, Zapier. No AI.
- 2. Generative AI** — ChatGPT / Claude for writing & research.
- 3. Apps & SaaS** — Mid Journey, HeyGen, Otter, Perplexity.
- 4. Custom GPTs & Projects** — Knowledge base + system prompts
- 5. AI Agents** — Triggered automations with an LLM brain.



The role of humans – AI sandwich or AI salad?

Get **Answers** from Gen AI (Chat) · **Automations** & Workflows for results · Collaborate with **Agents & Assistants**

Different recipes for different jobs:



AI Answers, Automation, Agents & Assistants

If you mainly use AI as a chatbot, you've only seen one part of what it can do.

AI Automation

A structured automation that follows rules, runs fast, and uses AI only where judgement, decisions or content creation are needed. Links to third-party tools through APIs & credentials.

Zapier · Make · n8n

Voice agents, repeatable & background processes or tasks

Trigger-based, not goal-based

AI Answers

A smart librarian. Helpful and responsive, best for answering questions or doing one task at a time. Highly reliant on good prompting.

Can be “trained” for specific tasks.

ChatGPT · Claude.ai · Gemini, Microsoft Copilot, Custom GPTs

Basic research, content creation and simple tasks

You initiate every task

AI Agents

A goal-focused project manager. Plans, executes and adapts on its own, with human oversight where the decisions matter. Can interact with websites, tools and your files.

Grok bot · Manus · Sintra

Complex tasks or autonomous research, e.g. used for shopping agents

Goal-based, runs without you

AI Assistants

A capable colleague who works alongside you. You steer, it does the work, using reusable skills, you check and redirect as you go.

Interacts with your own files, tools & accounts.

Claude Code · Claude Cowork, Codex · Antigravity · Cursor

Any complex content, development, admin or laptop activity

You work with it within a session, project or chat

Introducing **AI Agents**

What the *!#? is an **AI Agent**?

The term “**AI Agent**” is misused and misunderstood. These are the main components of an AI agent.

1 Does things for you

A step-by-step automation, not just answering questions.

2 Trigger + brain + tools

Combines a trigger, an LLM as the brain, and tools such as apps and APIs.

3 Observes, plans, acts

Like a 24/7 intern that never forgets.

4 Semi to fully autonomous

Semi-autonomous means a human stays involved. Fully autonomous means it acts alone.

5 Coordinates other agents

One manager, multiple specialists. This is called orchestration.

6 Collaborative assistant

Give it access to your files and the ability to use tools, but it needs more trust and guardrails.

Social agent: brief, content creation, posted

Each node does one job. The agent decides what gets written, what image to generate, and where it goes.



STEP 01

Brief in

Google Sheet holds the topic, tone, and target platforms.

STEP 02

Generate

OpenAI writes the post copy. A second call generates the image.

STEP 03

Decide & route

Router sends content to Facebook, Instagram, LinkedIn or HTTP.

STEP 04

Track

Result and post URLs go back to the sheet.

The Google Sheet that runs the agent.

One row per post. The sheet is both the input controller and the output log.

	A	B	C	D
	Content_Idea	LinkedIn_Post_Content	LinkedIn_Image_URL	Controller
1	AI tools transforming ecommerce marketing	AI is rewriting the playbook for eCommerce marketing—and it's happening faster than you think. From hyper-personalized customer journeys to predictive product recommendations, AI tools are not just optimizing campaigns—they're driving double-digit growth for forward-thinking brands. 🚀💡 We're seeing it firsthand. Whether it's automating ad creative testing, refining segmentation, or unlocking deeper customer insights, AI is no longer optional—it's essential. Want to stay ahead of the curve? Make sure you're not just using AI... but using it strategically. 🌟 What tools are changing the game for your eCommerce business? 👉 Share your thoughts or DM me to learn how we're helping clients scale smarter with AI. #AI #EcommerceMarketing #DigitalMarketing #MarTech #AgencyLife #ArtificialIntelligence #GrowthHacking #MarketingAutomation	https://oaidalleapiprodscus.blog	Create a post
2				
3	Content creation at scale with generative AI			Generate content
4	CRO tactics for improving onsite performance			Generate content
5	Dynamic pricing and promotion strategies			
6	Email automation and lifecycle marketing			Generate content
7	Leveraging first-party data post-cookie			Ready for Review
8	Personalisation strategies in ecommerce			Create a post
9	Predictive analytics for ecommerce campaigns			Confirmed
10	Retail media networks and their rise			
11	The role of chatbots and conversational commerce			
12	TikTok Shop and the future of social commerce			

INPUT

Topic & tone

You write the brief: subject, angle, audience, tone.

INPUT

Platforms

Tick which channels: Facebook, Instagram, LinkedIn.

OUTPUT

Status

Agent writes back when each row is done.

OUTPUT

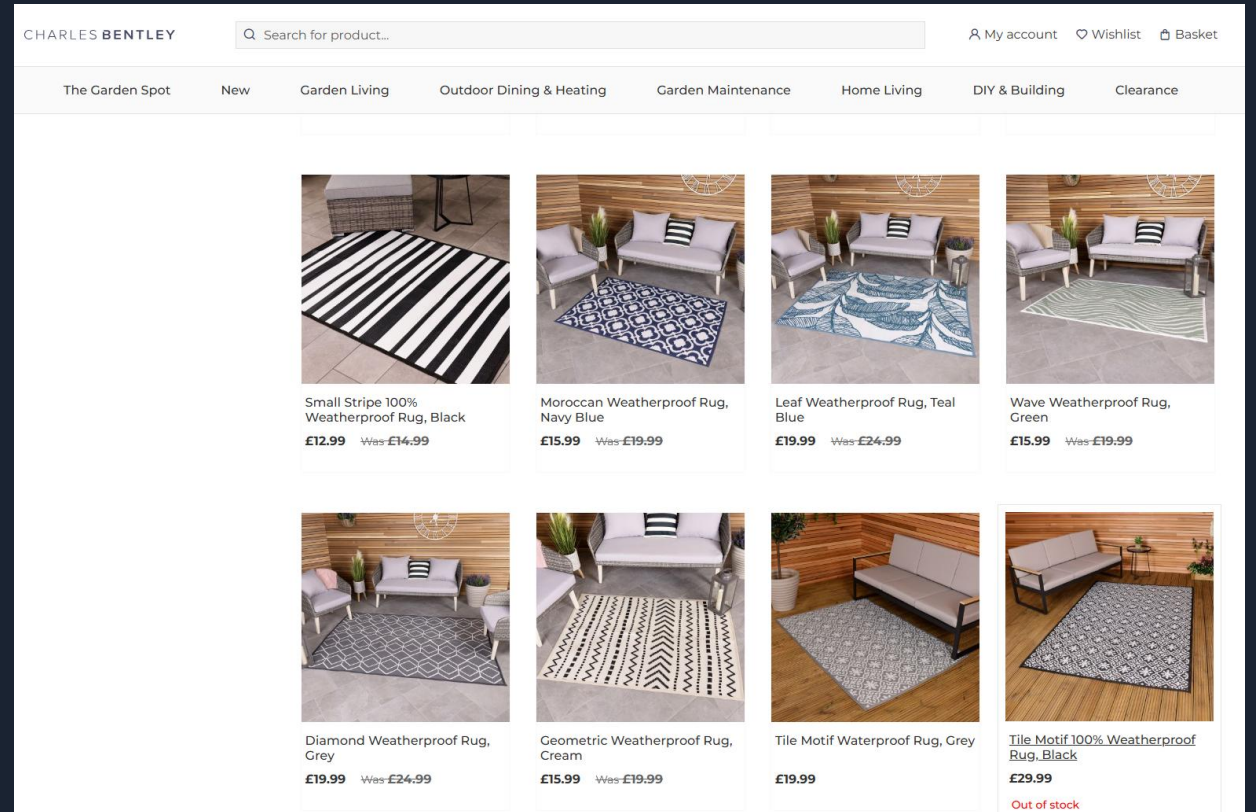
Live URLs

Published links go into the sheet for monitoring.

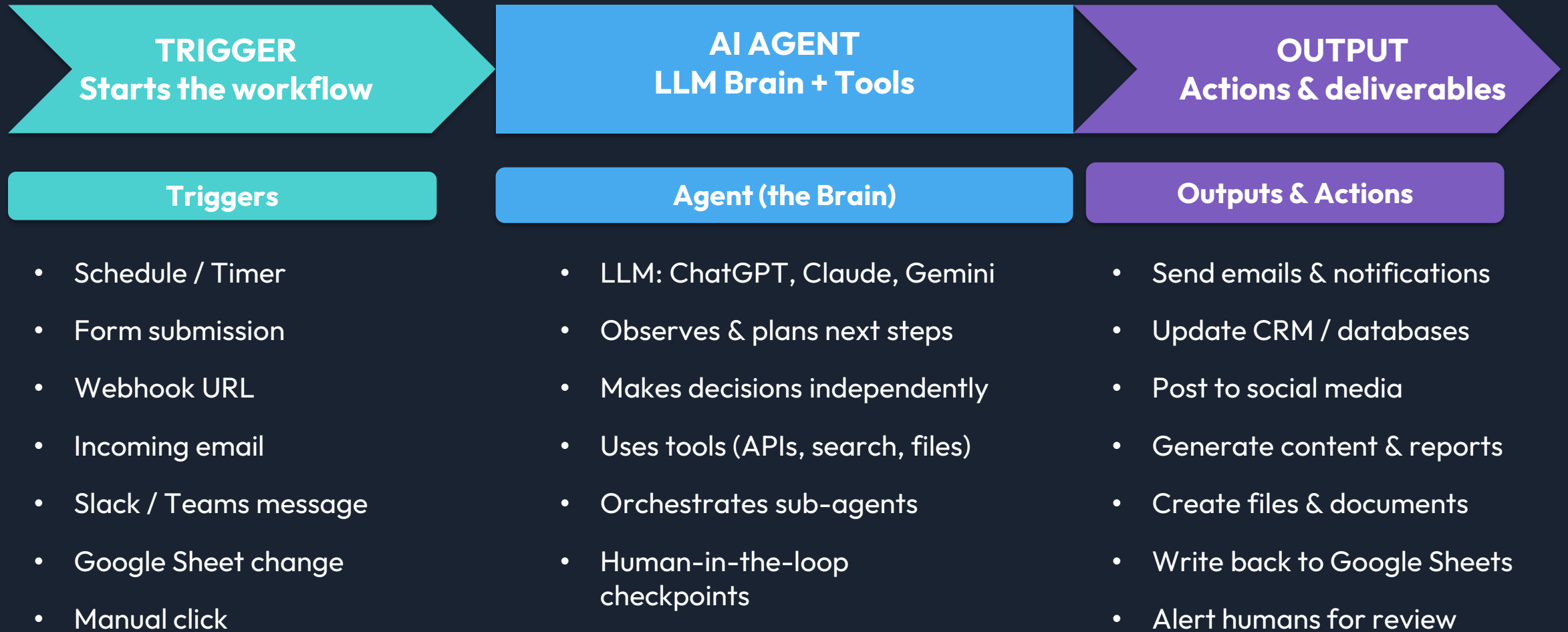
Voice Agents for ecommerce

A voice agent picks up out-of-hours calls, qualifies the caller, books the meeting, and updates the CRM. Built once with n8n + ElevenLabs + Anicca's training data. Runs 24/7. Costs less than a part-time receptionist.

Charlie (Charles Bentley)
Our Voice Agent in action



Building an AI Agent



Introducing **Claude Code**,
the universal **AI agent** for non-coders.

Get started by using Claude Code on Desktop

A native app on Mac and Windows. Big chat window, projects in the sidebar. No setup pain.

The Toggle

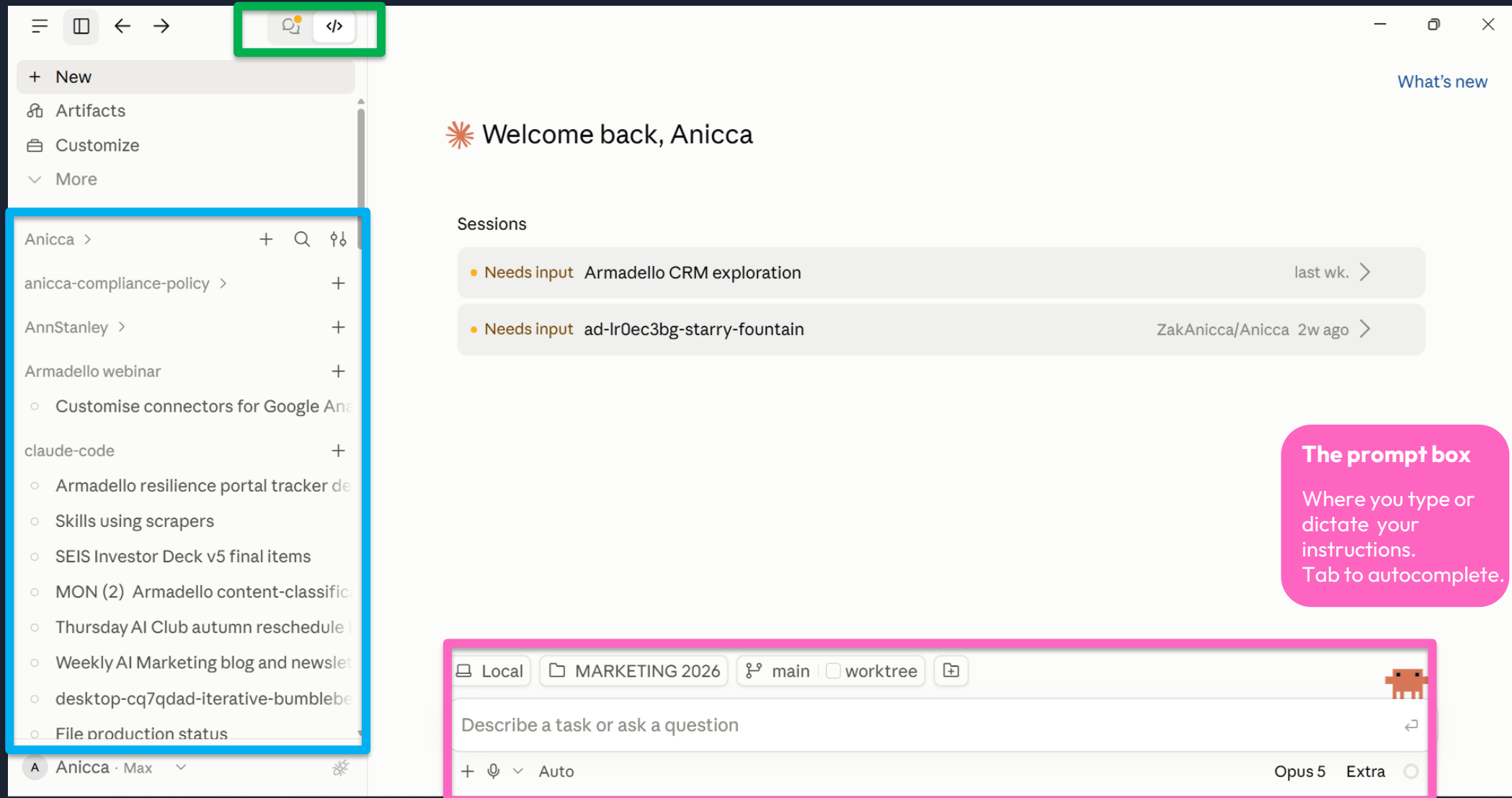
Switch between Claude Chat & Claude Code

Your projects

Local projects connect to a folder on your laptop. Click to open the conversation.

The prompt box

Where you type or dictate your instructions. Tab to autocomplete.



The Claude tools *by function*

WHERE YOU WORK WITH CLAUDE

1. Claude Chat

General chat, writing, research, reasoning & analysis.

2. Claude Cowork

Works with your own files unattended. Hands back finished docs & decks. For everyday work.

3. Projects & Skills

A workspace per client, or project, with files & memory. Build Skills to make a task repeatable.

4. Claude Design

Create graphics, decks, landing pages & wireframes directly in Claude.

5. Claude Code

Full toolkit. Now on the desktop, not just a "terminal". **No coding needed.**

Chat and Cowork have merged into one Claude experience. Projects, Skills and Design increasingly work across Claude.

Read my **Claude Code** Guide

FREE DOWNLOAD

New Edition (3) of The Complete **Claude Code** Implementation Guide



Ann Stanley

Founder & CTO, Anicca Digital

Updated May 2026 – 88 pages for marketers, managers and business leaders, now with a brand new chapter on Company AI & AI operating systems. No coding required.

Why it matters

Understanding Claude Code

Getting set up

Working with Claude

Skills

Business use cases

Rollout & governance

Company AI & AI operating systems

FREE GUIDE



Download: anicca.co.uk/claude-code-guide

Claude Code Blogs – anicca.co.uk/blog

GUIDE: AI in Marketing

From Claude Projects to Claude Code

From Ann Stanley

anicca **ai & insights**



AI AGENTS | GEO / AI

[From Claude Projects to Claude Code: A Beginner's Guide](#)

By Ann Stanley • 9 February 2026

Contents Introduction If you've heard of ChatGPT, you've probably also heard of Claude — Anthropic's AI assistant. But Claude does things differently, and those differences matter if you're serious about using AI in your business. This guide walks you through the journey from using Claude Projects on the web to working with Claude Code on...

READ MORE →

[Getting started with Claude Code](#)

Mar 2026

5 Claude Code Skills Every Business Should Build First

From Ann Stanley

anicca **ai & insights**



- TIPS, HINTS & GUIDES - | AI AGENTS | GEO / AI

[5 Claude Code Skills Every Business Should Build First](#)

By Ann Stanley • 2 March 2026

Five practical Claude Code skills every business should build first: brand bible, document templates, brand voice, content pipeline, and automated reports. A step-by-step guide from someone who's built 80+ skills at a digital marketing agency.

READ MORE →

[Five essential Claude skills](#)

1st Feb 2026

BLOG

OpenClaw (Moltbot/Clawdbot): The Marketer's Guide to AI Agents

From Ann Stanley

anicca **digital**

103K GitHub stars in 6 days



- ANICCA NEWS & EVENTS - | AI AGENTS | GEO / AI

[The Marketer's Guide to OpenClaw \(previously Moltbot & Clawdbot\): From Hype to High-Performance AI Agent](#)

By Ann Stanley • 1 February 2026

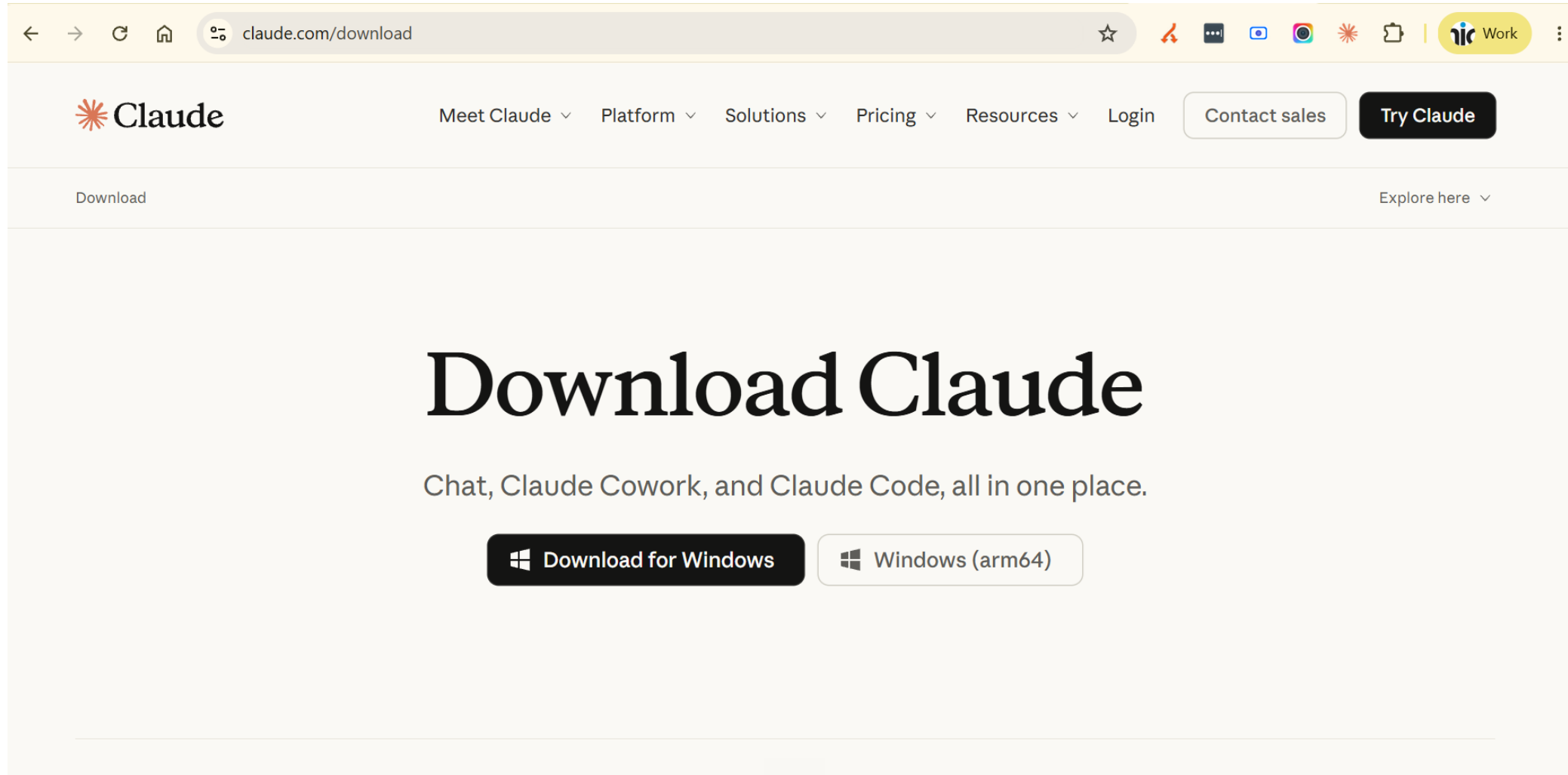
Estimated reading time: 9 minutes Table of Contents The Backstory: Three Names in One Week What Can It Actually Do? Real Use Cases How Does It Connect to Everything? Understanding MCP Technical Terms Explained Simply Setup Options: Mac vs PC vs Cloud The Security Warnings: Read This Carefully OpenClaw vs "AI Employees" (Sintra, Manus, etc.)...

READ MORE →

[Marketer's Guide to OpenClaw](#)

Lets get started

Download Claude Desktop



Get started by using Claude Code on Desktop

A native app on Mac and Windows. Big chat window, projects in the sidebar. No setup pain.

The Toggle

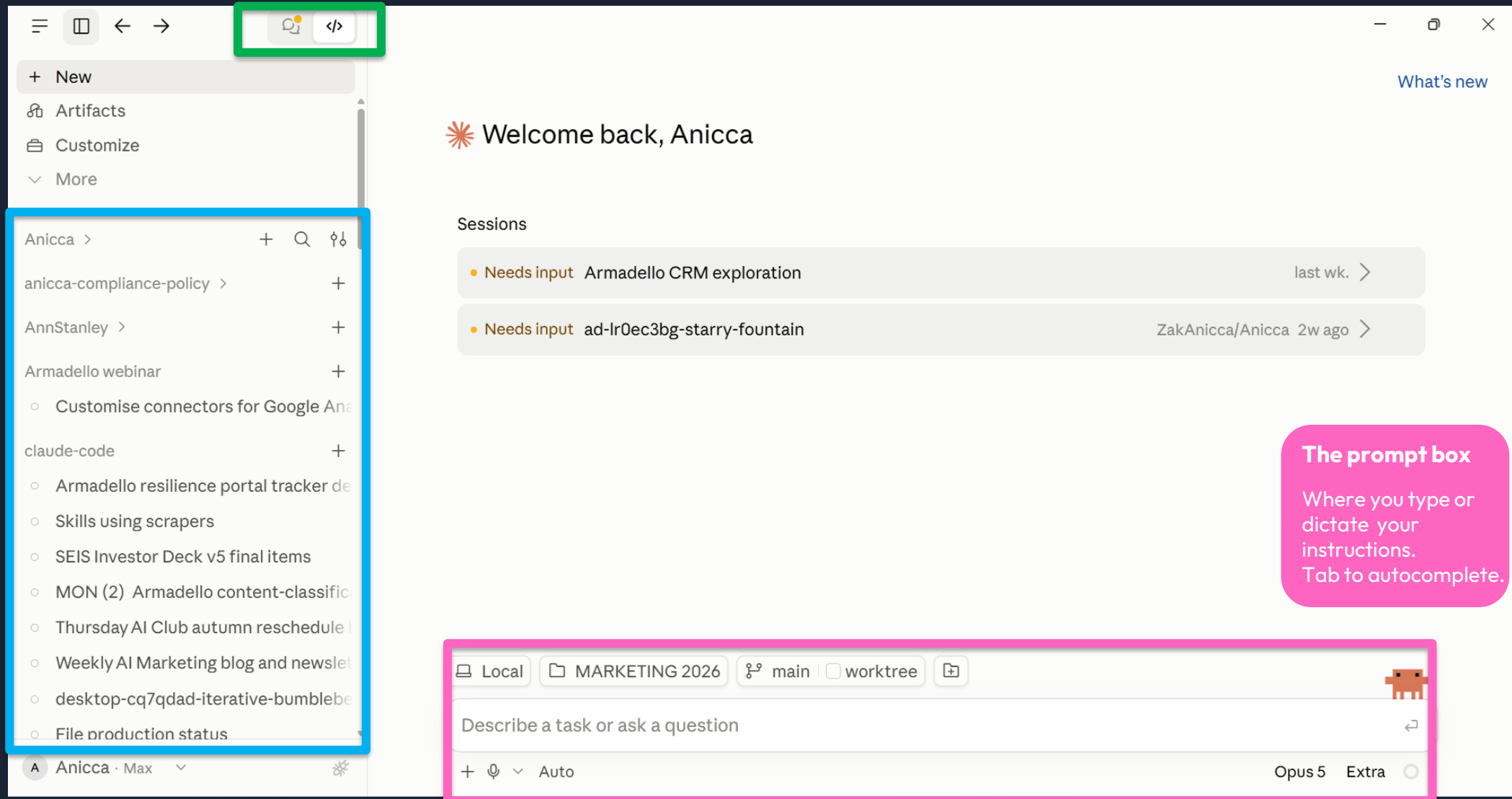
Switch between Claude Chat & Claude Code

Your projects

Local projects connect to a folder on your laptop. Click to open the conversation.

The prompt box

Where you type or dictate your instructions. Tab to autocomplete.



Get Claude Code running in 10 minutes

Same five steps on Mac and Windows.

Mac

1. Sign up for Claude Pro at claude.com/upgrade
2. Download Claude Desktop at claude.com/download (macOS)
3. Open Claude Desktop · sign in with your Anthropic account
4. At the top of the window, click the Code tab
5. Click "Open a folder," pick one — you're ready

Windows

1. Sign up for Claude Pro at claude.com/upgrade
2. Download Claude Desktop at claude.com/download (Windows 10/11)
3. Open Claude Desktop · sign in with your Anthropic account
4. At the top of the window, click the Code tab
5. Click "Open a folder," pick one — you're ready

About cost: You need a paid Claude plan — free doesn't include Code. Pro is around £17/month annual or £20/month monthly. Heavy daily users may want Max. Start with Pro; upgrade when you hit limits.

3 essential elements

3 essential elements for using Claude Code

CLAUDE.md

*Your brand bible,
rules & guidelines.*

FILES

*Access your
hard drive.*

SKILLS

*A reusable “recipe”
for each task.*

Build your **claude.md** file using /about me skill

1. **Who are you and what's your role** — what you actually do day to day, not the job title?
2. **How do you like to work** — pace, structure vs flexibility, planner vs improviser, morning person or not, deep-focus blocks vs little-and-often?
3. **What are you strong at**, and what do you find hard or tend to avoid?
4. **How do you like to receive information and feedback** — short and direct vs fully explained, written vs talked through, praise-first vs straight to the point?
5. **How do you want written content to sound when Claude writes something for you?** Tone, UK vs US spelling, any words or phrases you want avoided, bullet points vs flowing prose, bold text or not, em dashes or not.
6. **What tools or software do you use** day to day that Claude might need to know about?
7. **How do you like to receive files or output** — a specific format, always a link, saved to a particular folder?
8. **What decisions do you make yourself**, and what do you always want checked with you first?
9. **What should an assistant never do** without asking you first?
10. **Anything else that would help someone**, or something, work well with you?
11. Confirm where the **file should be saved/installed**.

What the *!#< is a Skill?

A single task that you have "bottled" as a Skill, so Claude runs it the same way every time.

Put one on a schedule and you have an agentic workflow.

Build more and the library of skills, not the prompt, becomes your asset.

1 A folder, not a prompt

A markdown file of instructions, plus the templates, examples, code and tools it needs.

2 Now an open standard

Not just Claude. Copilot, Cursor, Codex and Gemini read the same folder.

3 Build it, and bottle it

Do the job yourself once, then ask Claude to write the skill from what happened.

4 Borrow one, make it yours

Download someone else's, then tell Claude to adapt it to your accounts and brand.

5 Describe what you want to trigger it

It says what the skill does and when. That is how Claude knows to reach for it.

6 Fix the skill, not the prompt

When the output is wrong, correct the skill. It gets better with every run.

Handovers – Three steps. Takes 60 seconds. Saves an hour.

When a conversation gets long, you don't lose your work — you migrate it. This is the discipline that separates beginners from intermediates.

1 At the end of a long session, ask for a handover

"Write me a handover for this session. Cover: what we were trying to do, what we've completed, what's still open, any decisions we made, and where to pick up next."

2 Copy the handover. Open a new conversation.

- In Claude Desktop, click the + New button.
- The old conversation stays saved — you can refer back if needed.

3 Paste the handover as your first message

"Here's the handover from my previous session. Read it, then continue from where we left off."

Sessions are cheap. Migrating context is cheap. Pushing past a degrading session is expensive. When in doubt, hand over.

Six traps every new user falls into

Knowing the traps in advance saves you the pain of falling in. Read these now, save yourself a frustrating Wednesday.

1. I asked for too much

One-shotting a five-step task. Break it into one step at a time until you trust each step.

2. I didn't read what Claude proposed

Clicked Approve on autopilot. Now something works that you don't understand.

3. I pushed past the 90-minute mark

Session went weird, I blamed Claude. Write a handover and start fresh — every time.

4. I assumed Claude was right

It sounded confident. It was wrong. Confidence is not correctness — verify.

5. I'm fighting Claude

Same wrong answer, three times. Stop. Re-prompt from scratch. Don't argue.

6. I'm stuck in the loop

Same task, twenty messages deep, getting worse. Start a fresh conversation.

10 tips for getting the best out of Claude Code.

Beginner-friendly. Start with one, add another when you're ready.

01

Start with the desktop app

Claude Code Desktop is easier than the code-editor version. Big chat window, projects on the left.

02

Tell it who you are

Upload your brand guidelines. Explain what the business does. Your brand book for AI.

03

One project per task

Keep the weekly blog separate from the client audit. Don't mix them.

04

Talk to it, don't type

Use voice dictation. Two-minute briefs become twenty-second ones.

05

Borrow before you build

Try imported skills first. Build your own only when nothing fits.

06

Build skills from your wins

When a project goes well, turn it into a reusable skill.

07

Save your work, often

Every couple of hours, write a handover and start fresh.

08

Maintain what you build

Skills aren't write-once. Update them as the business changes.

09

When you're ready, add GitHub

Once you have skills you depend on, install GitHub for version control.

10

Read the guide. Join the club.

Read the Claude Code Guide. Join the Thursday AI Club.

Practical applications & examples of **AI Agents** for your business

Example of an AI & e-commerce news blog.

Six skills, twenty minutes, a published draft. Watch them run on stage.

/news-scraper

Find this week's stories

SerpAPI + Tavily across e-commerce sources.

/ai-news-blog-writer

Write the blog

Categorise, score, draft 3-4,000 words in UK English.

/blog-image

Generate a cover image

Branded 1200x628 featured image.

/wp-content-publish

Push to WordPress

REST API draft push. Yoast metadata. Gutenberg blocks.

/ann-linkedin-posts

Build LinkedIn posts

Carousel + newsletter promo, in your voice.

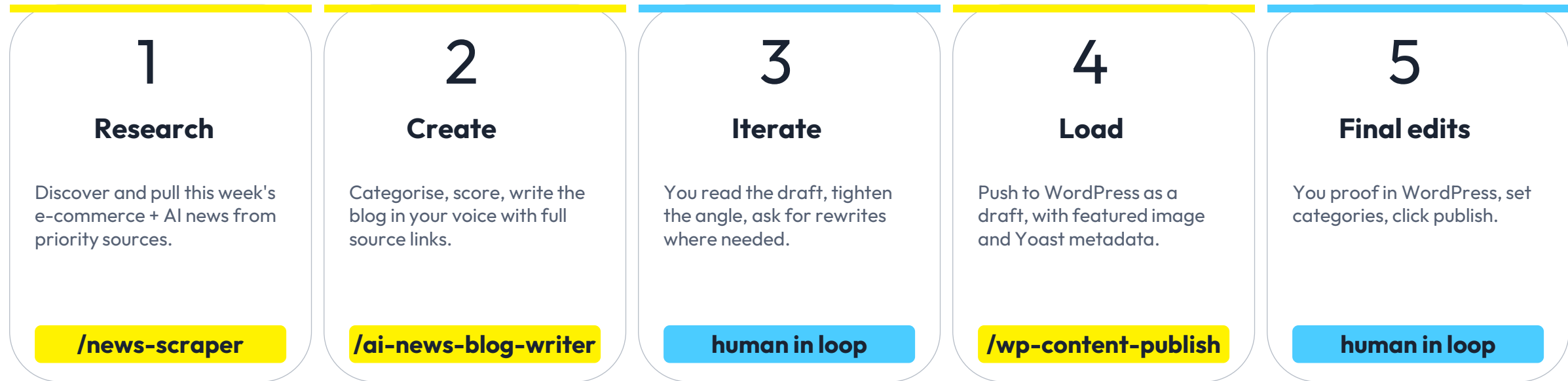
CLAUDE.md

The brand brief

The single text file that powers everything.

Creation – Research to live blog in 30 mins.

Five steps. Two are human checkpoints. The rest is Claude Code.



Same voice. Every week. Without spending all weekend on it.

Creation – Research to live blog in 30 mins.

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Q

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5th October 2026

THIS WEEK'S HEADLINES

- Google Gemini 4 Argon hits 1m token output limit
- OpenAI Dots agents work between conversations
- AI search up 392% as Penske loses Google lawsuit
- PwC: two thirds use AI but only 14% reap rewards
- Shopify opens checkout to AI agents via WebMCP
- Plus 26 more articles

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28th September 2026

THIS WEEK'S HEADLINES

- OpenAI launches GPT-6 Sol and Luna, prices cut 50%
- Anthropic cuts Claude Opus 5.5 cost by 40 percent
- Microsoft rebuilds Copilot with Home, Code and Autopilot
- Meta's Muse agent hits 2.5m downloads in 13 days
- GEO overtakes SEO as the search skill brands need
- Plus 29 more articles

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25th Sep 2026

BLOG

Search Marketing Weekly Update

From James Allen

anicca digital

- ANICCA NEWS & EVENTS - | AI AGENTS | GEO / AI

This Week in AI in Marketing & Management (5th Oct 26)

By Ann Stanley • 5 October 2026

A week that reshaped the AI landscape on three fronts at once. Google launched Gemini 4 Argon with a one million token output limit, OpenAI unveiled Dots agents and the GPT-6 Sol and Luna models while apologising to the Australian government for AI agents that breached public sector systems, and Shopify, Mastercard, JPMorgan and Cloudflare all moved agentic commerce from theory to live infrastructure. Here is what UK marketers and managers need to know for the week of 29 September to 5 October 2026.

- ANICCA NEWS & EVENTS - | - INDUSTRY NEWS - | AI AGENTS | GEO / AI

This Week in AI in Marketing & Management (28th Sept. 2026).

By Ann Stanley • 27 September 2026

Frontier model prices fell 40-50% in a single week, Meta's Muse agent hit 2.5 million downloads and triggered the first agentic commerce standoff, GEO became the search skill every brand wants, and Microsoft rebuilt Copilot around usage-based pricing. Here is everything that mattered in AI for marketing and management this week.

- INDUSTRY NEWS - | GEO / AI | PAID MEDIA & PPC | SEO & CONTENT

The September Spam Update Lands, the CMA Pushes UK Search Choice, and Cloudflare Leaves Googlebot Alone

By James A • 25 September 2026

Search marketing news: Google's September spam update could take two weeks, and the CMA wants UK Android users to pick a search engine.

READ MORE →

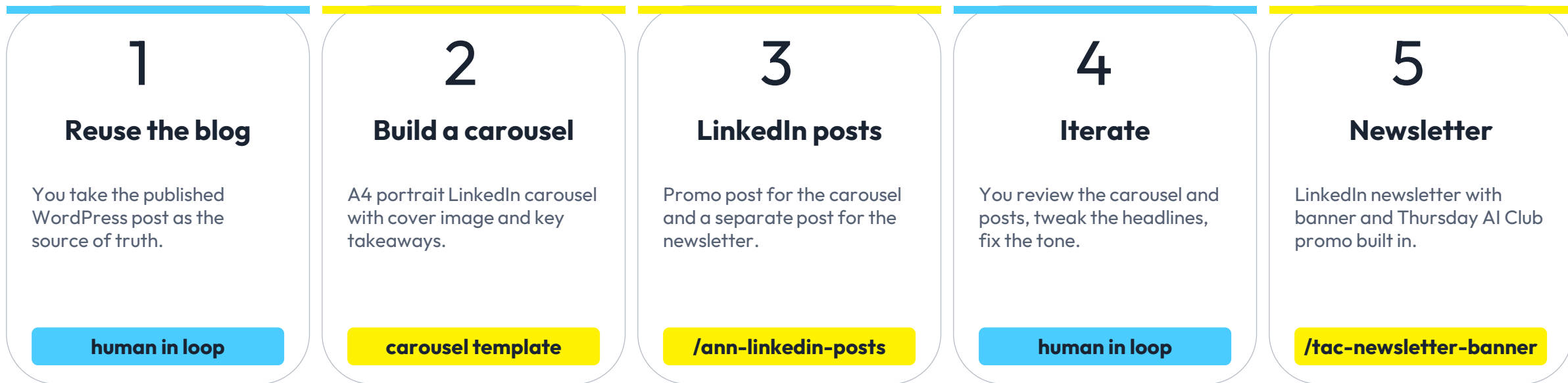
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Promotion – blog, LinkedIn Post & Newsletter

Take the published WordPress post and turn it into a week of social and newsletter content.



One blog. Five assets. All in your voice, all on brand, in an afternoon.

Promotion – blog, LinkedIn Post & Newsletter

**The Thursday AI Club**
1,748 subscribers

✓ Subscribed



What's New in AI in Marketing & Management (6th Oct)

 **Ann Stanley (aka Simmonds)**  Founder & CTO of Anicca Digital and our AI-Spinoff (Anicca AI & Insights) | AI Adoption, AI SaaS Builder | Digital Marketing, Ecommerce...

October 6, 2026

Weekly Newsletter for The Thursday AI Club

This week's AI in marketing news, curated for marketers and managers who want to stay ahead of how AI can improve the performance, productivity, and profitability of you and your business.

Comments

1 · 1 comment

 Like Comment Share

Add a comment...

Most recent ▼

 **Ann Stanley (aka Simmonds)**  **Author** 2h ...
Founder & CTO of Anicca Digital and our AI-Spi...

This week's AI in Marketing and Management blog:
<https://anicca.co.uk/blog/2026-10-05-ai-in-marketing-management/>

Get a tour of [#ArmadelloAnalytics](#) & [#AIIns](#) ...more

**This Week in AI in Marketing & Management (5th Oct 26)**
This week in AI marketing: Gemini 4 Argon, OpenAI Dots, AI search up...

Like Reply 22 impressions

 **Ann Stanley (aka Simmonds)**  • You
Founder & CTO of Anicca Digital and our AI-Spinoff (Anicca AI & Insights) | AI ...
[View my newsletter](#)
2h

The 6th Oct edition of the [#ThursdayAIClub](#) [#AInewsletter](#) is live.
With 31 Articles on the latest in [#AINews](#) [#AlinMarketing](#) & [#AlinManagement](#)

This week the big stories are about frontier models, agentic infrastructure, and AI search - and the numbers behind them are hard to ignore.

[#AIModels](#) and pricing

- [Google](#) launched [Gemini 4](#) Argon, its most advanced frontier model, initially through trusted cybersecurity partners in the Fairwind Program
- [OpenAI](#) introduced [#Dots](#), always-on agents built on GPT-6 Astra that connect to over 4,000 apps, plus two cheaper siblings - GPT-6 Sol and Luna - at 50 per cent lower API prices than the previous generation
- [Anthropic](#) released [Claude](#) Sonnet 5.5, despite CEO [Dario Amodei](#) publicly calling for a slowdown

[#AgenticCommerce](#)

3 levels from beginner to *AI builder*

USE IT

CONNECT IT

BUILD WITH IT

USE IT (Level One) – Claude Code's features vs chat

1 Getting started

Foundations

Tabs, projects, prompting,
safe practice, access files
on your hard-drive

2 Knowledge & experience

Memory files, skills library

The borrow-versus-build habit,
improved with every cycle.
Claude.md file to train & guide.

Most people never get further than this

CONNECT IT (Level Two) –

Connect your own data, accounts & GitHub

3 Infrastructure

Housekeeping & best practice

Handover documents,
GitHub backup,
scheduling.

4 Integrations

API integrations, .env files

Importing data or using 3rd party tools, requires managing “secrets” and API keys.

BUILD WITH IT (Level Three) – Dashboards, apps & products you can sell

5 Reporting & dashboards

Advanced reporting

Connecting AI to marketing, ecommerce, CRM and finance data.

6 Commercial apps & SaaS products

Custom-built tools & products

Dashboards and apps with blended data, deployed to your own site.

3 advanced features for building with AI

(On your laptop and the cloud)

LAPTOP

.env file & API CONNECTIONS

Your credentials.

LAPTOP

CLOUD

HANDOVER & GITHUB ARCHIVE

Your history.

LAPTOP

CLOUD

SCHEDULE & GITHUB ACTIONS

Your automation.

Level One – 50+ skills. *No API key.*

NO API KEY

NO ACCOUNT

NO CONNECTOR

Level One - SEO, GEO & PPC

Content ideation

Content planner

Blog writer

Content clusters

Keyword generator

E-E-A-T checker

GEO tactics

GBP content plan

Search term analysis

Negative keywords

Negative placements

Google Ads assets

Level One - Writing & social

LinkedIn posts

Emails, your voice

Press release

Weekly carousel

Ad copy

Ad & blog images

Featured images

Newsletter banner

Editorial sweep

Level One - Decks, docs & PDFs

Decks, light

Decks, dark

Presentation style

Landing pages

Ebook template

EPUB converter

HTML to PDF

PDF generator

HTML to PowerPoint

Level One – New Business

Proposals

Offer design

Case studies

Client discovery

Customer avatars

Competitor intel

Copy council

Order confirmations

Level One – Admin & thinking

Meeting notes

Idea extractor

Research search

CSV anonymiser

Expert council

Adversarial council

Grill me

Map triggers

Handover doc

Level One example.
Content Cluster.

The structure of the Content Cluster Skill

Folder structure

```
content-cluster/  
├─ SKILL.md  
├─ hub-template.html  
└─ funnel-template.html
```

SKILL.md (instructions)

name: content-cluster

Description: "Create content cluster hub-and-spoke diagrams and buying funnel visualisations for SEO content strategy."

Content Cluster & Funnel Skill

Generate two HTML visualisations for any topic:

1. Content Hub & Topic Clusters, a central topic with eight supporting content pieces
2. Content Funnel Mapping, TOFU / MOFU / BOFU,

When to Use This Skill

- Content strategy deliverables for clients
- Cluster slides inside GEO audit reports

Input – What you give it

- 1 Topic
- 2 Market
- 3 Competitors
- 4 Keyword export

Action – What it works out

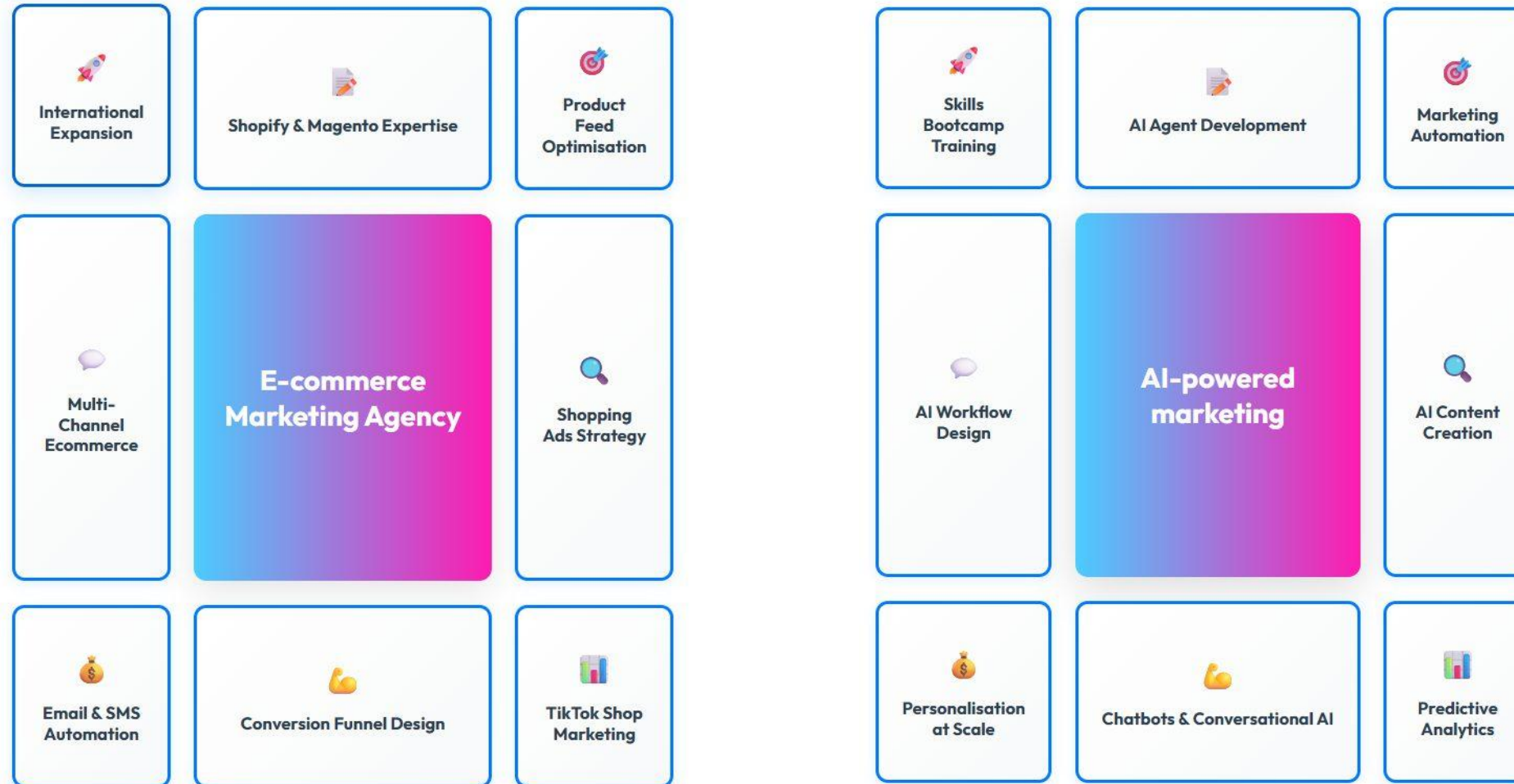
- 1 What already ranks
- 2 Eight clusters
- 3 Funnel stage
- 4 Titles and keywords

Output – What you get

- 1 Hub diagram

- 2 Funnel map

Output – Content clusters



Level two. *Needs an API key.*

API KEYS

LOGINS

OAUTH

Level 2 - needs API keys in an **.env** file

```
# .env file on hard-drive
# NEVER COMMIT THIS FILE TO GIT

ANTHROPIC_API_KEY = sk-ant-...
OPENAI_API_KEY = sk-...
GOOGLE_ADS_DEVELOPER_TOKEN = your_token
GA4_PROPERTY_ID = 123456789
SERPAPI_KEY = your_key
WORDPRESS_APP_PASSWORD = xxxx xxxx xxxx
```

SECURITY RULES

- Never share .env
- Never commit to GitHub
- Always add to .gitignore
- Treat each key like a password
- If a key leaks, replace immediately

Level Two - Search data

Ahrefs benchmark

Link quality

Search Console

GA4

Content inventory

Change vs impact

CSV & Excel analyser

Level Two - PPC

Ask the account

Search term analysis

Placement exclusion

PMax breakdown

Gap analysis

Budget model

Level Two - Publishing & creative

Publish to WordPress

Weekly blog pipeline

Push a page live

Image generation

Slide illustrations

Infographics

Video storyboards

Product descriptions

Level Two - Inbox, diary & meetings

Gmail

Calendar

Daily briefing

Meeting notes

Newsletter digest

YouTube monitor

Webinars

NDA's & orders

Ahrefs-competitor-analysis skill

Folder structure

```
ahrefs-competitor-analysis/  
├─ SKILL.md  
├─ config.json  
└─ scripts/
```

SKILL.md (instructions)

name: ahrefs-competitor-analysis

description: "Pull the latest Ahrefs SEO metrics for a client and its competitors, then produce a branded, client-ready benchmark report plus a CSV."

What it produces

ahrefs_data.json raw metrics per brand
ahrefs_data.csv opens in Excel
report.html client-ready benchmark

Key facts

API key: AHREFS_API_KEY, read from .env

Ahrefs only has data up to yesterday

Input – What you give it

1 Your domain

2 Competitors

3 Your API key

Action – What it works out

- 1 Checks the domains
- 2 Pulls the metrics
- 3 Groups and highlights
- 4 Writes the takeaway

Output – What you get

1 A client-ready report

2 A CSV

3 Raw JSON

Competitor research (2 of 29 pages)

Website	Domain Rating	Keywords ranked	Keywords in top 3	Estimated monthly visits from Google
Start-Rite	51	4,066	1,392	78,901
Clarks	75	28,851	11,895	1,273,294
Geox	64	12,868	4,940	357,380
Kickers	42	2,309	1,324	149,719
Bobux	35	408	161	14,212

Brand or retailer	Type	School shoe prices	Delivery	Returns	Fitting
Start-Rite	Brand	£22 to £75	£3.99 standard, no standing free threshold	90 days, free	Via stockists. Widths: E, F, G, H
Clarks	Brand	£10 to £53	£4.95 standard, free over £75	28 days, paid	In-store fitting. Widths: E, F, G, H
Geox	Brand	£42 to £60	£6.90 standard, free over £99	30 days, free	No store fitting. Widths: Standard only
Kickers	Brand	£58 to £95	£4.95 standard, free over £60	30 days, free	No store fitting. Widths: Standard only

Level three.

Dashboards & Apps

AUDITS

PRICING

ANALYSIS

CREATIVE

Level Three - Audits

Tech, SEO & GEO audits

CRO & PPC audits

Tracking & consent audit

E-E-A-T scoring tool

Level Three – Content & search analysis

Content inventory

Tone of voice & AI checker

Content upload checker

Content length & placement

Level Three - Price checking & shopping

FeedScope

Competitor price-scraping

Product page creator

Level Three - Ads & creative

Feed-creative generation

Product title cleanup

Creative templating

FeedScope – Product Feed Optimisation

824
products in feed

759
titles to improve

8
disapproved

84
suggested values to review

121
zombies (no traffic)

117
not in stock

263
missing group ID

Recommendations

117 products not in stock

They carried 10% of spend and 61% of revenue in the window. Chase restock dates for the top sellers; expect revenue to dip while they're dark.

8 products disapproved / not eligible

These can't serve at all. Open each product's issues list and fix the blocking attribute (or check Merchant Center Diagnostics).

759 titles below best practice (247 weak)

1,625 of spend runs on these titles. Rework as Brand + Product + Material + Colour + Size, front-loading the first 70 characters. Use the title editor + suggestions here.

392 titles have no size/dimension

Shoppers search by size ('180cm tv unit', 'small double bed'). Adding dimensions is usually the single biggest title win.

263 products missing item_group_id (31% of

FeedScope by Anicca Digital

Account 7

Last 90 days

Load account

Privacy: on

Titles sheet

Create images sheet

AI (subscription)

Last 90 days

Performance

Attributes

Images

All (824)

Weak titles (247)

Average titles (512)

Not in stock (117)

Disapproved (8)

Zombies (121)

No GTIN (15)

No group ID (263)

Search title / ID / brand...

	Product	Price	Stock	Title	Attributes	Depth	Impr.	Clicks	CTR	Cost	Conv.	Revenue	ROAS
☐	 Asthbury Chest of 6 Rattan Drawers Oak Effect shopify_zz_15939590193534_5749547617022	139.99	In stock	Good Mid	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Tall Chest of 4 Drawers - Natural Rattan shopify_zz_15939590324606_57495478010238	74.99	In stock	Good Mid	C S M P	A	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Avara Dining Table and Ashford Chair Set Beige / 4 Chairs / 120cm shopify_zz_15939595665790_57495488495998	259.99	In stock	Average Mid	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Rattan Dressing Table & Circular Mirror Oak Effect shopify_zz_15939589964158_57495477027198	89.99	In stock	Average Mid	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Avara Natural Grain Dining Tables with Black Metal Legs 80cm shopify_zz_15939595829630_57495488954750	64.99	In stock	Good Low	C S M P	B	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Rattan 2 Drawer Bedside Table Oak Effect shopify_zz_15939590291838_57495477846398	39.99	In stock	Good Low	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Phoenix 2 Door & 3 Drawer Wardrobe White shopify_zz_15939584000382_57495460381054	139.99	In stock	Average Mid	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Rattan 3 Door Natural Sideboard shopify_zz_15939590160766_57495477584254	99.99	In stock	Average Low	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Rattan 2 Door Shoe Cabinet Oak Effect shopify_zz_15939590259070_5749547780862	59.99	In stock	Good Low	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%
☐	 Asthbury Rattan Dressing Table & Circular Mirror White shopify_zz_15939589964158_57495477059966	89.99	In stock	Average Mid	C S M P	C	100%	100	1.00%	100	1.00%	100	1.00%

Prev

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Next

anicca **data insights**

Simple (Free) E-E-A-T Scoring Tool

7.3

INDICATOR OUT OF 10

Medium+

Indicator 7.3, capped because a heavily weighted factor fails (T14) - the single-Low-attribute rule.

Anicca's ownership, contact details and blog depth are strong, showing genuine expertise and current, well-sourced marketing analysis. However, live placeholder testimonials, no evidenced case studies, and an inconsistent team-size figure undermine trust and polish elsewhere on the site.

How this number was worked out. We found **10 of the 10** pages we looked for on <https://anicca.co.uk>, and scored **35 of 41** checks. Each factor scores 0, 1 or 2 and is multiplied by its weight. A group's percentage is points earned divided by points available. Factors marked n/a are excluded from BOTH sides, so a page type a site does not have cannot reduce the result.

This is an indicator against a documented rubric, not a score Google publishes. Google holds no E-E-A-T score and E-E-A-T is not a ranking factor. The same site always produces the same number, because every check is scored by fixed rules and the written assessment never sets the score.

How each area scored



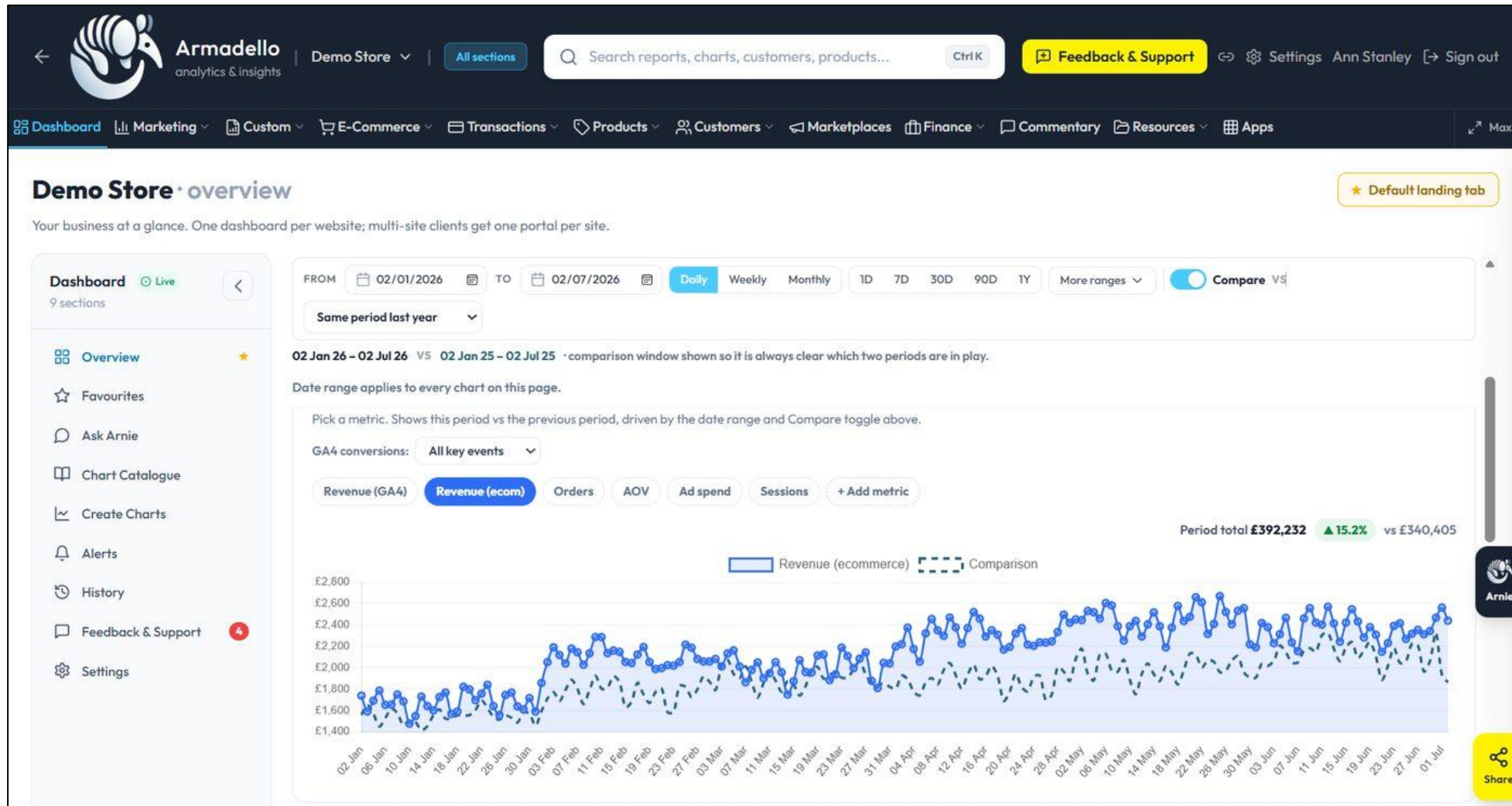
What to do first

1. Replace the placeholder testimonial blocks with real, named client quotes. (X3, T14, C1)

Dummy testimonial text live on two pages damages trust and credibility.

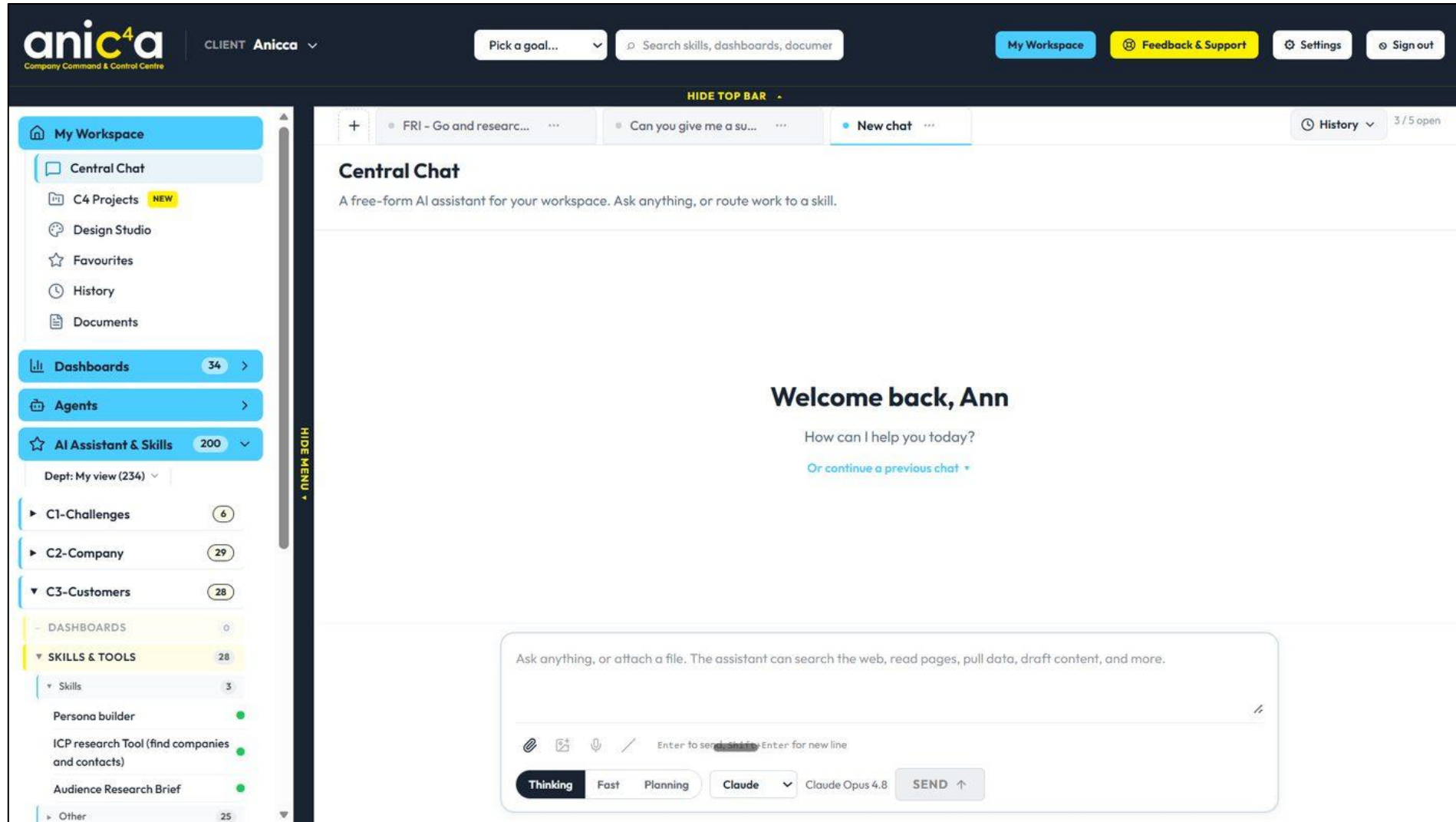
<https://anicca-eat-checker.netlify.app/>

Armadello Analytics & AI Insights



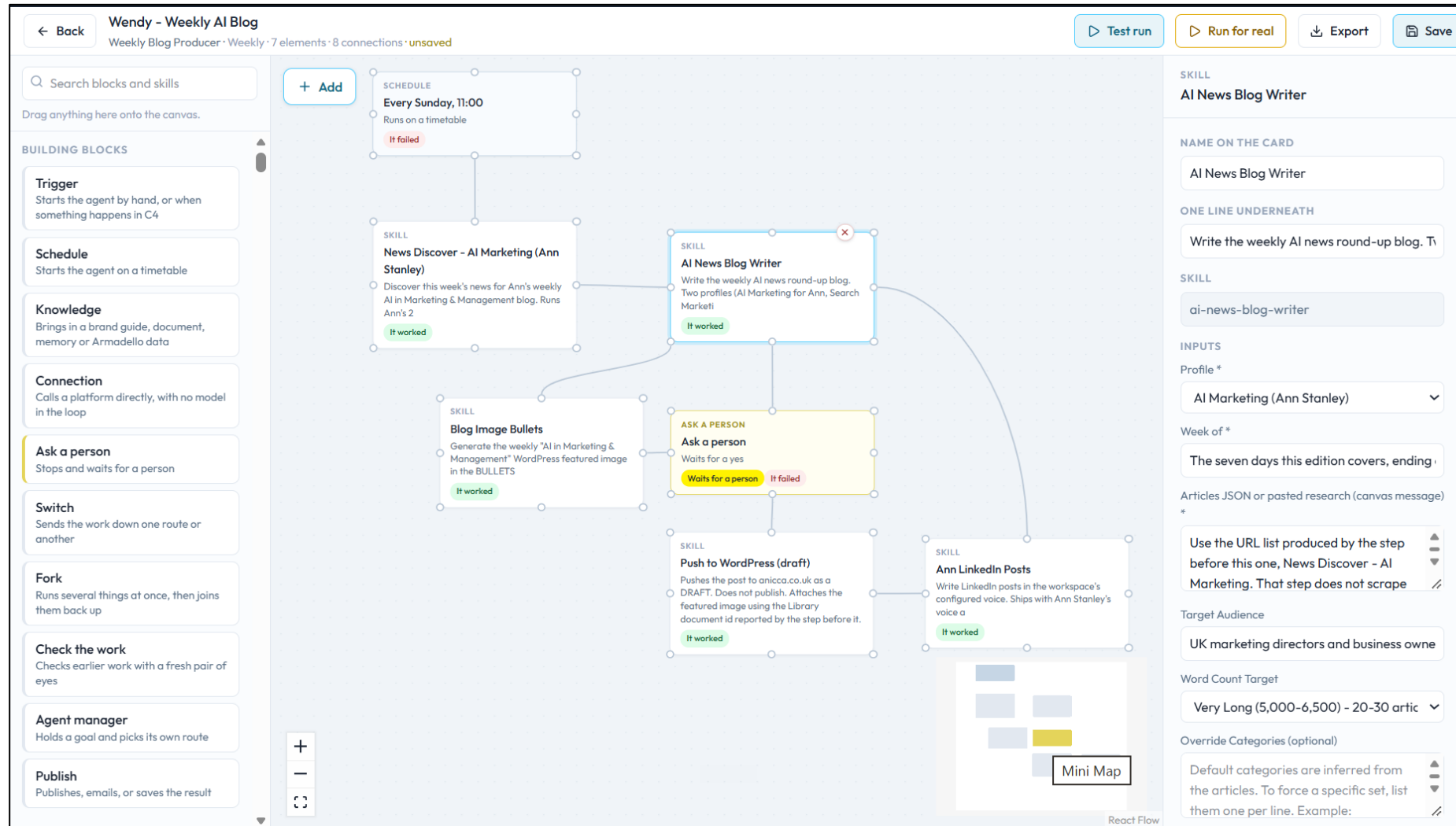
Live demo at
demo-store.armadello.com
FREE Advanced Access

C⁴–Company Command & Control

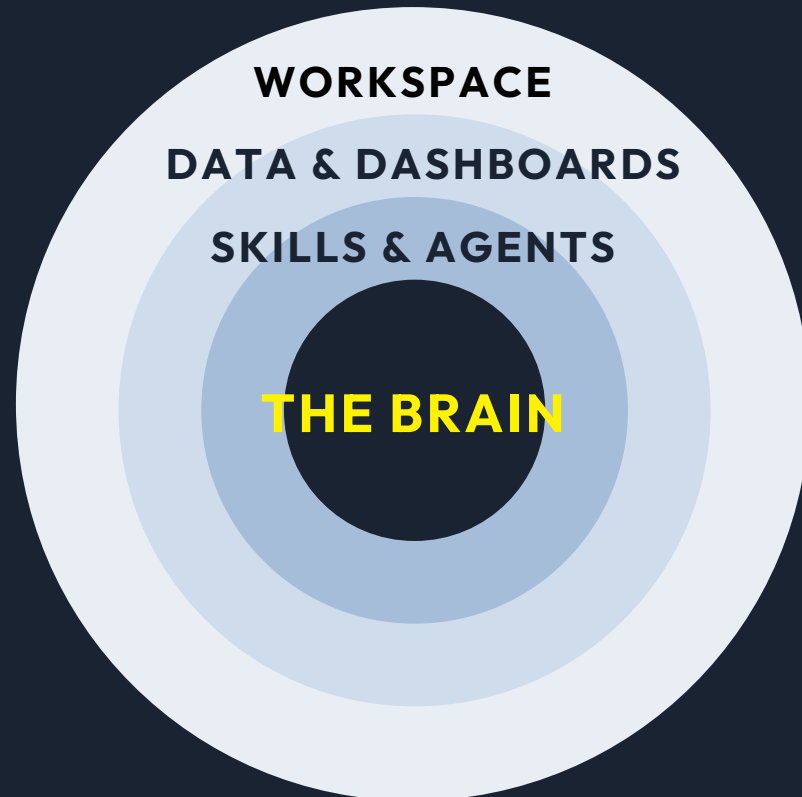


**Live prototype
available on request**

C⁴-AI Agent Building Canvas (AI-ABC)



Creating a company-wide *AI Operating System*



Resources & Downloads



FREE DOWNLOAD

The 88-page Claude Code Guide

The full walk-through, with screenshots, prompts and worked examples.



The Thursday AI Club

FORTNIGHTLY, NEW SEASON 22nd OCT

Three-hour workshops, Q&A and live demos. Recordings, skills to copy, a private channel and a hackathon every quarter.

£40/month or £400/year + VAT.

Cancel any time. *Led by Ann, Darren and James.*



Scan for both

<https://Bit.ly/claude-code-oct>

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