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brightonSEO.
United Kingdom

Adding **Claude Code** to Your Search Marketing Toolkit



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The Claude *tools*

The Claude tools *by function*

1. Claude
Chat

2. Claude
Cowork

3. Projects
& Skills

4. Claude
Design

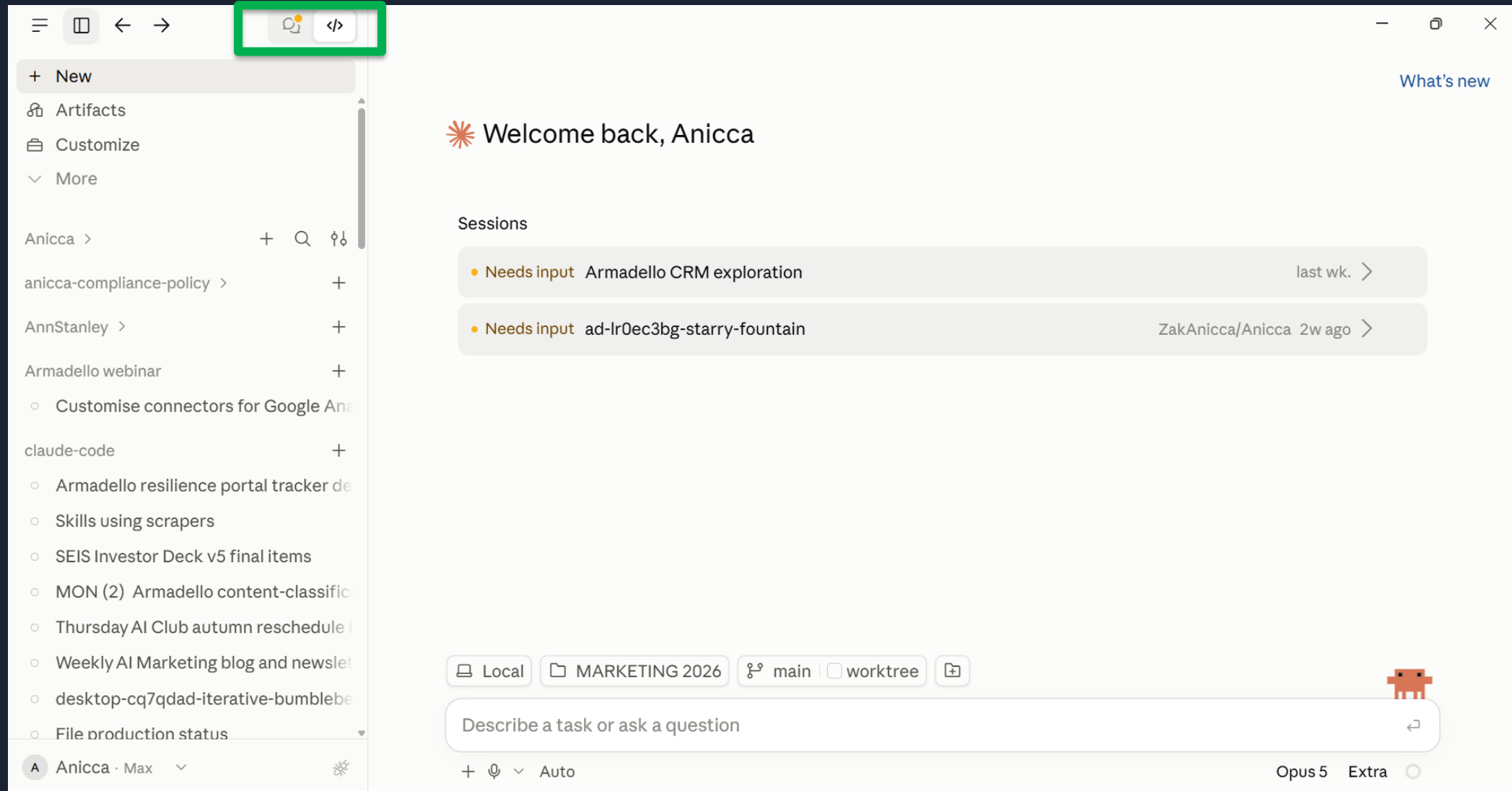
5. Claude
Code

*Chat and Cowork are merging into one Claude experience.
Projects, Skills and Design increasingly work across Claude.*

Start with **Claude Code** on your Desktop

The Toggle

Switch between
Claude Chat &
Claude Code



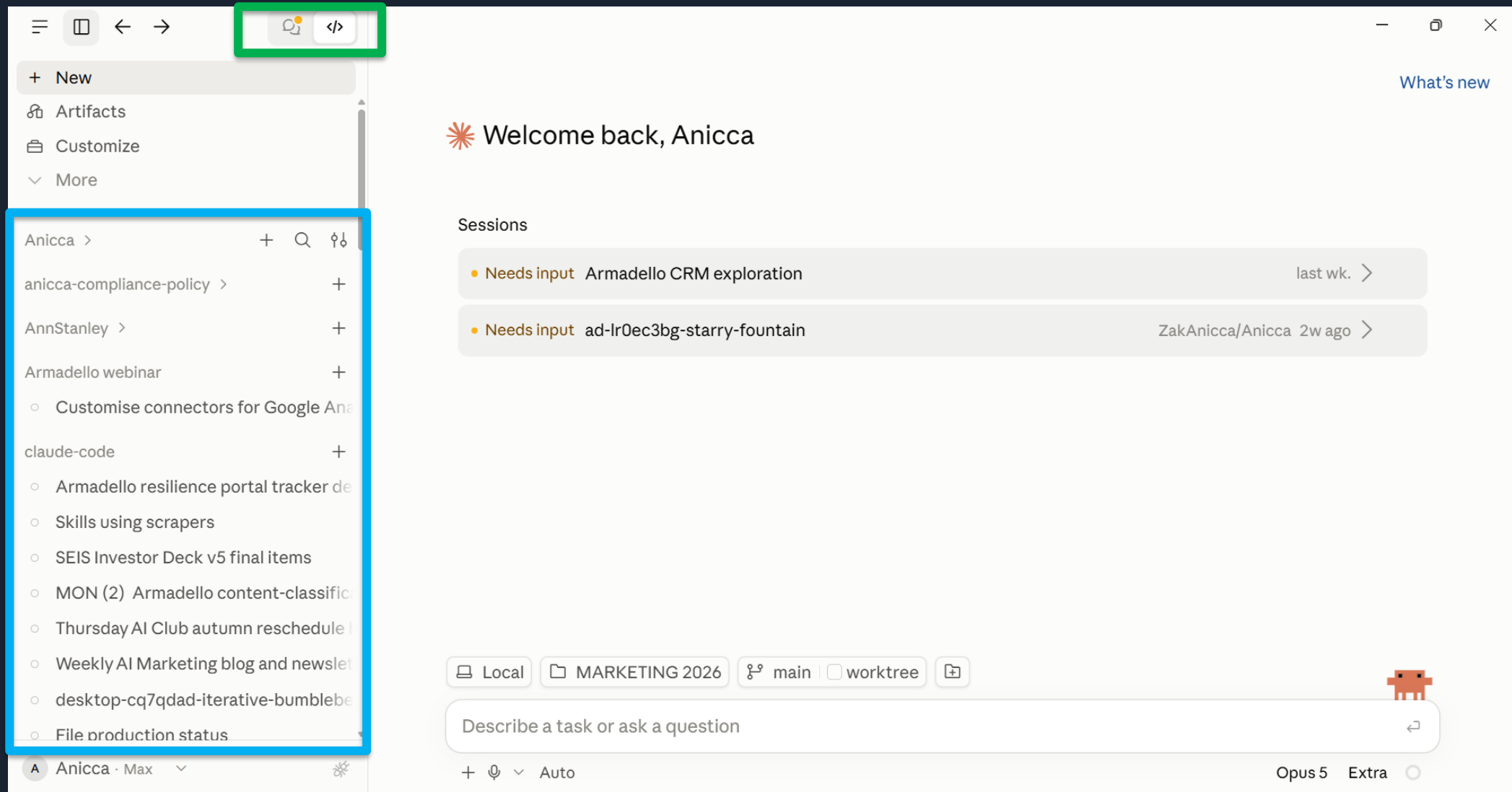
Start with **Claude Code** on your Desktop

The Toggle

Switch between
Claude Chat &
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Your projects

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



Start with **Claude Code** on your Desktop

The Toggle

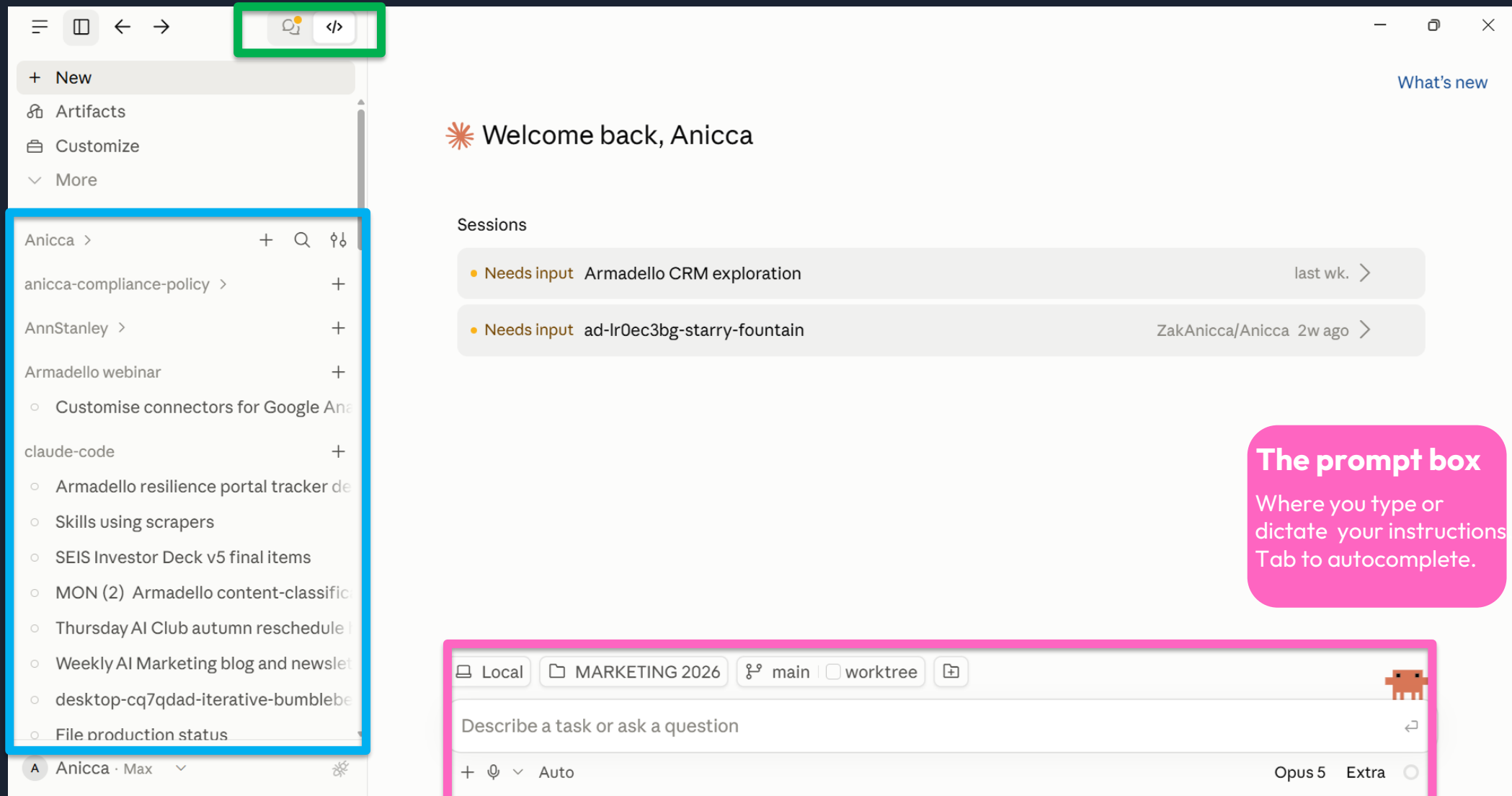
Switch between
Claude Chat &
Claude Code

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.



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.*

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.

What the $*!#<$ is a *Skill?*

6 features of Skills

- 1 One skill per task (linked skills = agent)
- 2 A folder of files/instructions
- 3 Search online for a skill, customise it
- 4 Build something & “bottle it” as a skill
- 5 Describe the skill to trigger it
- 6 Improve or customise your own skill

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.

50+ skills. *No 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

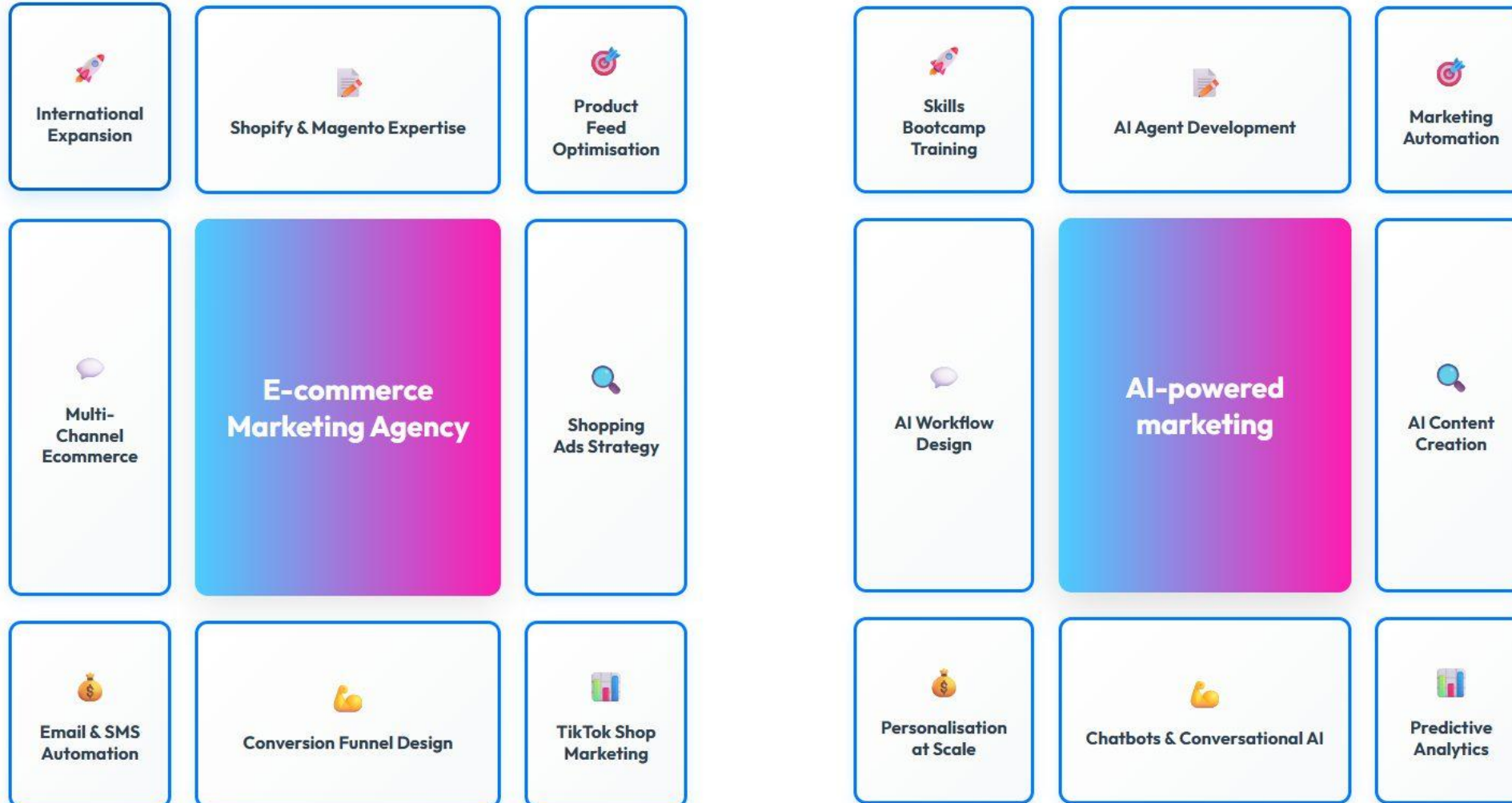
- 1 What already ranks
- 2 Eight clusters
- 3 Funnel stage
- 4 Titles and keywords

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 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

FeedScope — Anicca Digital

Psst... 5% OFF just for you!

Ask Gemini

Work

localhost:8765

Google Tag Manager

Analytics | Home

Overview - Merchan...

Looker Studio

Google Ads

Resources

Shopify Partners

Agency overview - ...

Clients

FeedScope by Anicca Digital

Account 7

Last 90 days

Load account

Privacy: on

Titles sheet

Create images sheet

AI (subscription)

Last 90 days

FEED HEALTH

824 products in feed

121 zombies (no traffic)

759 titles to improve

117 not in stock

8 disapproved

263 missing group ID

84 suggested values to review

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

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_57495477617022	139.99	In stock	Good Mid	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Tall Chest of 4 Drawers - Natural Rattan shopify_zz_15939590324606_57495478010238	74.99	In stock	Good Mid	C S M P	A	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 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	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Rattan Dressing Table & Circular Mirror Oak Effect shopify_zz_15939589964158_57495477027198	89.99	In stock	Average Mid	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 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	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Rattan 2 Drawer Bedside Table Oak Effect shopify_zz_15939590291838_57495477846398	39.99	In stock	Good Low	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Phoenix 2 Door & 3 Drawer Wardrobe White shopify_zz_15939584000382_57495460381054	139.99	In stock	Average Mid	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Rattan 3 Door Natural Sideboard shopify_zz_15939590160766_57495477584254	99.99	In stock	Average Low	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Rattan 2 Door Shoe Cabinet Oak Effect shopify_zz_15939590259070_57495477780862	59.99	In stock	Good Low	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x
☐	 Asthbury Rattan Dressing Table & Circular Mirror White shopify_zz_15939589964158_57495477059966	89.99	In stock	Average Mid	C S M P	C	12,000	100	1.20%	100	2.5%	1,200	12x

Prev

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Next

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



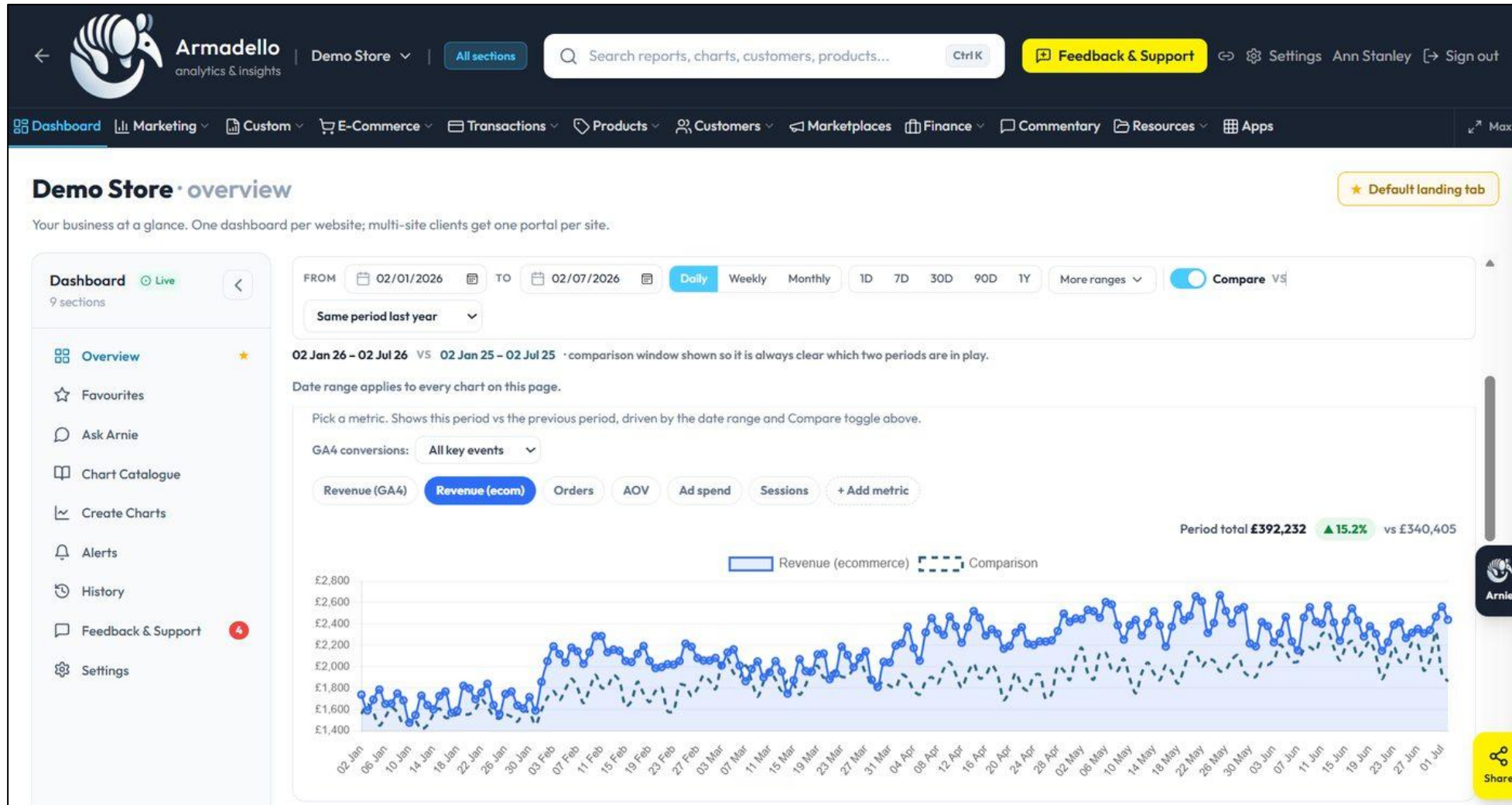
What to do first

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.

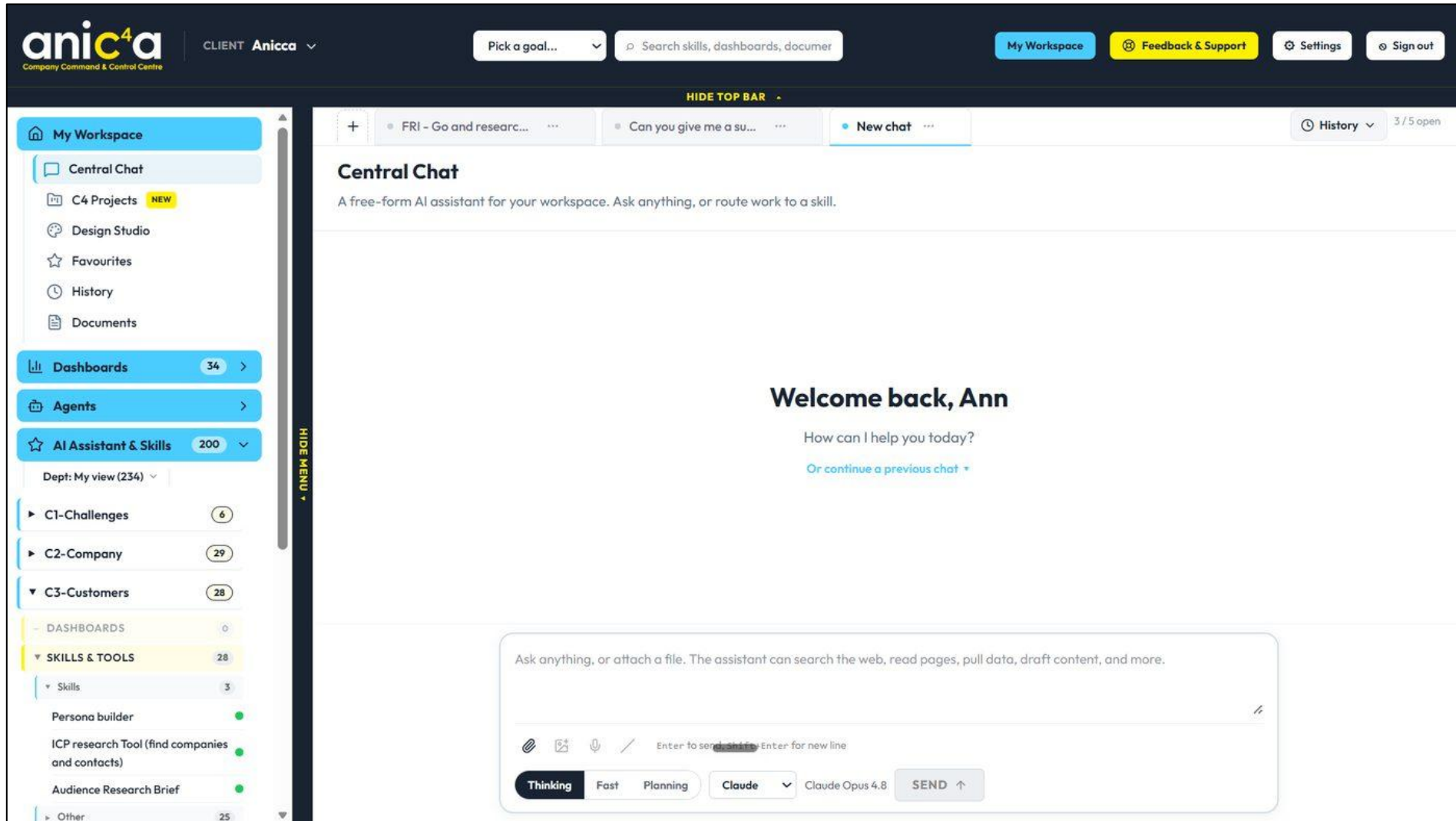
<https://anicca-eat-checker.netlify.app/>

Armadello Analytics & AI Insights



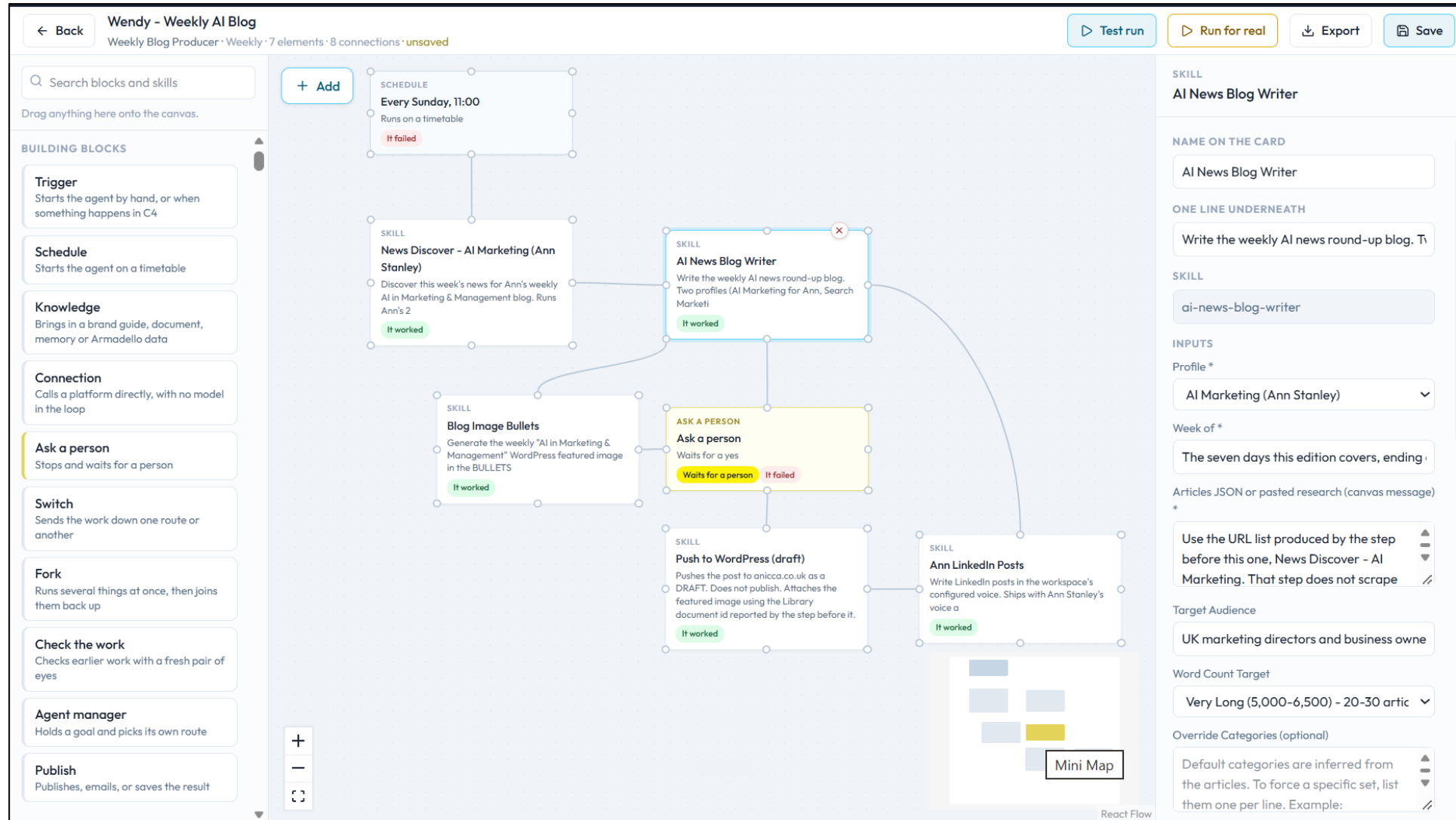
Live demo at
demo-store.armadello.com
FREE Advanced Access

C⁴ – Company Command & Control

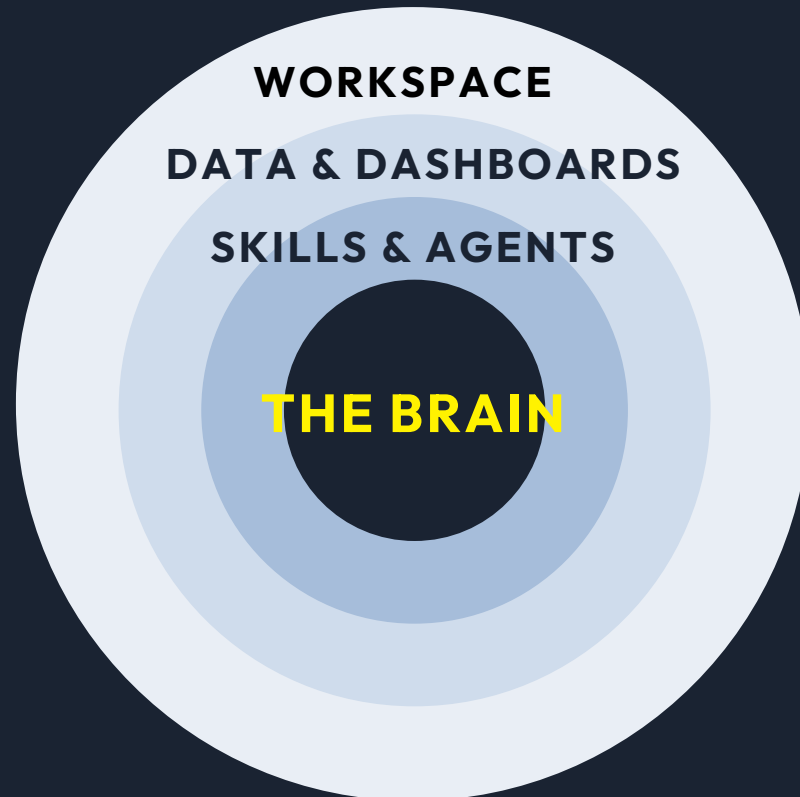


**Live prototype
available on request**

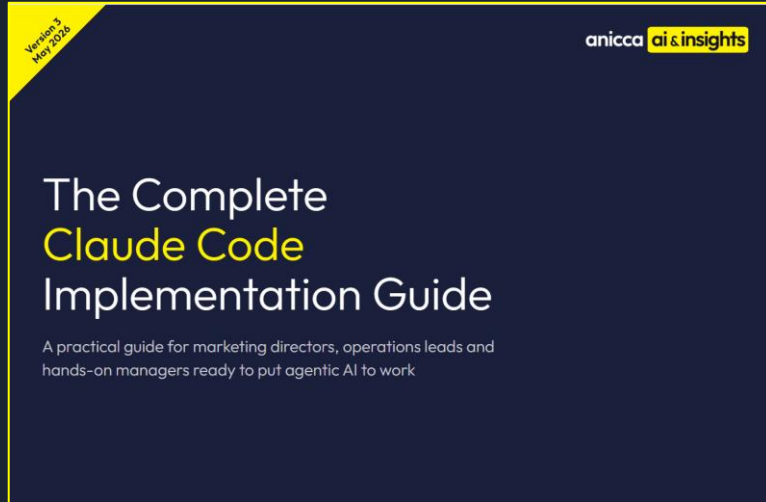
C⁴–AI Agent Building Canvas (AI-ABC)



Creating a company-wide *AI Operating System*



Resources & Downloads



FREE DOWNLOAD

The 88-page
Claude Code Guide



FORTNIGHTLY, HANDS-ON

3-hour workshops,
Q&A & live demos.
£40/month or £400/year + VAT.



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