BIRMINGHAM TECH WEEK

Getting started with Claude Code

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

By Ann Stanley (Founder & CTO) & Darren Wynn
Anicca Digital & Anicca AI & Insights
22nd Oct 2026

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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 marketeer. 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**:

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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

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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

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

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Join the WhatsApp Group to Ask Questions

Darren Wynn –
Question Master

Scan to join

https://chat.whatsapp.com/J04P5EYxRodAko6EQbuI4D?s=qt&p=a&mlu=4&ilr=4&iam=0

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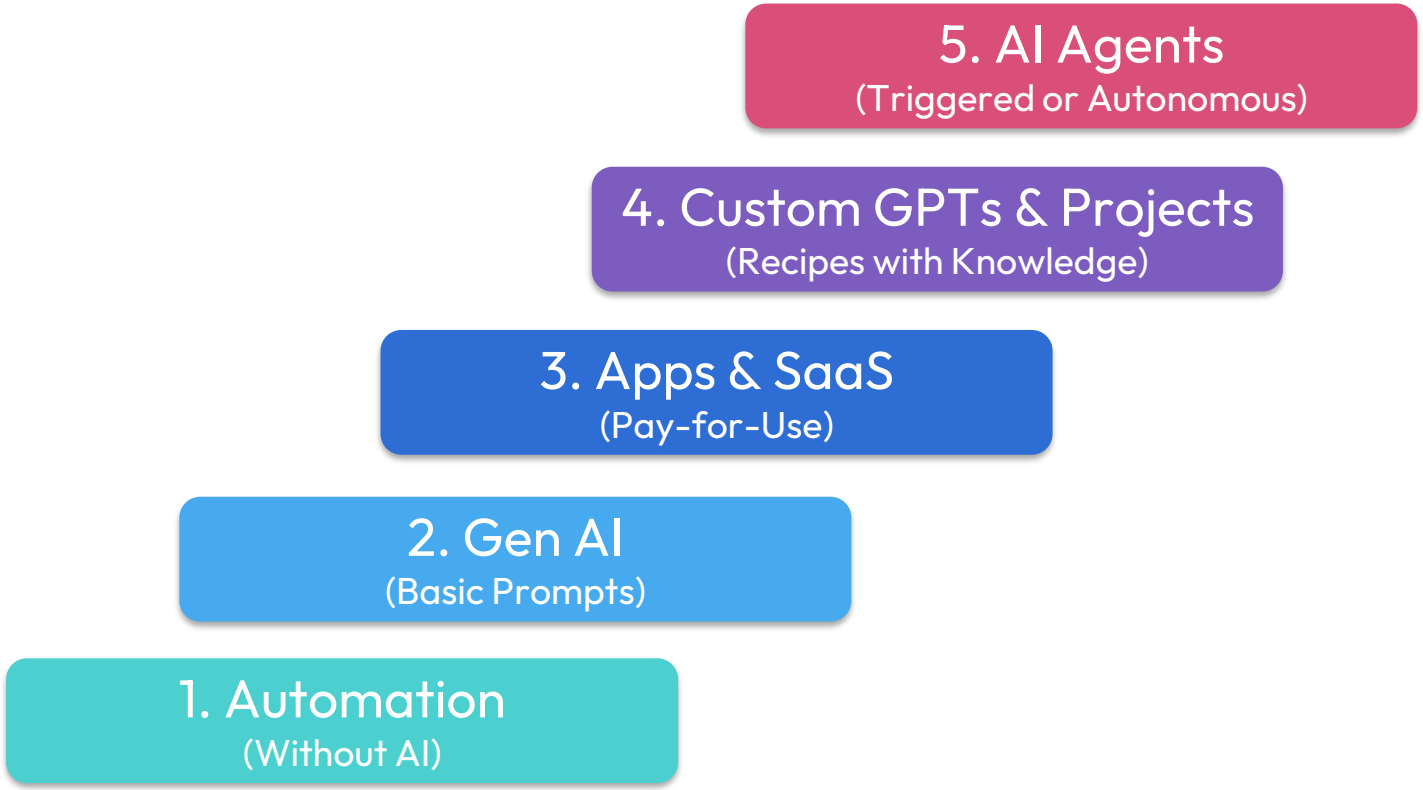
Where Are You on the AI Ladder?

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.



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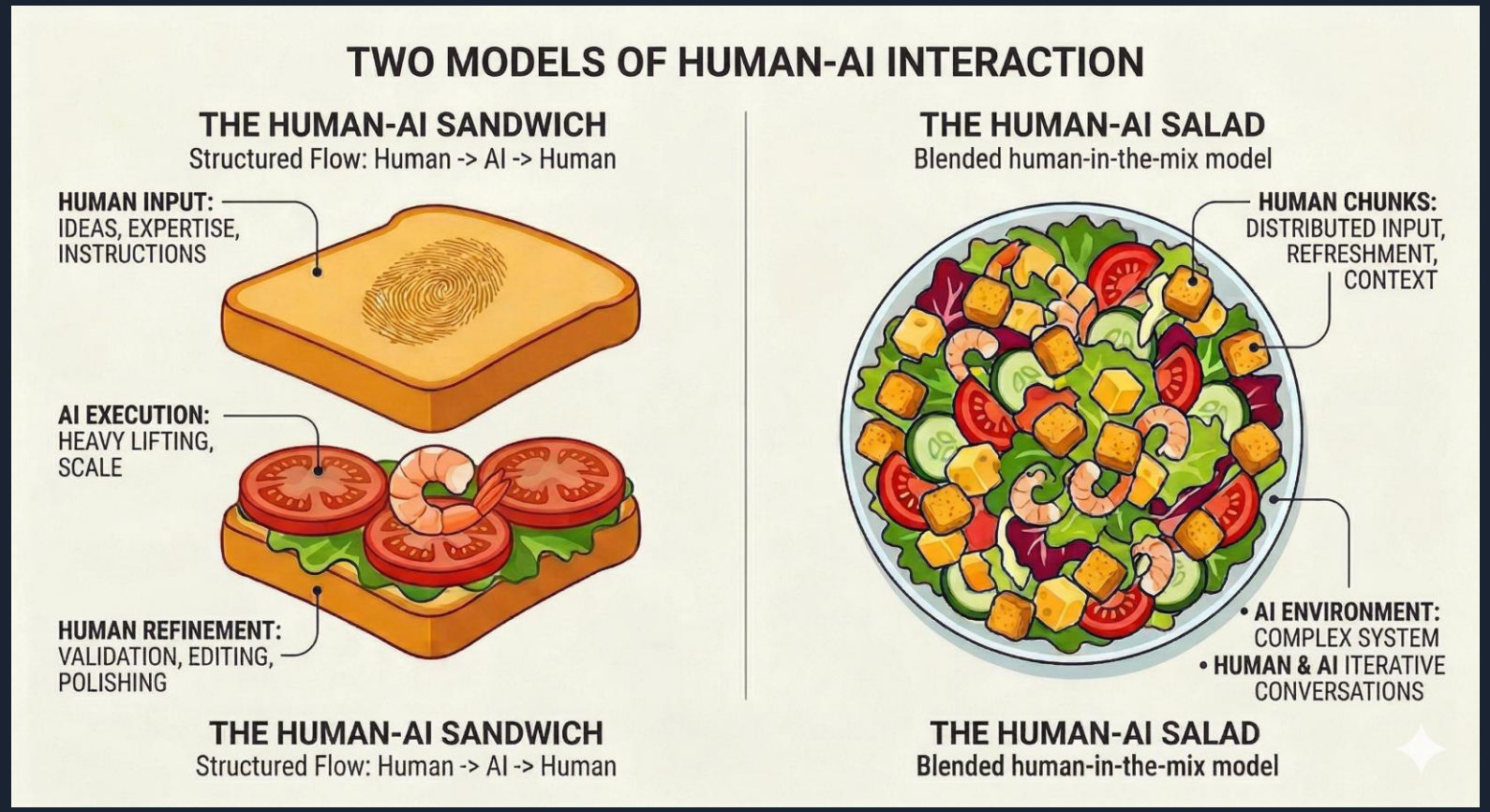
The role of humans - AI sandwich or AI salad?

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

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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.

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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.

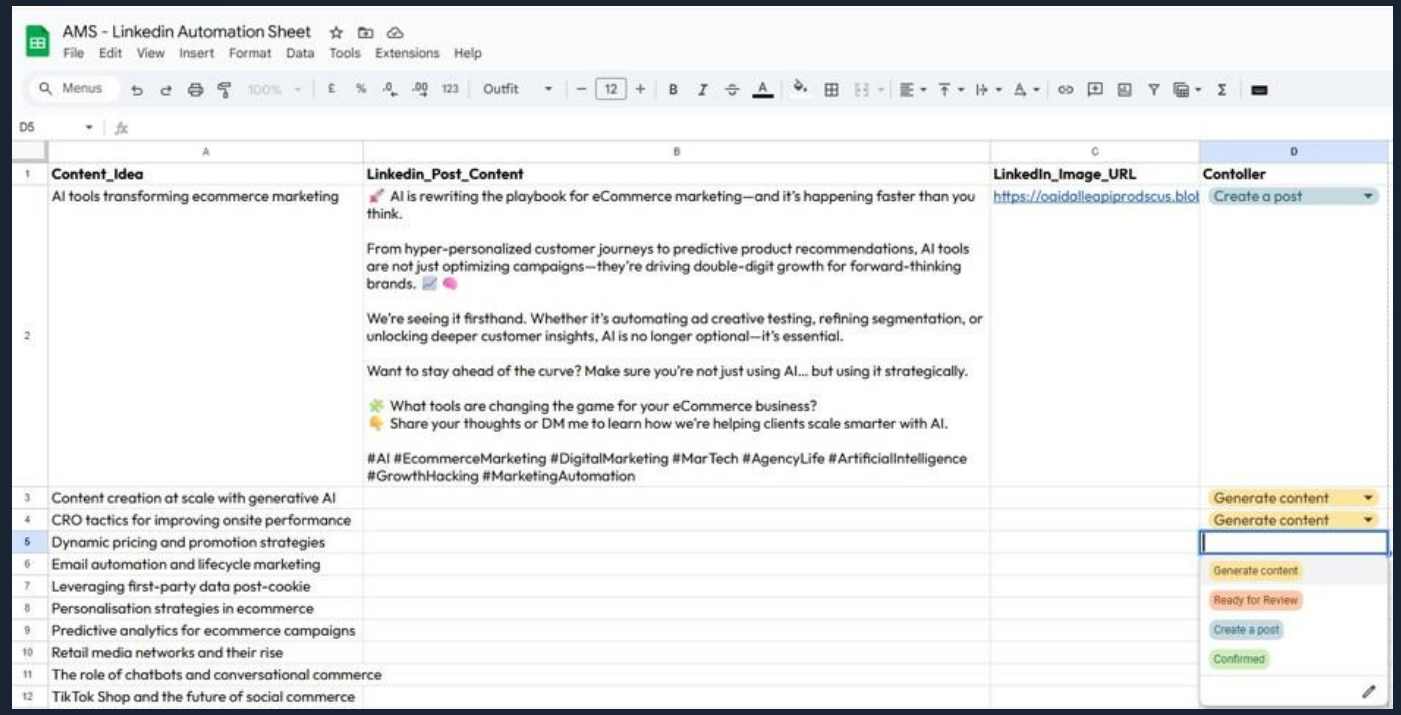
STEP 04

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.



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

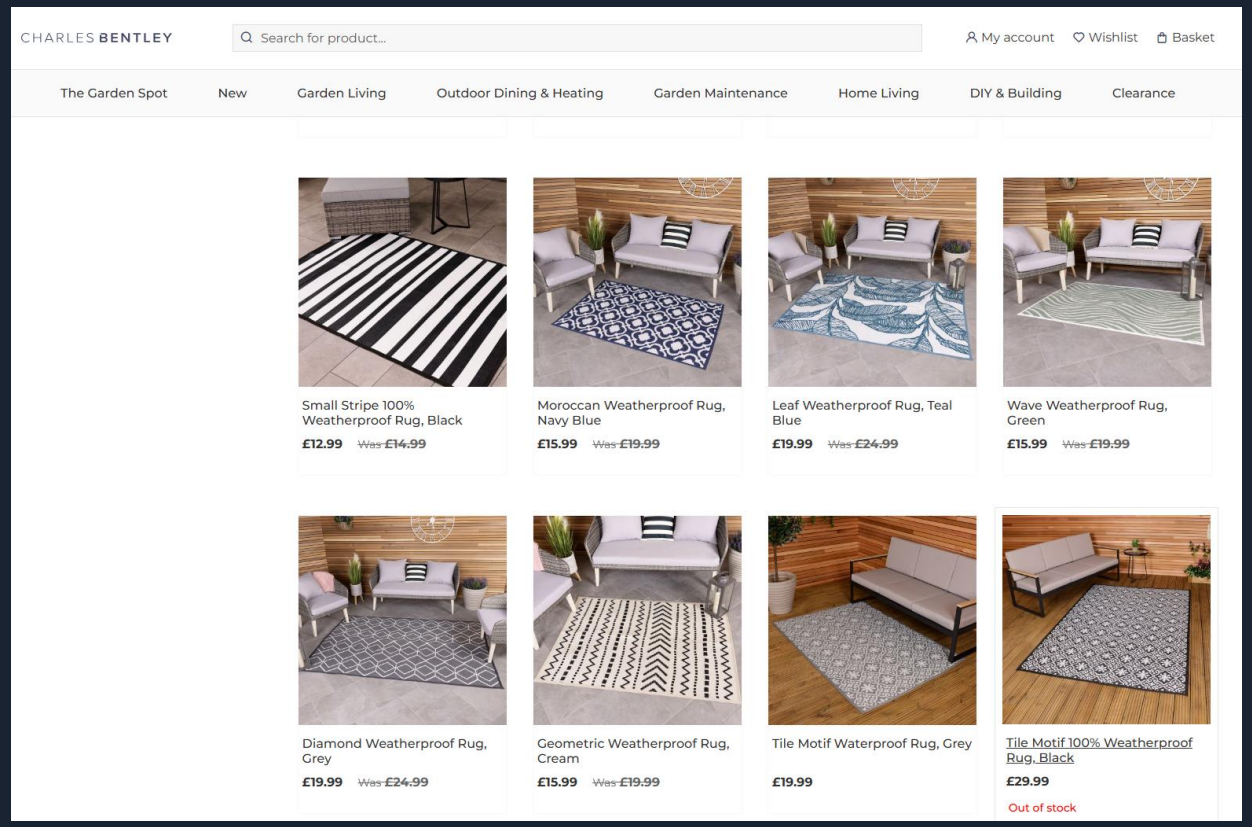
Live URLs

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



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Building an AI Agent

TRIGGER
Starts the workflow

AI AGENT
LLM Brain + Tools

OUTPUT
Actions & deliverables

Triggers

- Schedule / Timer
- Form submission
- Webhook URL
- Incoming email
- Slack / Teams message
- Google Sheet change
- Manual click

Agent (the Brain)

- LLM: ChatGPT, Claude, Gemini
- Observes & plans next steps
- Makes decisions independently
- Uses tools (APIs, search, files)
- Orchestrates sub-agents
- Human-in-the-loop checkpoints

Outputs & Actions

- Send emails & notifications
- Update CRM / databases
- Post to social media
- Generate content & reports
- Create files & documents
- Write back to Google Sheets
- Alert humans for review

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

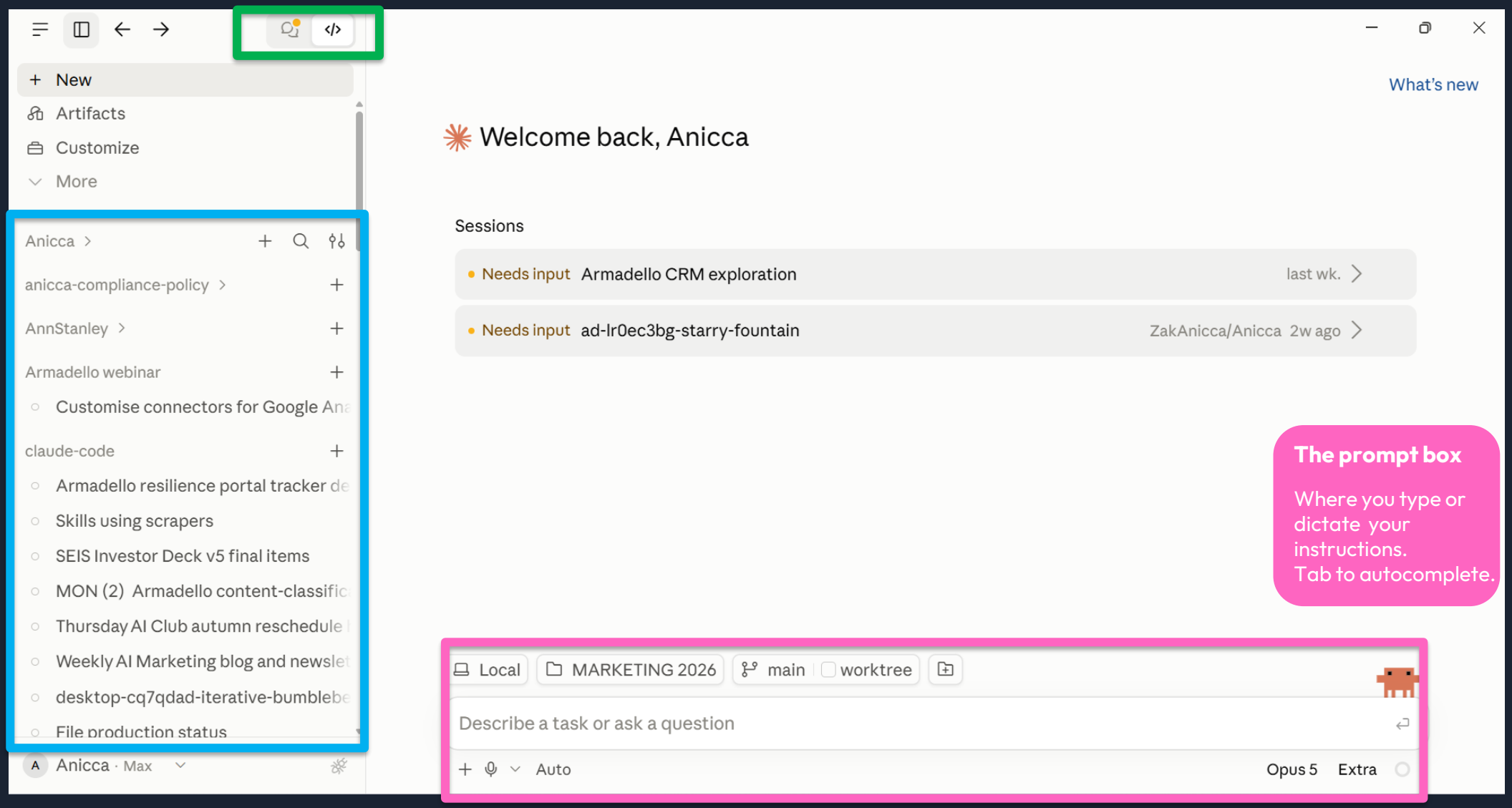
Get started by using Claude Code on Desktop

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.

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The Claude tools *by function*

WHERE YOU WORK WITH CLAUDE

1. Claude Chat	2. Claude Cowork	3. Projects & Skills	4. Claude Design	5. Claude Code
General chat, writing, research, reasoning & analysis.	Works with your own files unattended. Hands back finished docs & decks. For everyday work.	A workspace per client, or project, with files & memory. Build Skills to make a task repeatable.	Create graphics, decks, landing pages & wireframes directly in Claude.	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 GUIDE

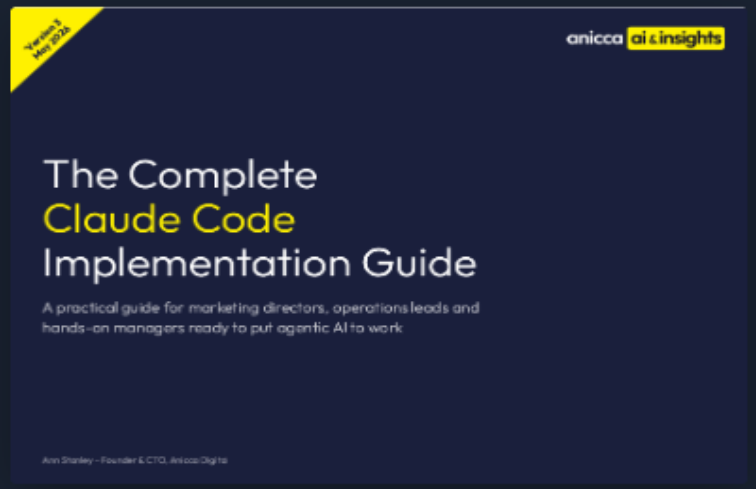
FREE DOWNLOAD

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



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

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Claude Code Blogs – anicca.co.uk/blog

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

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

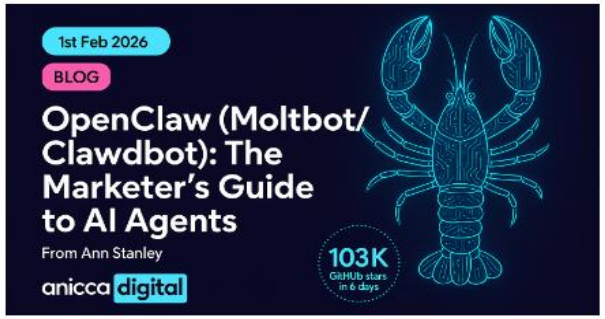
5 Claude Code Skills Every Business Should Build First

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



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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

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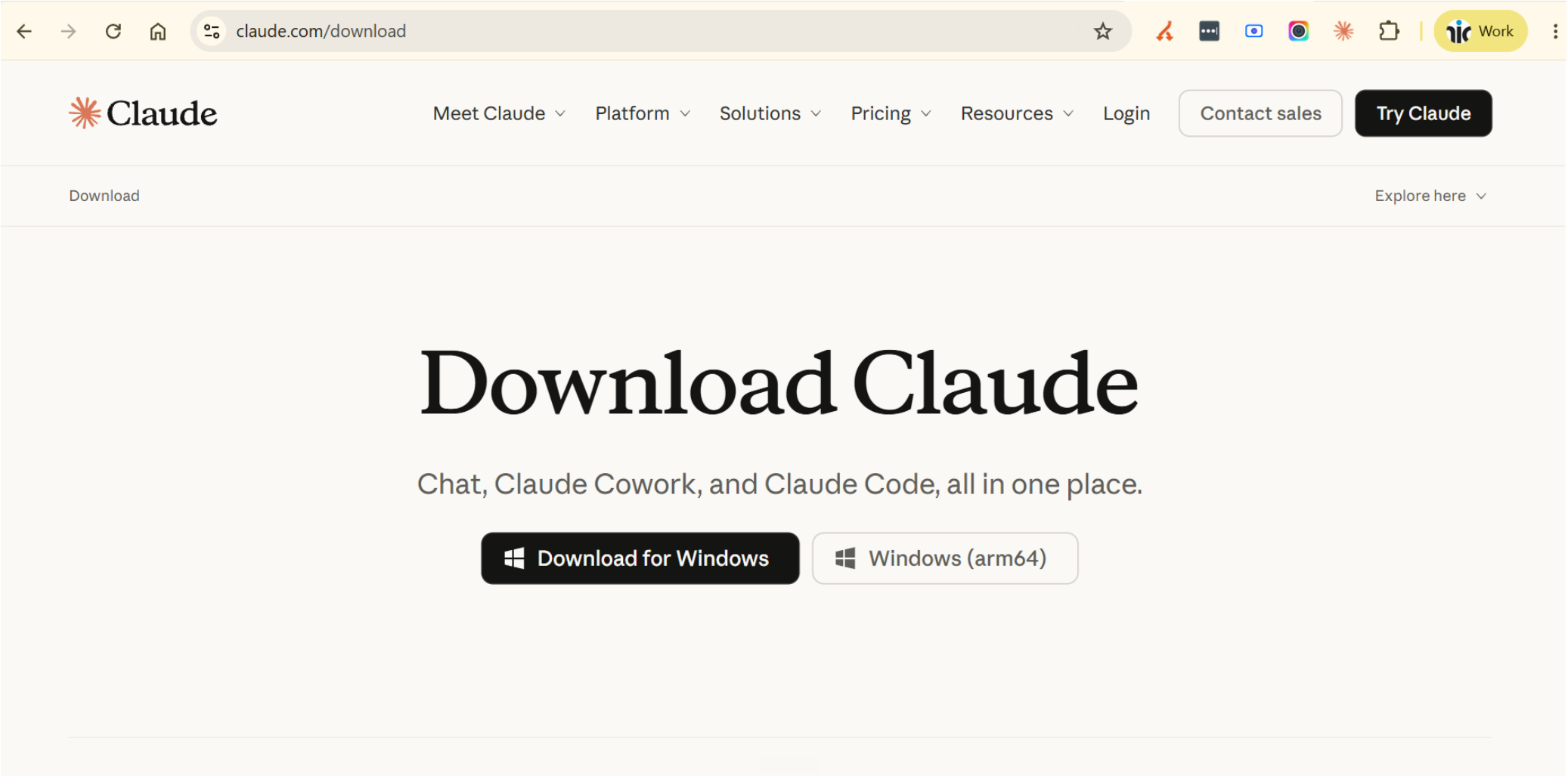
Lets get started

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.

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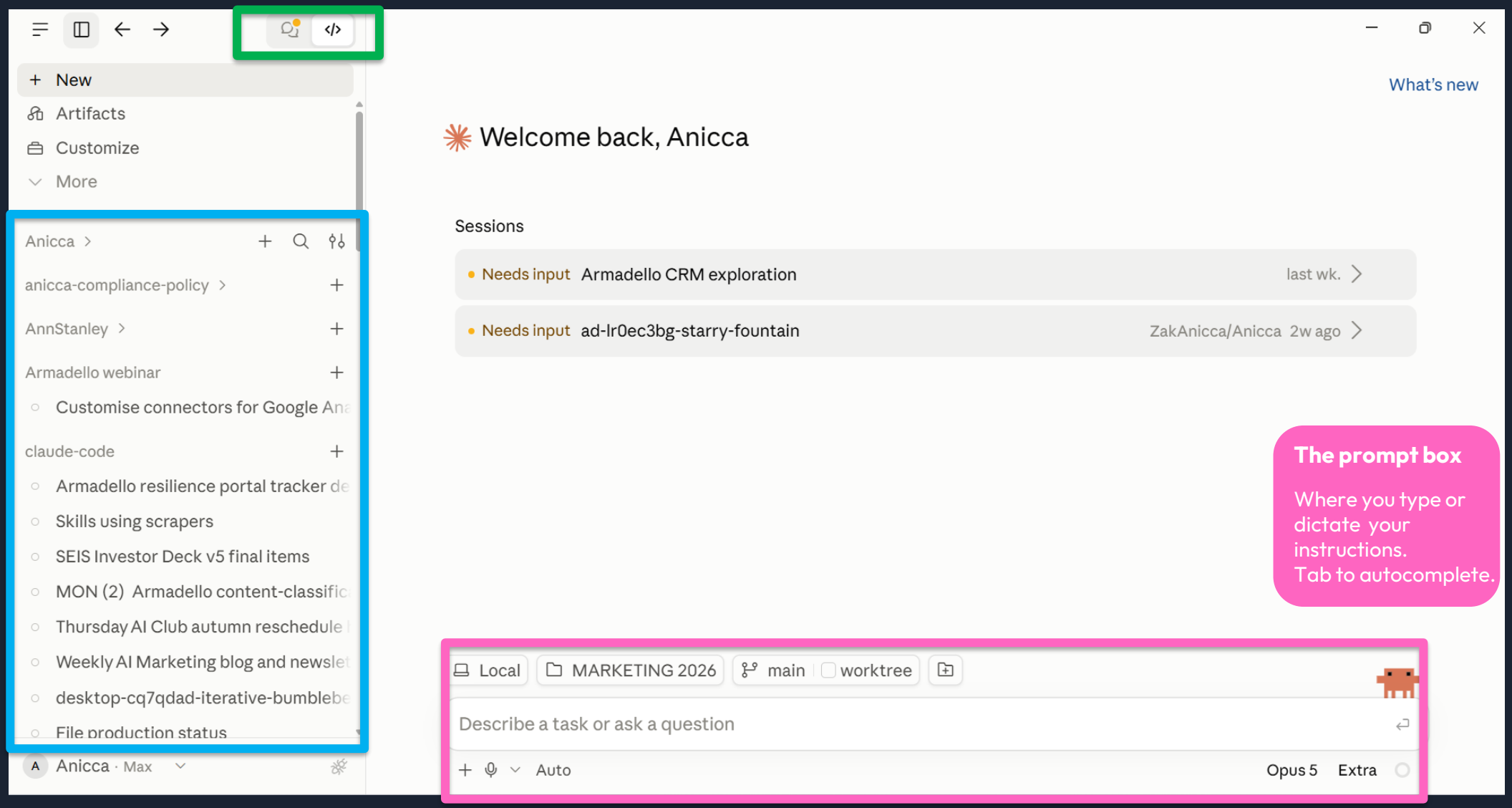
Local projects connect to a folder on your laptop. Click to open the conversation.



The prompt box

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

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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.

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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.

1
Research

Discover and pull this week's e-commerce + AI news from priority sources.

/news-scraper

2
Create

Categorise, score, write the blog in your voice with full source links.

/ai-news-blog-writer

3
Iterate

You read the draft, tighten the angle, ask for rewrites where needed.

human in loop

4
Load

Push to WordPress as a draft, with featured image and Yoast metadata.

/wp-content-publish

5
Final edits

You proof in WordPress, set categories, click publish.

human in loop

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

Creation - Research to live blog in 30 mins.

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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.

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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.

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- 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 JamesA • 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 →

Promotion - blog, LinkedIn Post & Newsletter

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

1
Reuse the blog

You take the published WordPress post as the source of truth.

human in loop

2
Build a carousel

A4 portrait LinkedIn carousel with cover image and key takeaways.

carousel template

3
LinkedIn posts

Promo post for the carousel and a separate post for the newsletter.

/ann-linkedin-posts

4
Iterate

You review the carousel and posts, tweak the headlines, fix the tone.

human in loop

5
Newsletter

LinkedIn newsletter with banner and Thursday AI Club promo built in.

/tac-newsletter-banner

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, Ecommerc...

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

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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 #AIinMarketing & #AIinManagement

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

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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

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Input – What you give it

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

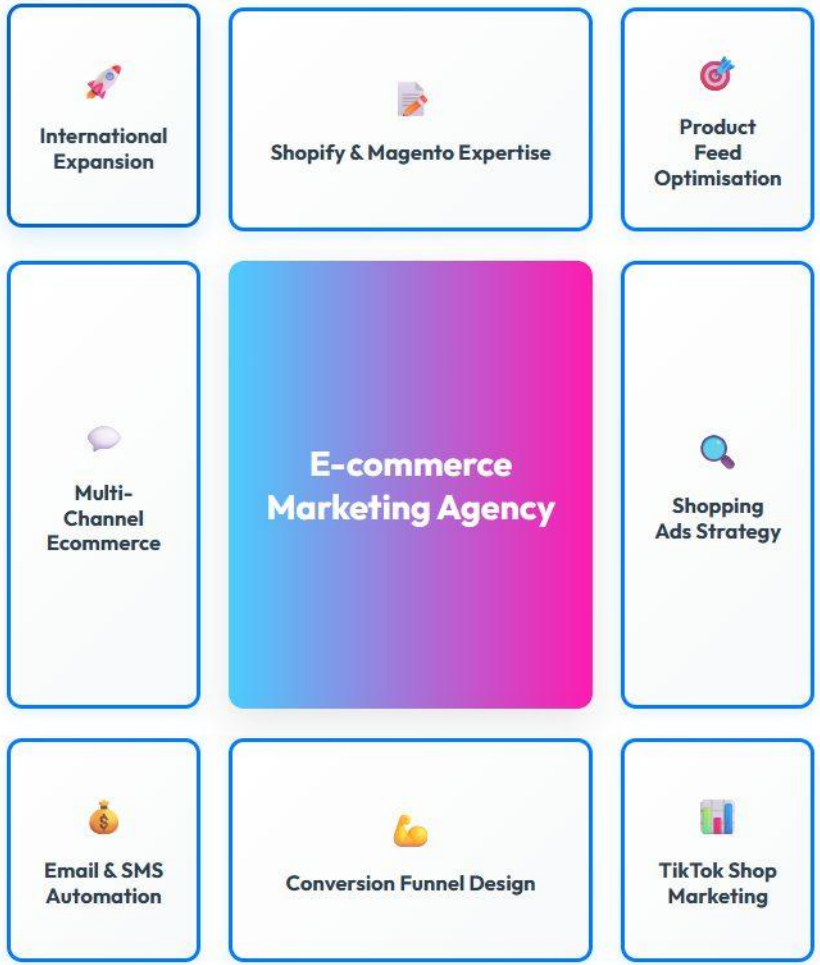
Action – What it works out

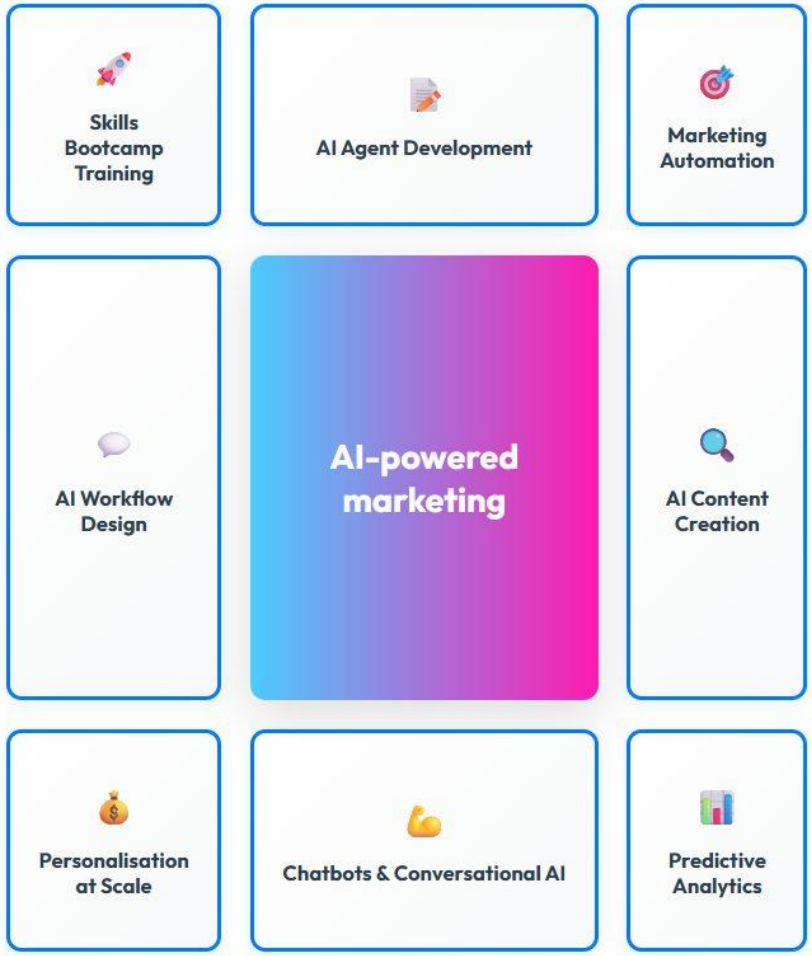
1. What already ranks
2. Eight clusters
3. Funnel stage
4. Titles and keywords

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
- NDAs & 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

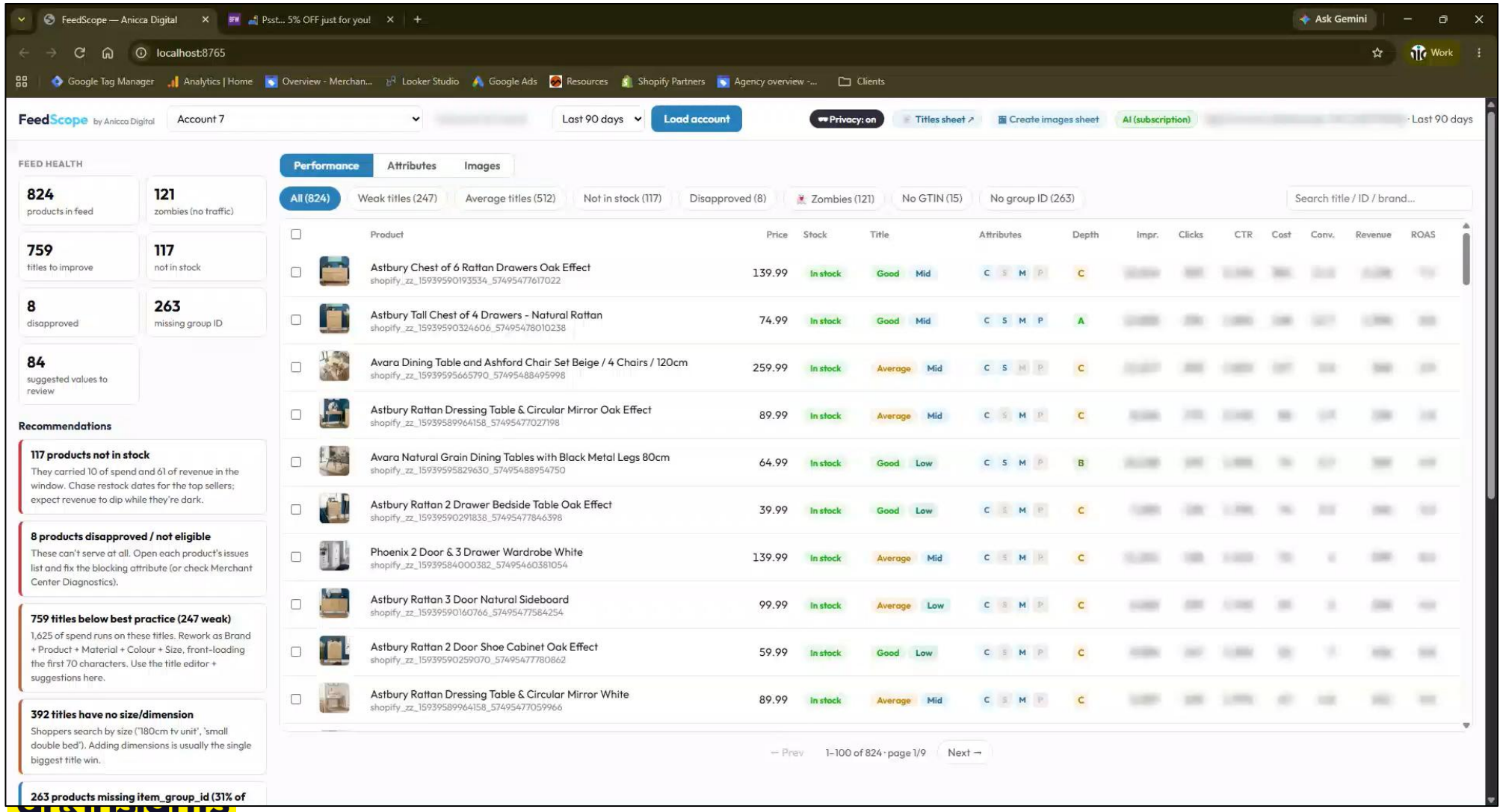
Level Three - Price checking & shopping

- FeedScope
- Competitor price-scraping
- Product page creator

Level Three - Ads & creative

- Feed-creative generation
- Product title cleanup
- Creative templating

FeedScope – Product Feed Optimisation



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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

Trust	78.8% (14 of 15 checks)
Experience	45.5%
Expertise	85%
Authoritativeness	80%
Content quality	72.2%
Commerce	not scored

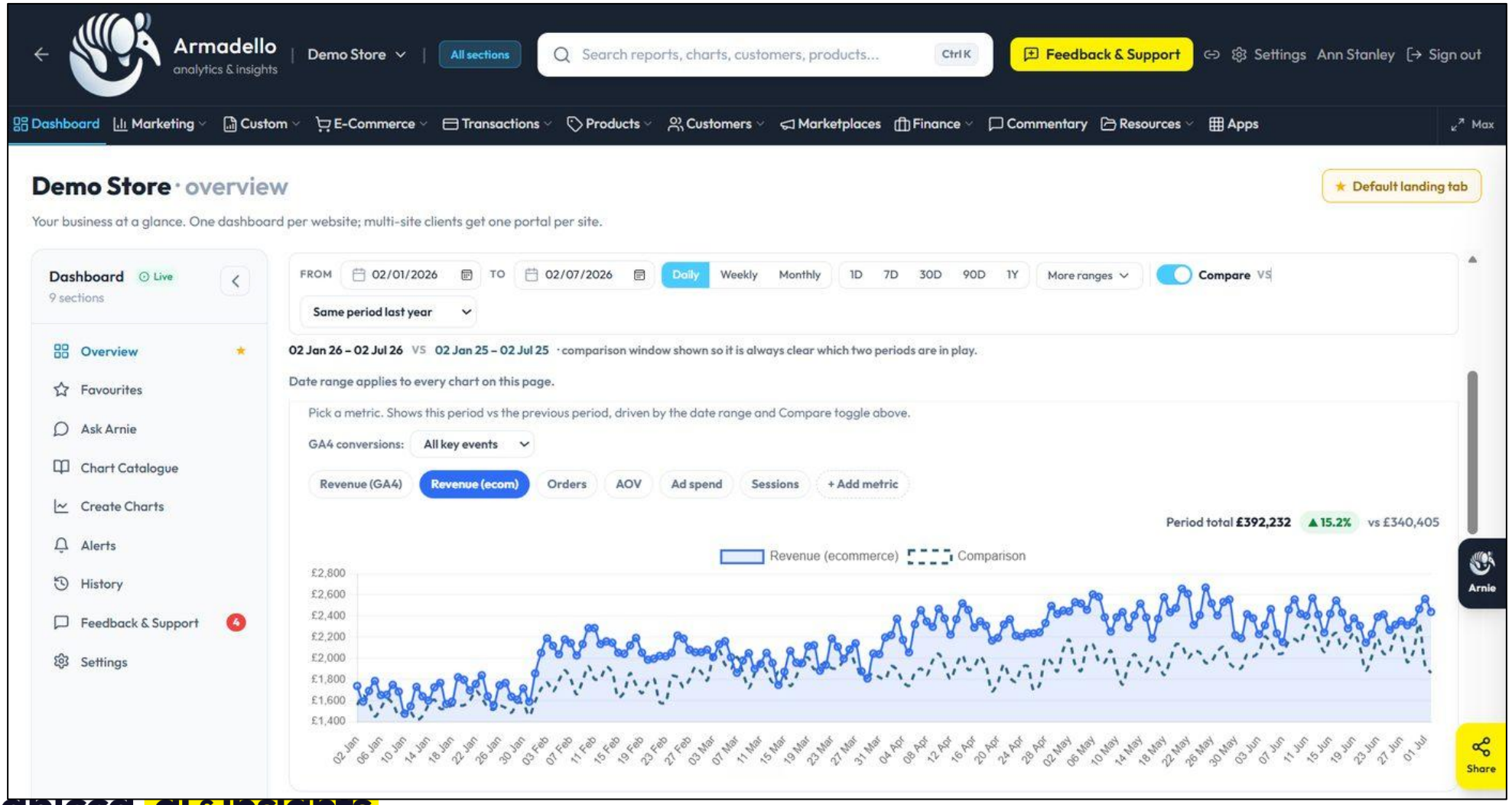
What to do first

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-eeat-checker.netlify.app/

Armadello Analytics & AI Insights



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

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C⁴–Company Command & Control

anic⁴a
Company Command & Control Centre

CLIENT Anicca

Pick a goal... | Search skills, dashboards, documer | My Workspace | Feedback & Support | Settings | Sign out

HIDE TOP BAR

- My Workspace
  - Central Chat
  - C4 Projects NEW
  - Design Studio
  - Favourites
  - History
  - Documents
- Dashboards 34
- Agents
- AI Assistant & Skills 200

Dept: My view (234)

- C1-Challenges 6
- C2-Company 29
- C3-Customers 28
  - DASHBOARDS 0
  - SKILLS & TOOLS 28
    - Skills 3
      - Persona builder
      - ICP research Tool (find companies and contacts)
      - Audience Research Brief
    - Other 25

HIDE MENU

+ | FRI - Go and researc... | Can you give me a su... | New chat | History | 3 / 5 open

Central Chat

A free-form AI assistant for your workspace. Ask anything, or route work to a skill.

Welcome back, Ann

How can I help you today?

Or continue a previous chat

Ask anything, or attach a file. The assistant can search the web, read pages, pull data, draft content, and more.

Enter to send, Shift+Enter for new line

Thinking | Fast | Planning | Claude | Claude Opus 4.8 | SEND

Live prototype available on request

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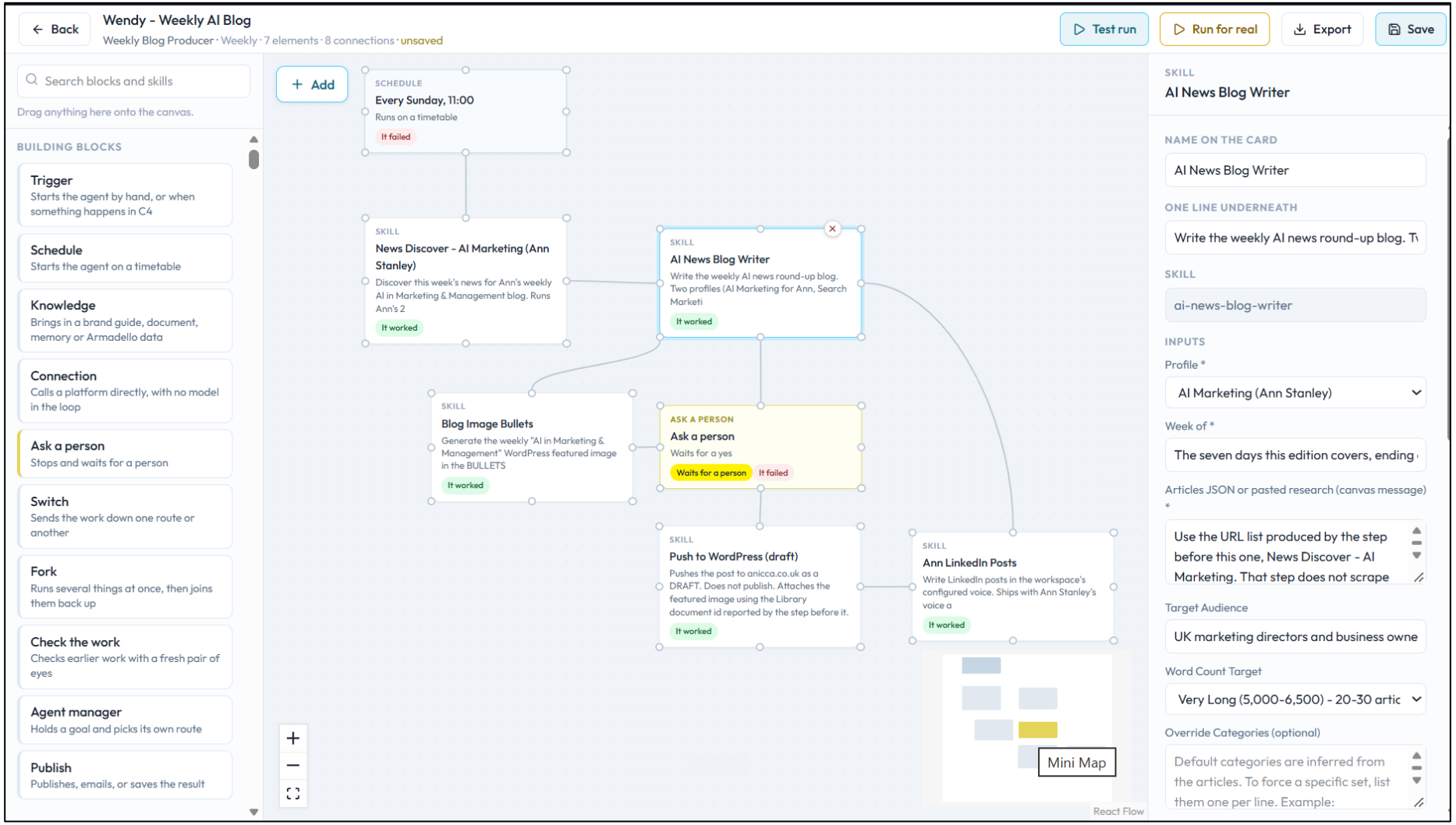
C⁴–AI Agent Building Canvas (AI-ABC)



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Creating a company-wide *AI Operating System*

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Resources & Downloads

FREE DOWNLOAD

The 88-page Claude Code Guide

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

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Scan for both

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

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