



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
Oct 2026



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

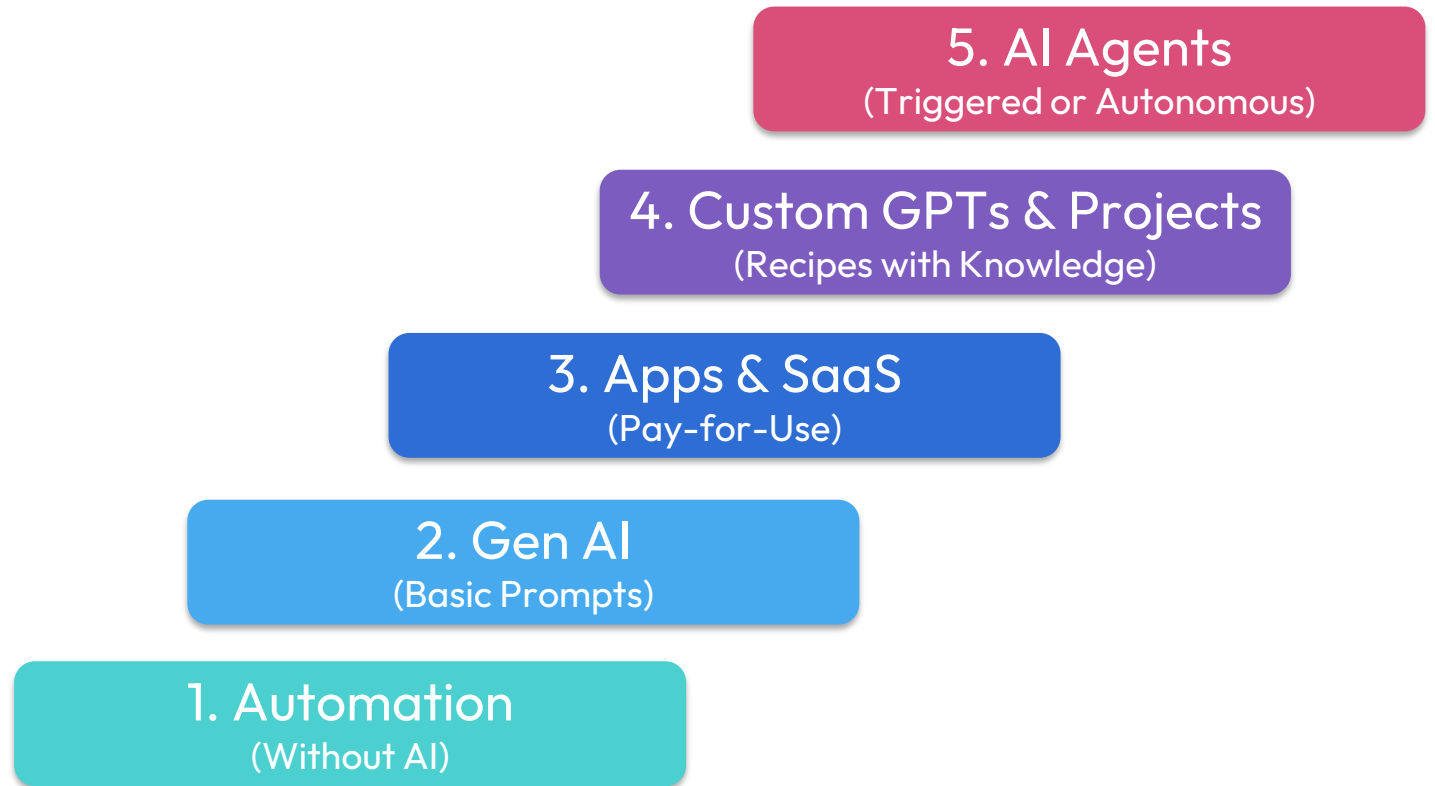
AI App Development

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.

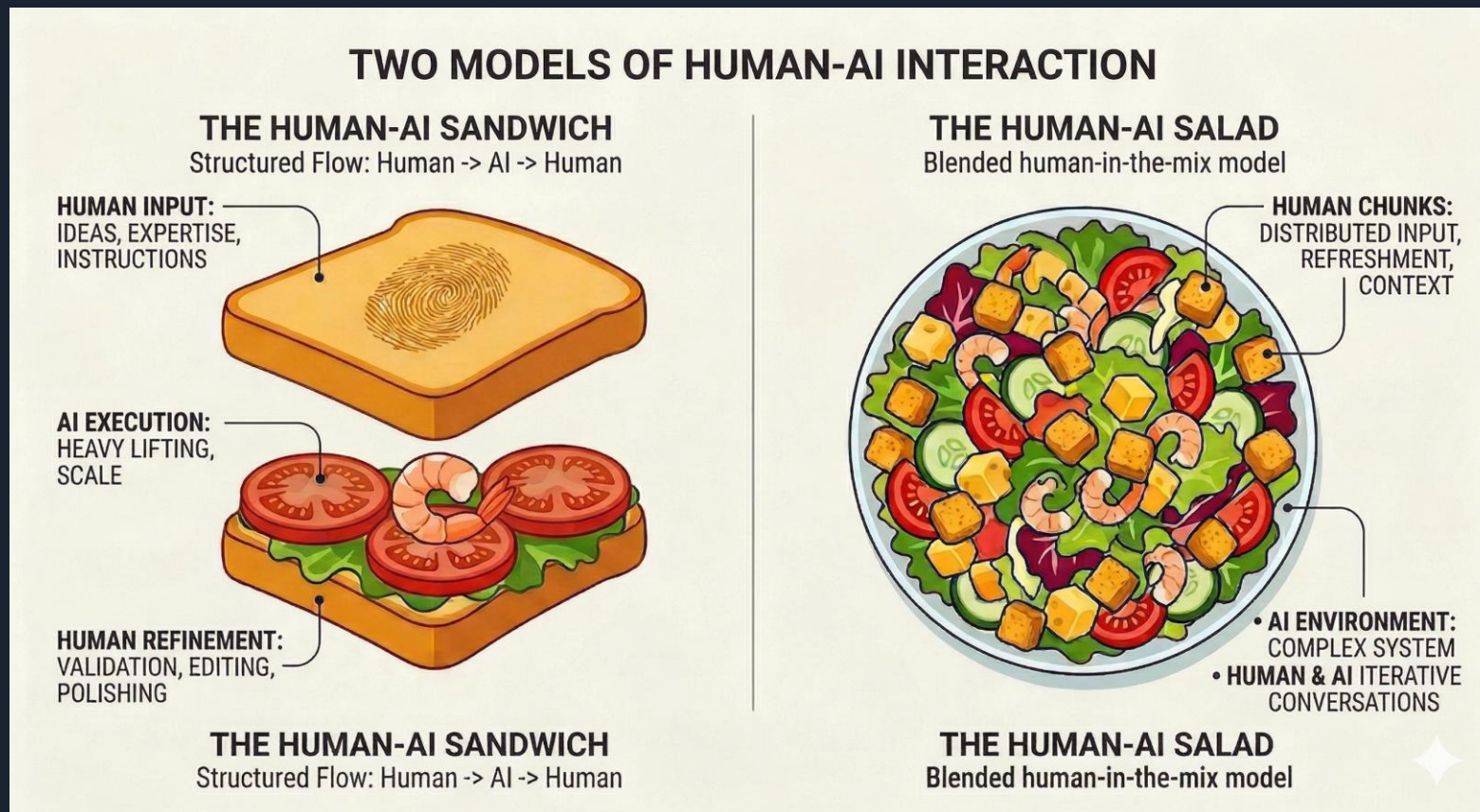
- 1. Automation** — Thank-you emails, CRM syncs, Zapier. No AI.
- 2. Generative AI** — ChatGPT / Claude for writing & research.
- 3. Apps & SaaS** — Mid Journey, HeyGen, Otter, Perplexity.
- 4. Custom GPTs & Projects** — Knowledge base + system prompts
- 5. AI Agents** — Triggered automations with an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

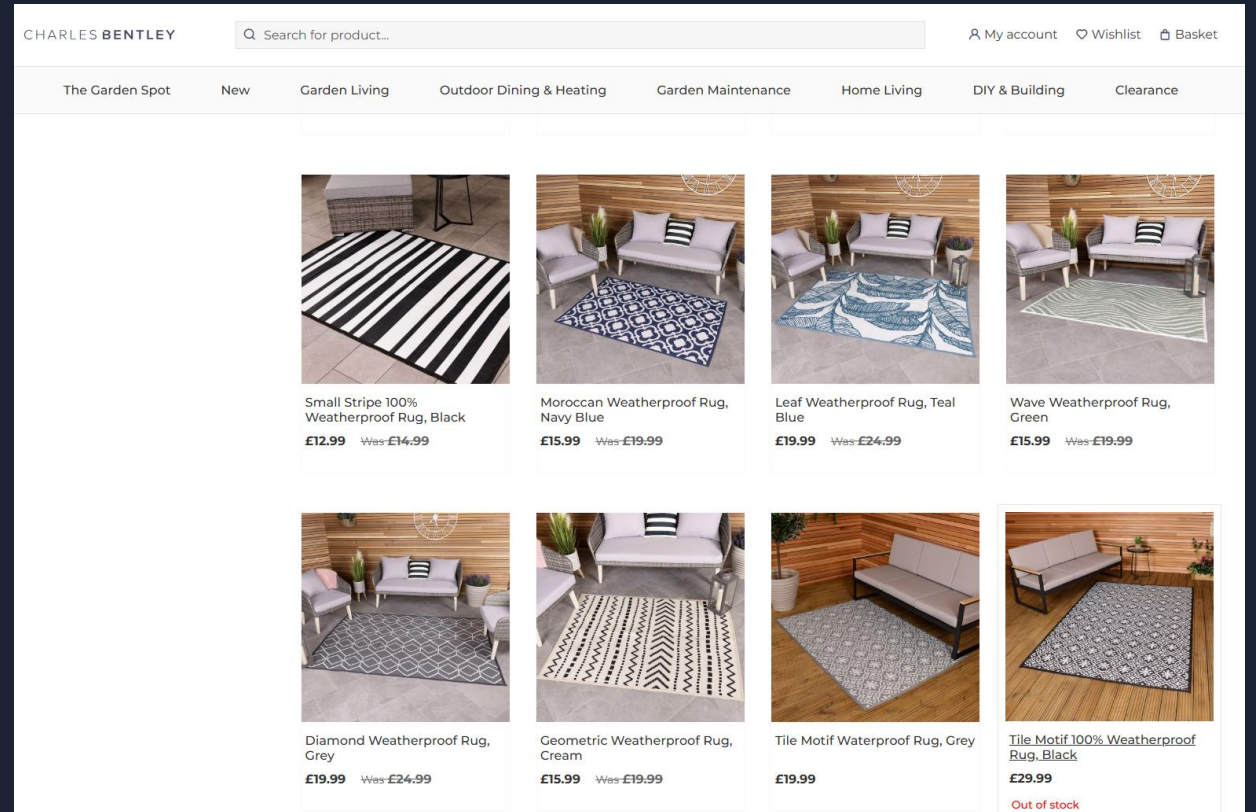
Live URLs

Published links go into the sheet for monitoring.

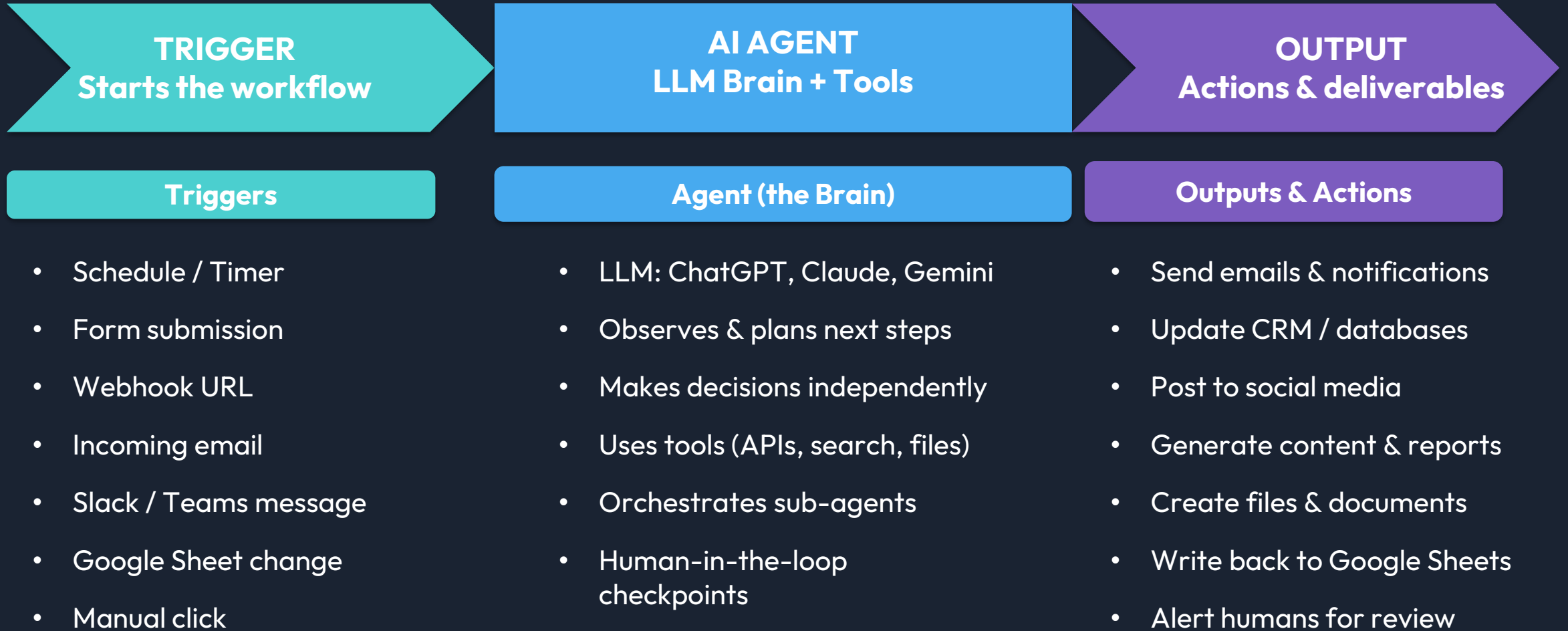
Voice Agents for ecommerce

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

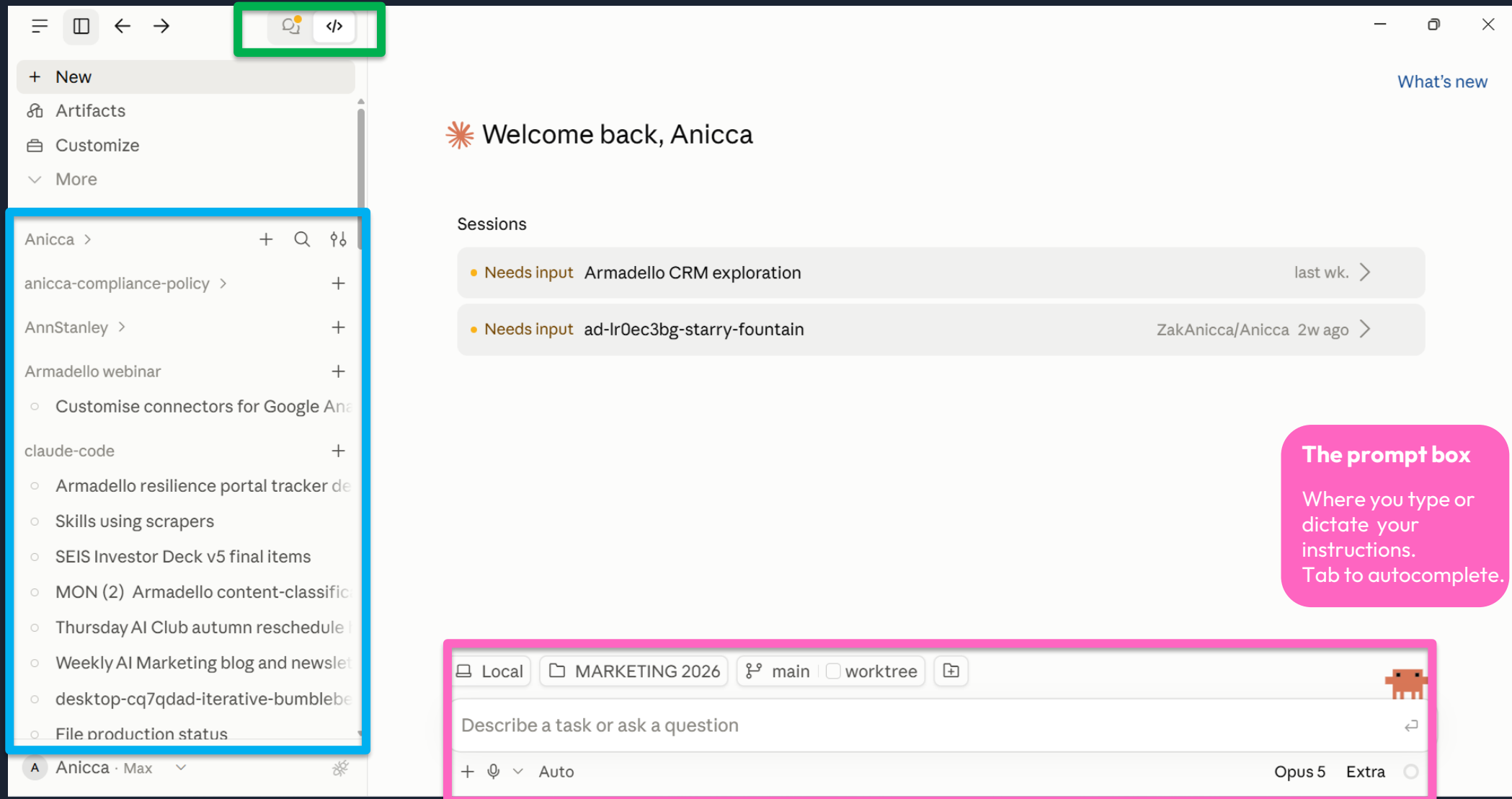
Switch between Claude Chat & Claude Code

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

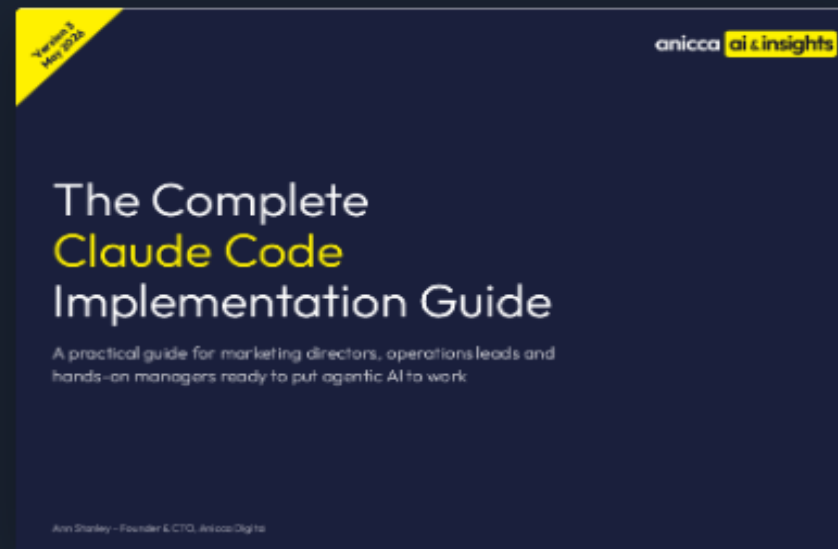
Skills

Business use cases

Rollout & governance

Company AI & AI operating systems

FREE GUIDE



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

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- 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**



- 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

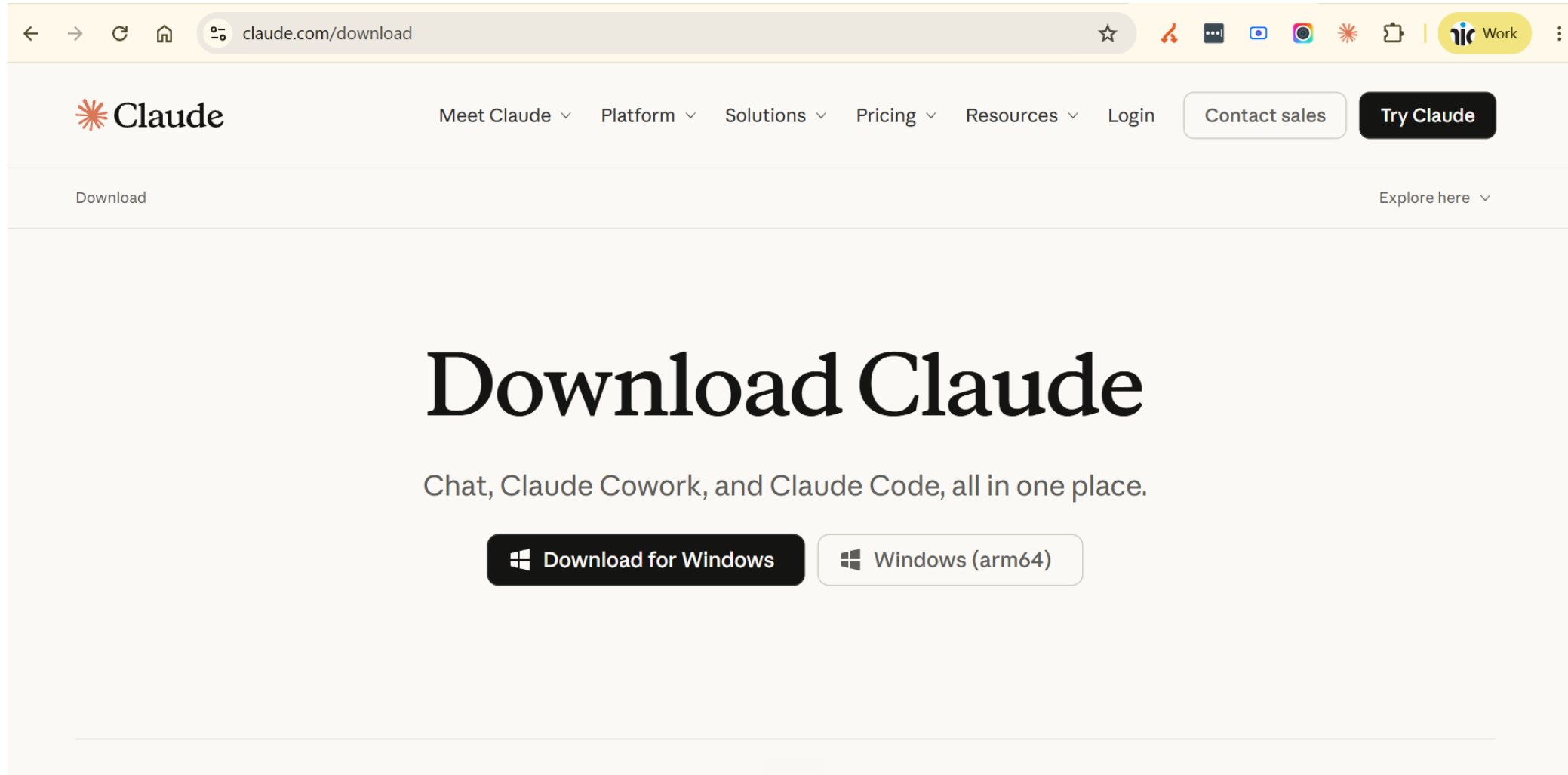
Estimated reading time: 9 minutes Table of Contents The Backstory: Three Names in One Week What Can It Actually Do? Real Use Cases How Does It Connect to Everything? Understanding MCP Technical Terms Explained Simply Setup Options: Mac vs PC vs Cloud The Security Warnings: Read This Carefully OpenClaw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

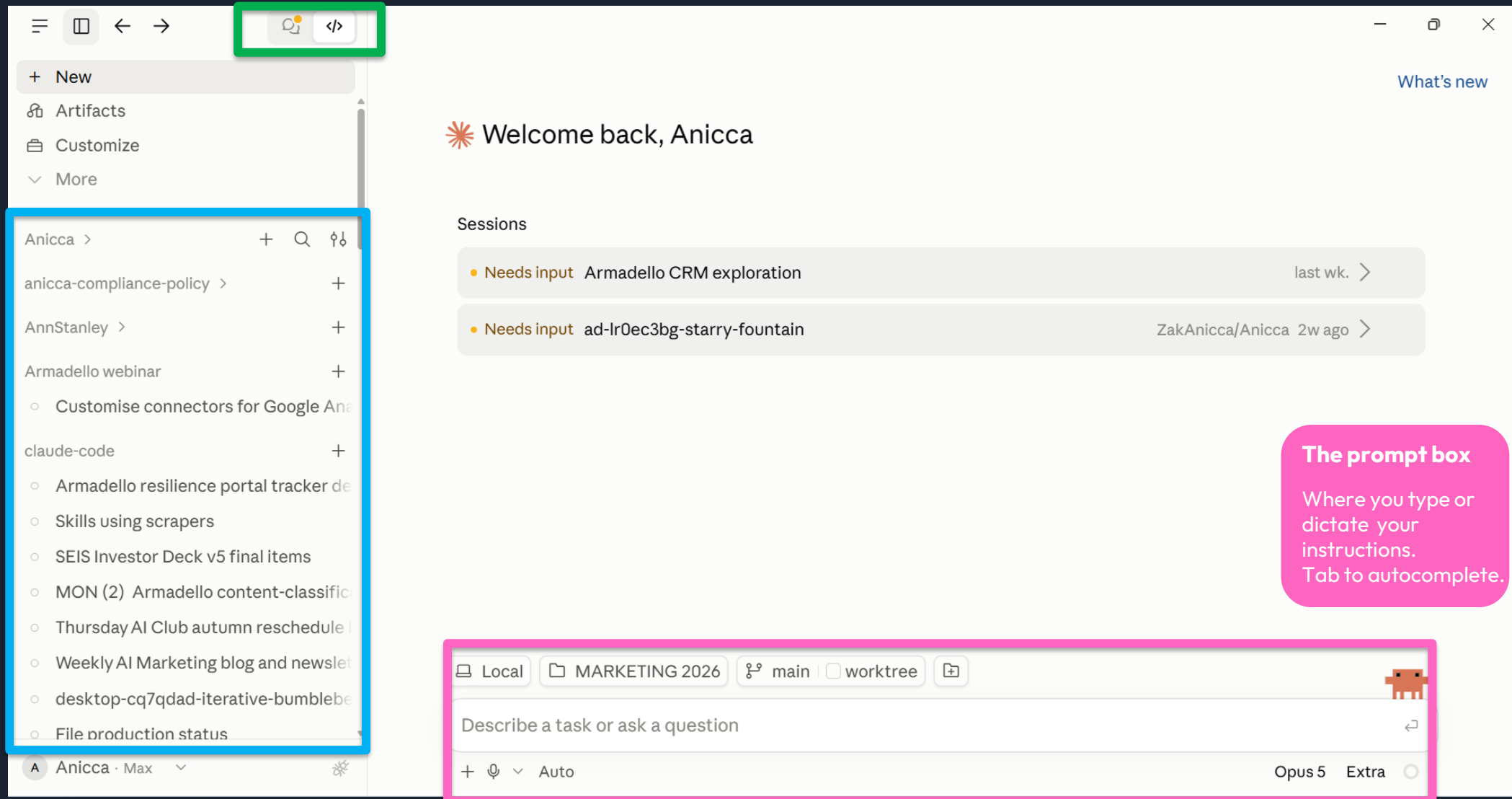
Switch between Claude Chat & Claude Code

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.

Six Essential Elements for Building with AI

On your laptop and the cloud

CLAUDE.md

LAPTOP

Your brand bible.

About you and your role. Includes, tone, banned phrases, target audience, house rules. Claude reads this every session.

FILES

LAPTOP

Your work.

Documents, spreadsheets, exports, briefs, anything in folders Claude can see or interact with.

SKILLS

LAPTOP

Your reusable "recipes"

Each Skill is a folder with a SKILL.md inside. Claude triggers them automatically. Our rule: 1 main task per tab.

.env FILE & API CONNECTIONS

LAPTOP

Your credentials.

API keys for the tools you connect, email, GA4, Ads, CRM etc. Never share or "commit" this file to GitHub or other linked tools.

HANDOVER & GITHUB ARCHIVE

LAPTOP
CLOUD

Your history.

Housekeeping: create a handover after ~90 mins. Commit for version history; push to GitHub for remote backup.

SCHEDULE & GITHUB ACTIONS

LAPTOP
CLOUD

Your automation.

Use /loop for local recurring tasks or /schedule for cloud jobs that run when your laptop is off. GitHub Actions for advanced automation.

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.

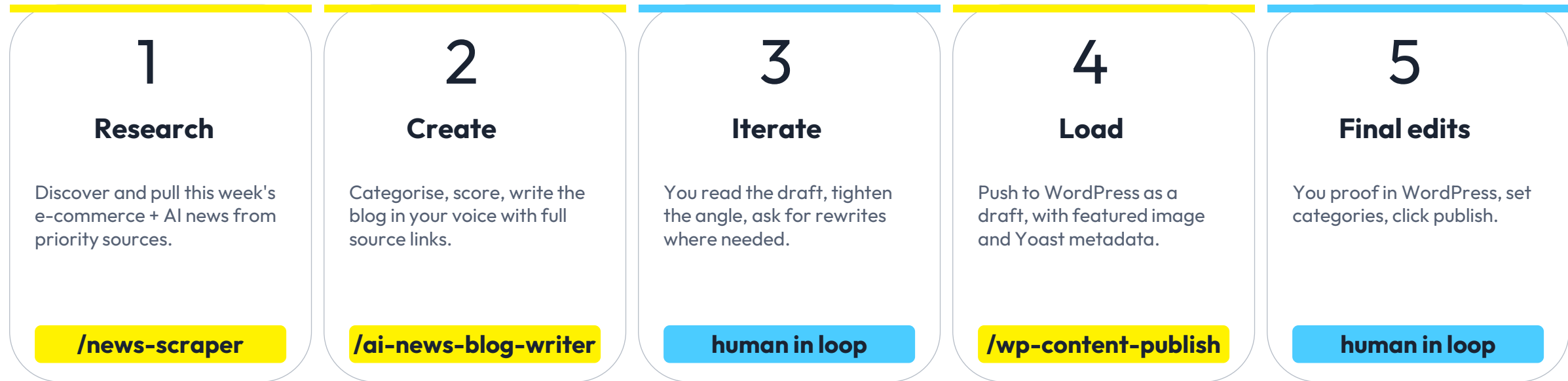
CLAUDE.md

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 it eating a Friday afternoon.

Creation – Research to live blog in 30 mins.

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Digital Marketing & Search Blog

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8th June 2026

AI in Marketing & Management

WEEKLY NEWS UPDATE

From Ann Stanley

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- INDUSTRY NEWS - | AI AGENTS | GEO / AI

[This Week in AI in Marketing & Management \(8th June 26\)](#)

By Ann Stanley • 8 June 2026

Agentic commerce goes live in the UK with Hey Savi and PayPal. Microsoft Scout launches. The leadership and middle management bottleneck bites.

READ MORE →

1st June 2026

AI in Marketing & Management

WEEKLY NEWS UPDATE

From Ann Stanley

anicca ai & insights

- INDUSTRY NEWS - | AI AGENTS | GEO / AI

[This Week in AI in Marketing & Management \(1st June\)](#)

By Ann Stanley • 1 June 2026

Anthropic launches Claude Opus 4.8 and raises a record \$65bn, OpenAI builds ChatGPT ads, and AI leaders soften job-loss warnings.

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29th May 2026

BLOG

Search Marketing Weekly Update

From James Allen

anicca digital

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

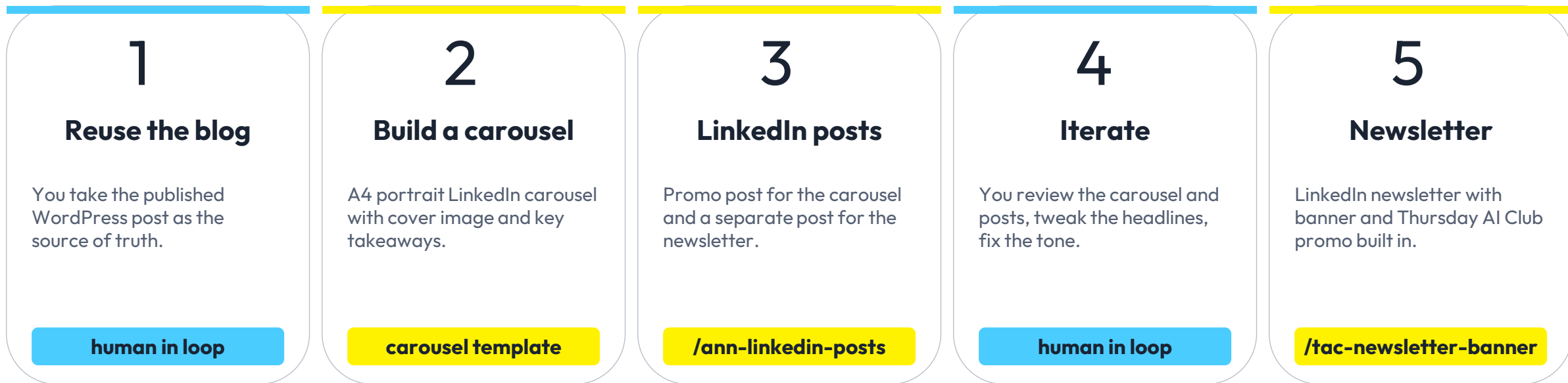
[Google Sunsets Standalone Display, Caps Ads Data Retention, and Pichai Concedes AI Overviews Overreach](#)

By JamesA • 29 May 2026

Google retires standalone Display for Demand Gen, caps Ads reporting data at 37 months, and

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



What's New in AI in Marketing & Management (8th June)



Ann Stanley (aka Simmonds) Founder & CTO of Anicca Digital | AI Adoption, Digital Marketing, Trainer & Consultant | Ecommerce Marketing, Paid Media, Search &...



June 8, 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.

Every week, I round up the AI marketing stories that actually matter with expert analysis on what they mean for your strategy.

Comments

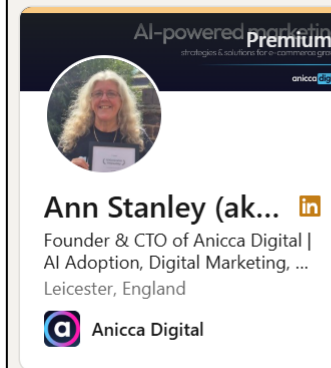
4 · 1 comment

Like Comment Share

Add a comment...

Most recent ▾

Md Fariduzzaman · 1st
Email Marketing Expert | Mailchimp | Klaviyo | ... 22h ...
Agentic commerce is clearly moving from concept to real checkout in the UK. The biggest shift now looks less technical and more about leadership readiness and execution speed.
Curious where you see the biggest adoption gap
[Like](#) | [Reply](#)



Profile viewers **801**
Post impressions **2,294**

Go to Sales Navigator

Promote this post to reach people who matter to you.

[Boost](#)

Ann Stanley (aka Simmonds) · You
Founder & CTO of Anicca Digital | AI Adoption, Digital Marketing, Trainer & ...
[View my newsletter](#)
22h ·

The 8th June edition of The [#ThursdayAIClub](#) [#newsletter](#) is live.
This week is about AI infrastructure reaching the consumer experience. UK agentic commerce went live, big enterprise agent platforms launched, and a wave of new research made the AI leadership and middle-management bottleneck impossible to ignore.

Agentic commerce, UK edition

- [Hey Savi](#), [PayPal](#) and [Debenhams Group](#) launched the UK's first agentic commerce platform with native in-app checkout
- [Amazon](#) is licensing its AI shopping tech to other retailers ([kate spade new york](#) first), and merged Rufus + Alexa+ into Alexa for Shopping
- [McKinsey & Company](#) on [REWE](#): "the most fundamental change in retail in 50 years"
- [Affirm](#) + [Stripe](#) launched a UK BNPL partnership; [Mastercard](#) set out Europe's trust framework for agentic commerce

Enterprise agent platforms

- [Anthropic](#) launched [#ProjectGlasswing](#) with [Amazon Web Services \(AWS\)](#), [Apple](#), [Broadcom](#), [Cisco](#) and [CrowdStrike](#)
- [OpenAI](#) launched [#Dreaming](#) (longer-lived ChatGPT)

Six steps from beginner to Advanced AI builder

Six steps from beginner to *AI builder*

USE IT Claude Code's extra features

1 Getting started

Foundations

Tabs, projects, prompting, safe practice.

2 Knowledge & experience

Memory files, skills library

The borrow-versus-build habit, improved with every cycle.

Most people never get this far

CONNECT IT Connect via APIs to your own data, accounts and set up GitHub

3 Infrastructure

Housekeeping & best practice

Handover documents, GitHub backup, scheduling.

4 Integrations

API integrations, .env files

When the complexity is worth it: managing secrets and API keys.

BUILD WITH IT Dashboards, apps and products you can sell

5 Reporting & dashboards

Advanced reporting

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

6 Commercial apps

Custom-built tools and products

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

Timeline reality: 3 to 6 weeks to step three, 2-3 months to step five, 6 months and beyond to step six.

What you get *before you connect anything*

Level one. We have 47 marketing skills that need no API key, no software accounts and no connectors.

You supply the data; everything else is already there.

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

Admin & thinking

Meeting notes
Idea extractor
Research search
CSV anonymiser
Expert council
Adversarial council
Grill me
Map triggers
Handover doc

Decks, docs & PDFs

Decks, light
Decks, dark
Presentation style
Landing pages
Ebook template
EPUB converter
HTML to PDF
PDF generator
HTML to PPT

Writing & social

LinkedIn posts
Emails, your voice
Press release
Weekly carousel
Ad copy
Ad & blog images
Featured images
Newsletter banner
Editorial sweep

New business

Proposals
Offer design
Case studies
Client discovery
Customer avatars
Competitor intel
Copy council
Order confirmations

Everything here runs on a Claude subscription alone. Supply the data yourself and the whole of this is available today.

Content-Cluster skill: *it's a folder, not a prompt*

Here is one of ours. Three files, all of them plain text.

THE FOLDER

content-cluster/

|— SKILL.md

the instructions

|— hub-template.html

a template it fills in

|— funnel-template.html

and another

No code, no config, no install. If you can write a brief, you already know how to write one of these.

The description acts as the trigger.

Claude uses the description to match your request, so it has to say what the skill does and when to use it.

SKILL.md

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, content cards mapped to each stage

When to Use This Skill

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

The 3 elements; *input, action, output*

Choice of inputs. Everything else it decides for itself.

YOU GIVE IT

Topic

The product, service or category.
Say "contractor insurance".

Market

UK unless you say otherwise.

Competitors

Optional. Sites already ranking.

Keyword export

Optional. Keyphrases from Ahrefs,
or a competitor list.

IT WORKS OUT

What already ranks

Researches the topic by web search.

Eight clusters

The supporting pieces around the hub.

Funnel stage

Maps each to TOFU, MOFU or BOFU.

Titles and keywords

Writes the card content for each one.

YOU GET

Hub diagram

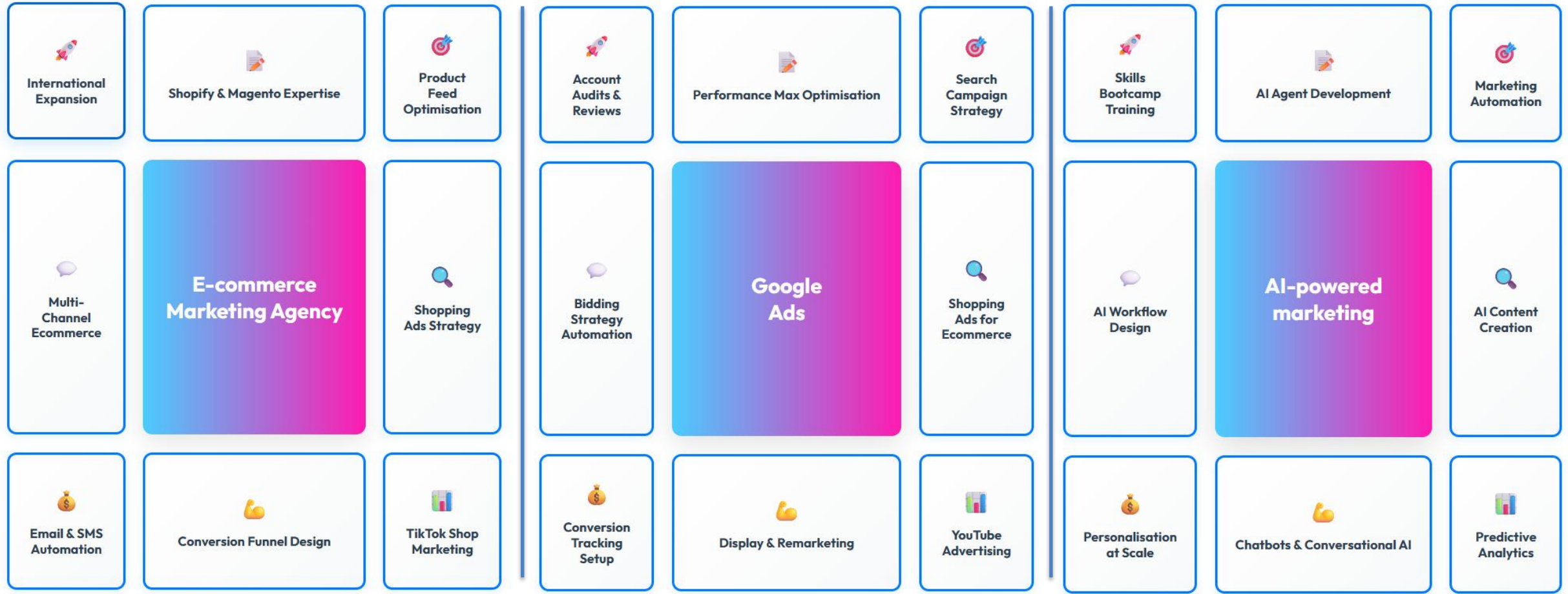
Hub-and-spoke HTML, ready to
screenshot.

Funnel map

TOFU / MOFU / BOFU with
keyword tags.

The research is web search, not a keyword tool. That is why there is no key to set up, and why it is only ever a starting point.

Examples of Content Clusters



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

Place this special text file in your project root. Add to .gitignore. Treat each key like a password.

```
# .env • Anicca starter template
# 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

Private is not the same as secret. Always add .env to .gitignore before pushing to GitHub.

What you get when you *connect your tools*

Level two. Similar jobs but on live data, plus interactions with other tools and software.

Search data

Ahrefs benchmark
Link quality
Search Console data
GA4 data
Content inventory
Change vs impact
CSV & Excel analyser

PPC

Ask the account
Search term analysis
Placement exclusion
PMax breakdown
Gap analysis
Budget model

Publishing & creative

Publish to WordPress
Weekly blog pipeline
Push a page live
Image generation
Slide illustrations
Infographics
Video storyboards
Product descriptions
Customer avatars

Inbox, diary & meetings

Gmail
Calendar
Daily briefing
Meeting notes
Newsletter digest
YouTube monitor
Webinars
Inbox notes
NDAs & orders

Everything here needs a key, a login or an OAuth screen.

There is a bigger cost at level two, as it buys you live (or stored) data, plus the use of tools.

Ahrefs-competitor-analysis Skill

API, MD file & tools. One more file than the last one, and a key that lives somewhere else.

THE FOLDER

ahrefs-competitor-analysis/

|— SKILL.md

the instructions

|— config.json

which domains, grouped by sector

|— scripts/

pull_ahrefs.py calls the API

The API key is not in the folder.
It sits in .env, once, and every skill
that needs it reads it from there.

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

Ahrefs competitor analysis: *input, action, output*

Three domains and a key. It fetches everything else.

INPUT

Your domain

The brand you are benchmarking.

Competitors

Grouped: direct, adjacent, larger players.

Your API key

Stored in the .env file.
Never in the skill.

ACTION

Checks the domains

Weeds out dead sites and wrong TLDs.

Pulls latest metrics

Authority, links, traffic, keywords.

Groups and highlights

Your brand picked out against each set.

Writes the takeaway

The insight, not just the table.

OUTPUT

A client-ready report

Branded HTML that prints clean to PDF.

A CSV

With a data dictionary. Opens in Excel.

Raw JSON

For the next skill to pick up.

At level one you supply the data. Here you supply three domains and a key, and it goes and gets the rest.

Level 3 - Dashboards & apps *already built*

Level 3. Real solutions solving real problems, not a wish list.

Audits

Tech, SEO & GEO audits

*Packaged and repeatable +
Armadello*

CRO & PPC audits

*Built once, run for any client,
Armadello*

Tracking & consent audit

Holly

E-E-A-T scoring tool

*James · The score – based on
Google's published guidance*

Content & search analysis

Content inventory

Armadello

Tone of voice & AI checker

Zak

Content upload checker

James & Zak

Content length & placement

Bradley & James

Price checking & shopping

FeedScope

*Holly · feed health, titles,
attributes and images*

Competitor price-scraping

Armadello

Product page creator

James

Ads & creative

Feed-creative generation

Holly

Product title cleanup

Emil, for a tourism client

Creative templating

Emil

Each one started as a job that came back too often to keep doing by hand.

Deploy and integrate into **Netlify (or Vercel)** to create a live web page.

1

GitHub

Save your code online and keep a full history of every change.



2

Link to Supabase

Connect the database and logins so the page can store real sign-ups.



3

Deploy by Netlify

Push the finished page live on the web in seconds, on your own address.



4

Capture sign-ups

Every visitor who signs up lands safely in your Supabase database.

FeedScope – Product Feed Optimisation

FeedScope –

Shopping feed optimisation

The feed – fixing what Shopping actually sees

Every product in the feed, scored

- 824 products scored on titles, stock, attributes and images
- Weak titles, zombies, disapprovals and missing group IDs, all counted
- Title optimiser suggests variants grounded in the live product page
- Attributes edited inline, staged, saved to the client sheet in one batch
- Images classified as lifestyle, core, white background or close-up
- Privacy mode blurs client figures for demos and screen-sharing

Built by Holly. An Anicca Digital tool, for client projects.

The screenshot displays the FeedScope web application interface. The top navigation bar includes the FeedScope logo, account information (Account 7), and various tool links like Google Tag Manager, Analytics, and Looker Studio. The main dashboard is divided into several sections:

- FEED HEALTH:** A summary of feed status with metrics: 824 products in feed, 121 zombies (no traffic), 759 titles to improve, 117 not in stock, 8 disapproved, and 263 missing group ID.
- Recommendations:** A list of actionable items, including 117 products not in stock, 8 products disapproved/not eligible, 759 titles below best practice, and 392 titles with no size/dimension.
- Product List:** A table of products with columns for Product, Price, Stock, Title, Attributes, Depth, Impr, Clicks, CTR, Cost, Conv, Revenue, and ROAS. The table shows several products with their respective scores and status (e.g., 'In stock', 'Good', 'Average').

Ask us for a feed review

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



ANT-EEATER Scoring Tool

The grade – what Google says good looks like

Our "scoring rubric" – where no API exists

- No Google E-E-A-T tool or API endpoint exists, so there is nothing to call or check against
- Google's guidance is unstructured, which is what AI handles best
- The scoring rubric was built from that guidance and reproduces reliably
- Produces a detailed downloadable audit, not a letter grade
- The public checker is deliberately shallower than the one we run

Built by James. An Anicca Digital tool, not something we sell.



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

Our Products – Armadello Analytics & AI Insights



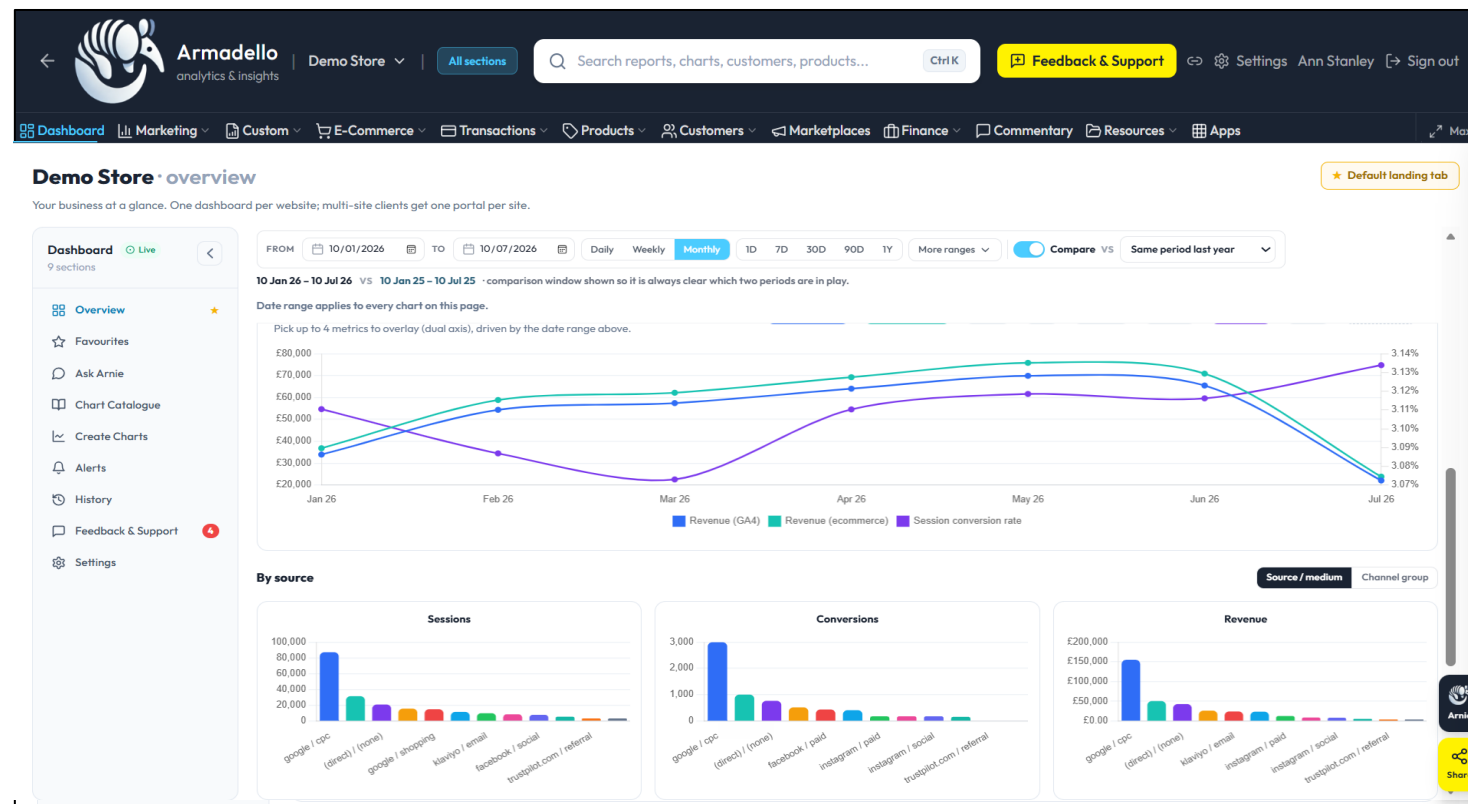
Armadello

Armadello - Analytics & AI Insights

The analysis - understanding your data

Every channel, blended into one picture

- 30+ connectors to start, with more being added, one login, multiple views
- ~80 pre-built reports, ready on day one, plus a chart builder to build your own
- Stores your data daily and normalises every platform's fields to one standard
 - Ask Arnie answers in plain English, plus options for free marketing audits
 - Multiple accounts, multiple users and an agency reseller model
- Product or lead-based reporting, to see profitability across every channel
- Approved on the Shopify App Store, relaunching with the new app in Q3



See the live demo at
demo-store.armadello.com

Our Products – C⁴ AI Operating System

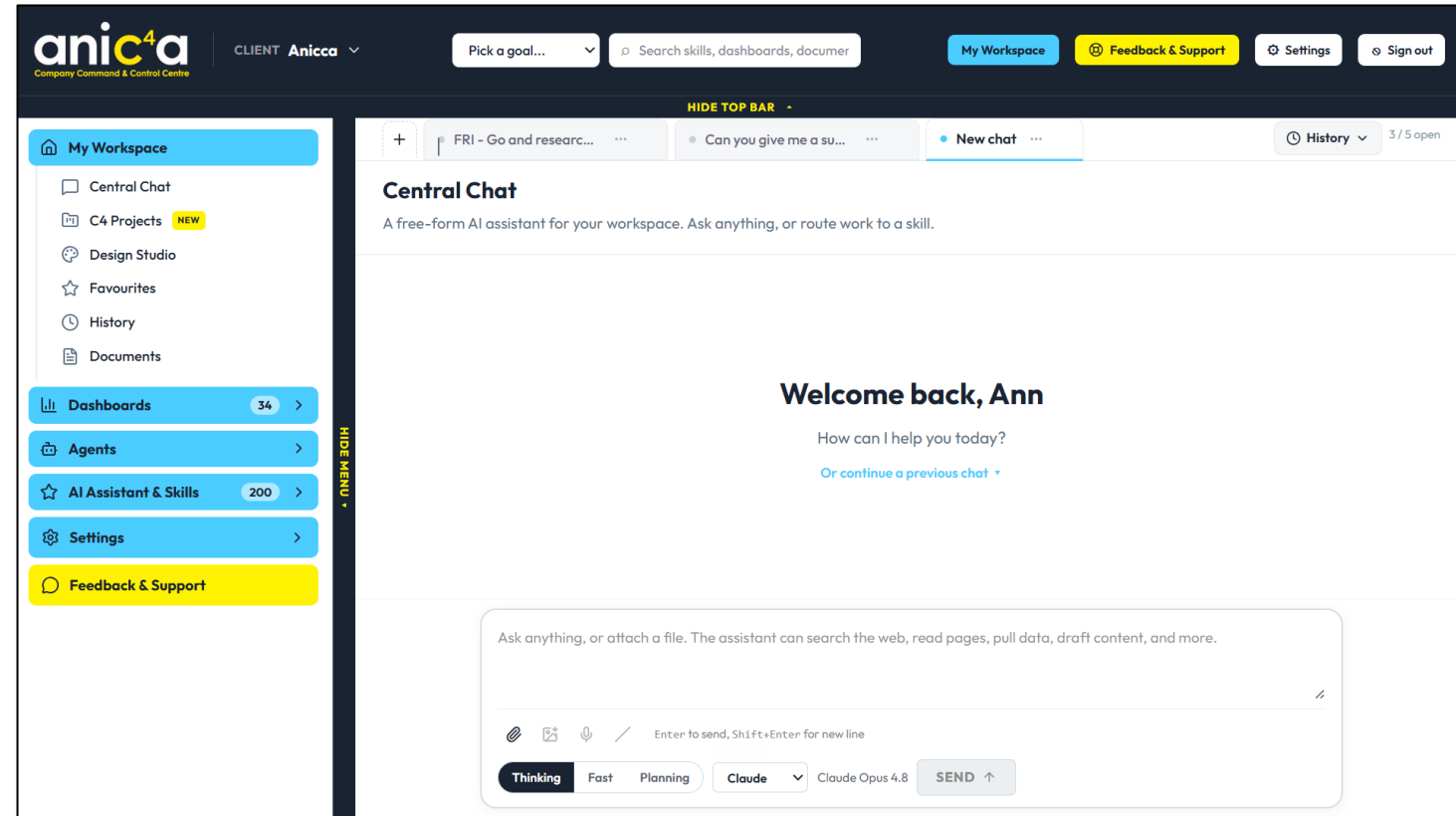


C⁴-Company Command & Control Centre

The action - where you do the work

Your teams shared place for doing work

- A guided onboarding process, built on a full discovery questionnaire (80+ questions) that builds the business brain and customises every skill
 - 200+ pre-built skills, guided by a chat-and-wizard interface
 - A design studio and dashboards, plus API access to your own LLMs
- Adopts best functionality from Claude Code and ChatGPT Work, including AI Agents & running code to complete the work, not just describe it
 - Built on shared infrastructure, running multiple AI models from day one
- LLM agnostic – choose your preferred model and monitor staff use & costs



Prototype at anicca-c4.netlify.app

Gate Password: anicca2026,
Login with: demo@account.com
Password: anicca2026

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.

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Scan for both

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

Ann Stanley

ann@anicca.co.uk

Get in touch

Ann Stanley (Founder & CTO)

ann@anicca.co.uk

9-5pm · 07930 384443

24/7 · 07455 750333

[linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)

Darren Wynn (Managing Director)

darren@anicca.co.uk

Sean Ball (Head of New Business)

sean@anicca.co.uk

