

**CLAUDE TOOK MY JOB,
IT'LL TAKE YOURS TOO**



IN THE NEXT 45 MINUTES...

01

AUTOMATE YOUR AGENCY

How I finally automated my Shopify SEO Agency, and how you can automate your company too.

02

DEEP DIVE INTO CLAUDE

Claude Skills, Claude Code, the API and the Agent SDK — pick the right tool and unlock insane SEO superpowers.

03

AI AS A TROJAN HORSE

How I'm using automation to get SEO clients.

A BIT ABOUT ME



Shenzhen based since 2016, working with mostly 8 and 9 figure ecom businesses



Got into SEO in 2023 and launched an agency



Worked with more than 40 clients for SEO, all Chinese



I've done hundreds of talks, but this is the first one at an SEO conference!



Programming since 2014, built 40+ SaaS apps in the last 2 months

TRYING TO KEEP THIS THE RIGHT LEVEL OF "TECHNICAL"

This is going to be a super nerdy talk.

- Walk away with some cool ideas and an idea of where to start
- Get an idea of the vocabulary and concepts you need to start automation

MY GOAL IS TO GET YOU TO TAKE ACTION

Start experimenting — this is WAY easier than it seems.

FROM CMSEO TO NOW... WE ENTERED THE FUTURE



EVERY BUSINESS OWNER I KNOW BECAME A CODER!

Anthropic wrapped its “Built with Opus 4.6” Claude Code hackathon. More than 13,000 people applied. Five hundred were selected and given API credits plus one week to build something meaningful. The winners came from outside traditional software engineering:

- a personal injury attorney
- an interventional cardiologist
- an electronic musician
- a roads and infrastructure specialist
- one actual software engineer.

**TWO DAYS AGO,
IN SHENZHEN
I MET
FIONA...**

**AMAZON SELLERS
TALKING ABOUT
GITHUB REPOS**

SHENZHEN, EVEN THE GRANDMAS USING OPENCLAW



**THE LINE BETWEEN
CODE AND SEO
WILL KEEP BLURRING**

**IF IT CAN BE DONE ON A COMPUTER... IT CAN
ALREADY BE AUTOMATED.**

**RAISE YOUR
HAND IF...**

Who are we?



What do we want?



To do what?



When do we want?



CEOs!!!!



AI Agents!



We don't know



Now!!!!



START WITH YOUR EXISTING SOPS AND PROCESSES



As we go through the talk, think about

3-4 EXISTING PROCESSES

you want to automate

SEO IS A PERFECT TARGET FOR AUTOMATION

REPEATABLE TASKS

Same process, different clients

DATA DRIVEN

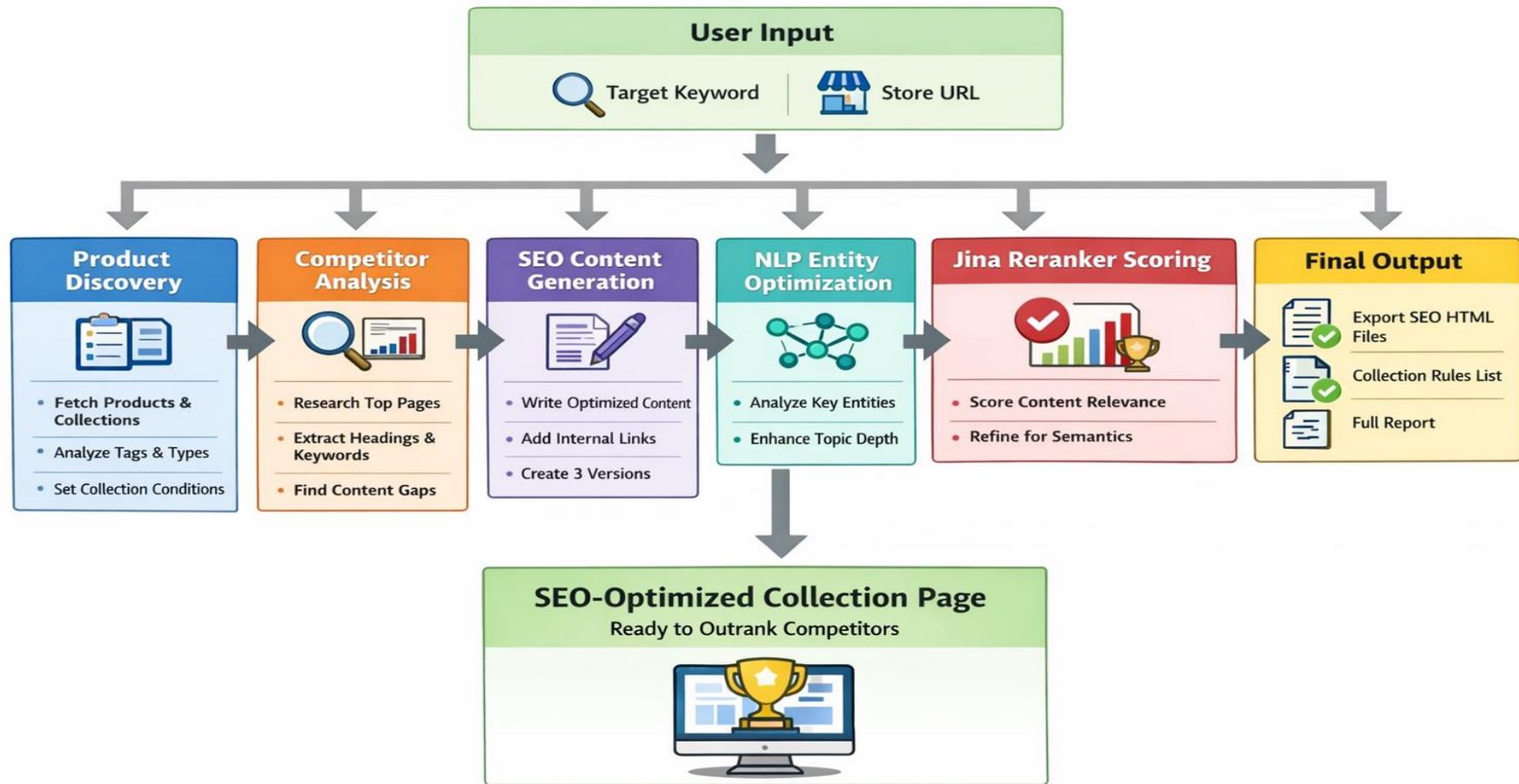
Numbers in, decisions out

FEEDBACK LOOPS

Measure, adjust, improve

EXISTING WORKFLOWS

SOPs already written down



THE WHOLE PROCESS IS NOW AS EASY AS

"Hey Claude, write a collection page for "Red Light Face Masks" for Lumaflex.com"

CLAUDE SKILLS – THE BUILDING BLOCK

REPEATABLE MODULAR SOPS

Claude Skills are basically repeatable, modular SOPs.

THE 80/20 OF AUTOMATION

It's the 80/20 of automation right now and feels like magic the first time you use it.

TACKLES HOURS OF WORK

Can tackle tasks that take HOURS of human work.

DIFFERENCE BETWEEN PROMPTS AND SKILLS

PROMPTS

- One-off instructions
- Variable quality
- No memory of past runs
- Quick and easy

SKILLS

- Repeatable systems
- Consistent output quality
- Built-in examples & references
- Modular & composable

HOW TO MAKE A CLAUDE SKILL? SUPER EASY

1

Talk with Claude until you get an output you like, then tell it to make it a skill!

2

Claude has its own "skill creator" skill that does 90% of the work!

3

I bet you can make your first skill, from your phone, in less than 5 minutes

Here's your **shopify-calculator** skill, packaged and ready to install. Here's what it does:

Approach selection — When triggered, it determines whether to use a custom Liquid page template (Approach 1) or a custom HTML section (Approach 2) based on the request context, then reads the appropriate reference file before generating code.

What's inside:

- `SKILL.md` — Main instructions covering approach selection logic, CSS scoping rules, JS isolation (IIFE + scoped queries), responsive breakpoints, SEO content requirements, accessibility patterns, and an output checklist
- `references/liquid-template.md` — Full boilerplate for Approach 1 with Shopify data injection patterns (collections, money formatting, shop currency)
- `references/section-template.md` — Full boilerplate for Approach 2 with `section.id` namespacing, `{% schema %}` settings (color picker, padding, rich text SEO block), presets, and block support patterns

Both templates come with scoped CSS resets, IIFE-wrapped JS, `aria-live` results containers, 44px tap targets, and mobile-first grid layouts. Want me to run a test case against it, or tweak anything before you install it?



shopify-calculator
Skill



Copy to your skills



SKILLS ARE JUST FOLDERS

INPUTS

What goes in

OUTPUTS

What comes out

EXAMPLES & REFERENCES

Quality benchmarks

HELPER PROGRAMS & PARSER SCRIPTS

Processing logic

EXTERNAL TOOLS / MCP

API integrations

SKILL OUTPUT

Skills can make any type of file or result you want!

PPT

DOC

EXCEL

PDF

CODE & SCRIPTS

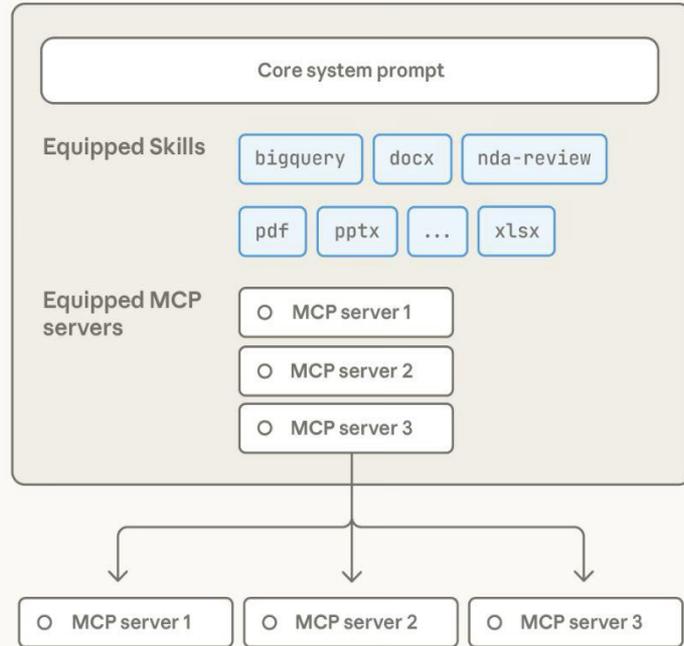
HTML SITES

JSON

API CALLS

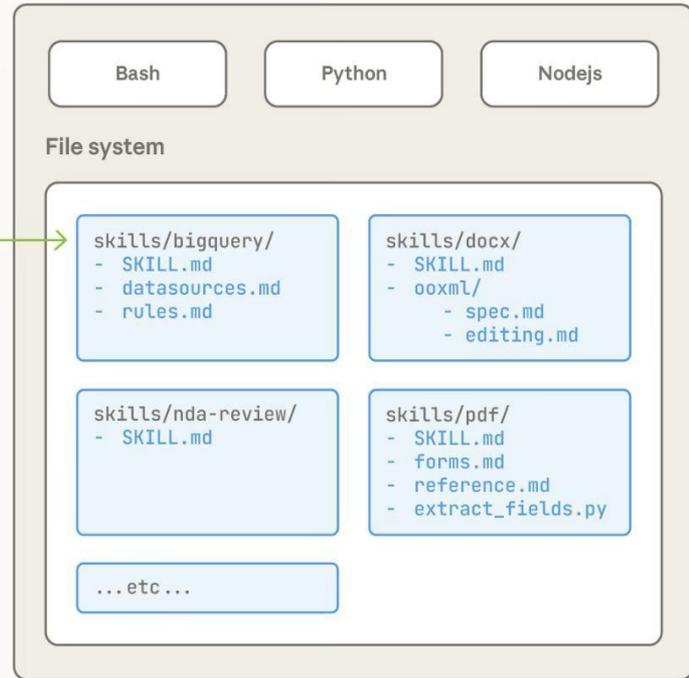
Agent + Skills + Computer

Agent configuration



Remote MCP servers (elsewhere on the internet)

Agent virtual machine



Contents of Skill directories live in the agent computer's file system

use computer →

EXTERNAL TOOLS IN A CLAUDE SKILL

- AHREFS

- GOOGLE SEARCH CONSOLE / ANALYTICS

- DATAFORSEO

- WEB BROWSING

CLAUDE SKILLS CAN FINALLY TEACH CLAUDE HOW TO USE THE DATA FROM MCPS/APIs TO DO REAL TASKS

INTEGRATING WITH CLAUDE

- 1 Check for existing connectors in Claude > Customize Menu
- 2 Check for existing official MCPs
- 3 Look for existing unofficial MCPs
- 4 Make your own MCP (much easier than you think)

Usually this is a 3-4 click process, super easy!

Agency Workflow

Content Creation



Keyword
Research

20 Collection Pages



20 Articles



20 Old Pages



Reporting



3 Weekly
Touchpoints



2 Monthly
Reports

Optimization

In Parallel

Technical SEO Tasks



SUCCESSFULLY AUTOMATED WITH CLAUDE SKILLS AT HUMAN LEVEL

KEYWORD RESEARCH

ARTICLE RESEARCH

ARTICLE WRITING

COLLECTION PAGE WRITING

EXISTING PAGE REOPTIMIZATION

CLIENT UPDATE DRAFTING

MONTHLY REPORTS

TECHNICAL SEO AUDIT

FIX THE TECHNICAL SEO ISSUES

KEYWORD RESEARCH

ECOM SEO HAS UNIQUE CHALLENGES

Keywords depend on the actual products you're selling!

The process requires validating hundreds or thousands of keywords + product combos

Easy to make mistakes — "how to start a scooter without a key"

10+ STEP KWR PIPELINE FOR ECOM

15 MIN

This took hours and multiple team members. Now it takes 15 mins.

1 COLLECT SITE DATA

2 ANALYZE PRODUCTS

3 RESEARCH COMPETITORS

4 RUN KEYWORD RESEARCH

5 FILTER IRRELEVANT TERMS

6 VALIDATE KEYWORD FIT

7 APPLY QUALITY CHECKS

8 BUILD CONTENT SILOS

9 PREVENT CANNIBALIZATION

10 CREATE DELIVERABLES



Nanoleaf silo structure

Code · HTML

Download



Nanoleaf keyword plan

Table · CSV

Download



Nanoleaf priority keywords

TXT

Download



Nanoleaf roadmap

Document · MD

Download

 Download all



💡 /collections/led-strip-lights

led strip lights

Vol: **33K** KD: **10** Traffic: **16K**

→ /blog/how-to-install-led-strip-lights	600 / KD 0
→ /blog/how-to-cut-led-strip-lights	600 / KD 0
→ /blog/led-strip-lights-for-bedroom	1.2K / KD 6
→ /blog/led-light-strips-for-room	1.6K / KD 4
→ /blog/under-cabinet-lighting-guide	600 / KD 0 / TP 16K
↔ /collections/rgb-light-strip	700 / KD 5
↔ /collections/under-cabinet-led	1K / KD 1

PRODUCTS

8 — Lightstrip 80 2m, 197 5m, Multicolor HD/50-zone, PC Mirror, Expansion

◆ /collections/hexagon-lights

hexagon lights

Vol: **12K** KD: **0** Traffic: **3.3K**

→ /blog/hexagon-lights-for-garage-guide	1.9K / KD 0
→ /blog/hexagon-lights-for-wall-ideas	350 / KD 0
→ /blog/nanoleaf-designs-inspiration	600 / KD 0
↔ /collections/hexagon-garage-lights	1.3K / KD 4
↔ /collections/led-wall-art	1.4K / KD 0

PRODUCTS

12+ — Hexagons 5/7/9/13/16pk, Black 9/15/18pk, Elements 7pk

🏠 /collections/permanent-outdoor-lights

permanent outdoor lights

Vol: **8.6K** KD: **5** Traffic: **2.3K**

→ /blog/best-permanent-outdoor-lights	2.9K / KD 9 / TP 29K
→ /blog/christmas-lights-outdoor-installation	8.6K / KD 0
→ /blog/permanent-holiday-lights-guide	2.7K / KD 9
→ /blog/patio-string-lights-ideas	2K / KD 8
↔ /collections/permanent-christmas-lights	18K / KD 1
↔ /collections/outdoor-string-lights	12K / KD 4

PRODUCTS

9 — Permanent 15m/30m/45m, String 15m/30m/45m, Holiday 25m, Expansion

🎮 /collections/gaming-room-lights

gaming room lights

Vol: **350** KD: **1** Traffic: **2.5K**

→ /blog/gaming-room-setup-ideas	2.8K / KD 3 / TP 12K
→ /blog/gaming-room-decor-ideas	2.2K / KD 0
↔ /collections/gaming-desk-accessories	1.1K / KD 0
↔ /collections/tv-backlight	5K / KD 1
↔ /collections/led-wall-art	1.4K / KD 0

PRODUCTS

40+ — Shapes, Lines, Blocks, 4D, Lightstrips, Floor Lamp, Desk Dock

📺 /collections/tv-backlight

tv backlight

Vol: **5K** KD: **1** Traffic: **12K**

→ /blog/best-tv-backlight-setup	1.5K / KD 11 / TP 11K
→ /blog/led-backlight-sync-with-screen	800 / KD 0 / TP 12K 🌟
→ /blog/tv-bias-lighting-guide	250 / KD 0
→ /blog/best-monitor-light-bar	500 / KD 0
↔ /collections/monitor-backlight	700 / KD 3
↔ /collections/gaming-room-lights	350 / KD 1

PRODUCTS

7 — 4D Kit 65"/85", 4D V2, PC Screen Mirror Lightstrip, Camera, Controller

🔴 /collections/red-light-therapy-devices

red light therapy wand

Vol: **2.6K** KD: **10** Traffic: **2K**

→ /blog/best-red-light-therapy-mask	20K / KD 4 / TP 79K 🌟
→ /blog/red-light-therapy-before-and-after	18K / KD 2
→ /blog/red-light-therapy-for-hair-growth	2.8K / KD 28 / TP 156K 🌟
→ /blog/red-light-therapy-for-weight-loss	2.6K / KD 7
→ /blog/red-light-therapy-for-pain	1.8K / KD 48 / TP 14K
→ /blog/how-to-use-red-light-therapy-wand	150 / KD 0
↔ /collections/led-face-mask	16K / KD 49
↔ /collections/red-light-therapy-panel	5.5K / KD 26

CONTENT CREATION

/collections/led-strip-lights

led strip lights (33K vol)

Essentials Lightstrip 80 Starter Kit (2m)

Matter Lightstrip 197 Starter Kit (5m)

Matter Lightstrip 80 Starter Kit (2m)

Multicolor Smart 50-Zone Lightstrip (5m)

Multicolor Smart HD Lightstrip (5m)

PC Screen Mirror Lightstrip

Lightstrip 40 Expansion (1m)

Lightstrip Splitters/Accessories

8 products

/collections/hexagon-lights

hexagon lights (12K vol)

Shapes Hexagons SMK (5/7 Panels)

Shapes Hexagons 13pk / 16pk

Hexagon Expansion Pack (3/25 Panels)

Black Hexagon SMK (9 Panels)

Black Hexagons 15pk / 18pk

Elements Hexagon SMK (7 Panels)

Elements Hexagon EP (3 Panels)

12+ products

/collections/permanent-christmas-lights

permanent christmas lights (18K vol)

Permanent Outdoor Lights SMK 50ft (15m)

Permanent Outdoor Lights SMK 100ft (30m)

Permanent Outdoor Lights SMK 150ft (45m)

Permanent Outdoor Lights Expansion 16.6ft (5m)

Holiday String Lights 25m

Cable Covers

6 products

/collections/tv-backlight

tv backlight (5K vol, TP 12K)

Nanoleaf 4D Screen Mirror Kit 65"

Nanoleaf 4D Screen Mirror Kit 85"

Nanoleaf 4D V2 Screen Mirror Kit

4D Immersion Bundle

4D Surround Bundle

4D Storyline Bundle

4D Replacement Camera / Controller

7 products

/collections/monitor-backlight

monitor backlight (700 vol)

PC Screen Mirror Lightstrip

1 product

/collections/red-light-therapy-devices

red light therapy wand (2.6K vol)

6-in-1 Light Therapy Wand (\$79.99)

Nanoleaf Red Light Therapy Panel (\$119.99)

Nanoleaf LED Face Mask

3 products

/collections/gaming-room-lights

gaming room lights (350 vol, TP 2.5K)

All Shapes (Hexagons/Triangles/Mini)

All Lines (9pk/15pk/18pk)

Nanoleaf Blocks (Squares/Pegboard)

Nanoleaf 4D (all kits)

All Lightstrips (incl. PC Mirror)

Smart Multicolor Floor Lamp

Pegboard Desk Dock

40+ products

/collections/smart-light-bulbs

smart light bulb (1.5K vol)

A19/E26 Matter Bulb (1pk / 3pk)

Matter WiFi A19 Smart Bulb (2pk / 4pk)

BR30/E26 Bulb Kit

Caveman Matter WiFi A19 (2pk / 4pk)

7 products

/collections/smart-ceiling-lights

smart ceiling light (500 vol)

Skylight SMK (3/4/6/9/12 Pack)

Skylight Expansion (1 Panel)

Downlight 4" (1pk / 4pk)

8 products

/collections/led-floor-lamp

led floor lamp (3.5K vol)

Smart Multicolor Floor Lamp (White)

Smart Multicolor Floor Lamp (2 Pack)

Floor Lamp Renter-Friendly Bundle

3 products

/collections/under-cabinet-led

under cabinet led strip (1K vol, TP 1.5K)

Essentials Lightstrip 80 Starter Kit (2m)

Matter Lightstrip 80 Starter Kit (2m)

Lightstrip 40 Expansion (1m)

Lightstrip Splitters

4 products

/collections/outdoor-string-lights

outdoor string lights (12K vol)

Outdoor Multicolor String Lights SMK 50ft (15m)

Outdoor Multicolor String Lights SMK 100ft (30m)

Outdoor Multicolor String Lights SMK 150ft (45m)

Outdoor Multicolor String Lights Exp 50ft (15m)

4 products

CLIENT REPORTS

40+

slides with analysis done in 15 mins

AUTO

Data pulled from existing sources

PRO

Formatting and design is consistent

CLIENTS LOVE IT!

Google Search Console Export ZIP

Upload GSC Performance export ZIP

From Performance > Export. Contains: Chart.csv, Queries.csv, Pages.csv, Countries.csv, Devices.csv, Search appearance.csv, Filters.csv

Ahrefs Keywords Export

Upload Ahrefs keywords export

Rankings, keyword difficulty, and volume data

Ahrefs Backlinks / Referring Domains Export

Upload Ahrefs backlinks export

Backlinks and referring domains data

Ahrefs Domain Rating Data

Upload Ahrefs DR export

Domain rating history and current DR

Semrush Position Distribution Screenshots

Upload Semrush position distribution chart screenshots

Stacked area chart showing Top 3 / 4-10 / 11-20 / 21-50 / 51-100 buckets by month

Semrush Keyword Rankings Export

Upload Semrush rankings data

Keyword rankings data exports

Semrush Traffic Estimates / Competitor Comparisons

Upload Semrush traffic data

Traffic estimates and competitor comparison data

"CALCULATOR" PAGES AND INTERACTIVE CONTENT

300,000+

CLICKS

ME

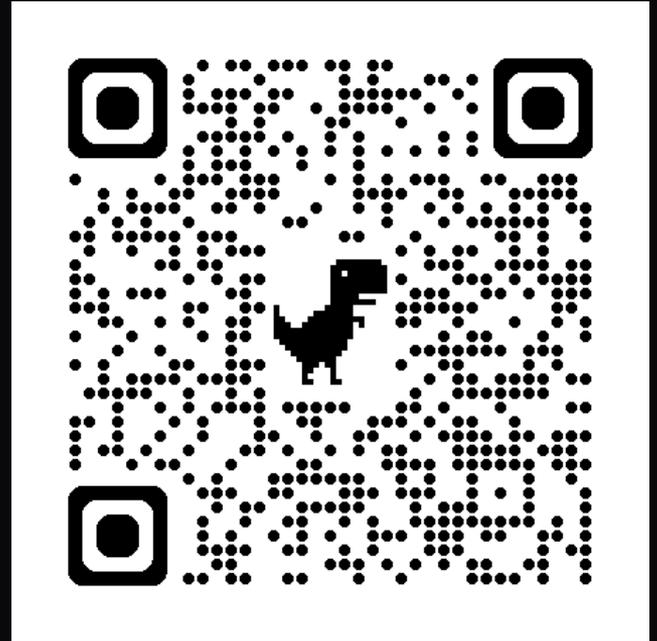
"Hey Claude, what considerations are important in making a calculator page for Shopify?"

CLAUDE

"Here's what you need to know"

ME

"Make that a skill"



"QUICK WINS"

3 times a week my team sends clients a quick update

MONDAY

What we did last week and what we're doing this week

WEDNESDAY

Positive Keyword Ranking Improvements

FRIDAY

Other positive news

AI DOES THE RESEARCH AND DRAFTS THE MESSAGES NOW!

AUTOMATE YOUR PEOPLE

1

Keep the actual tools they use simple — Google Docs, Google Sheets, Discord, Slack, etc.

2

Add this data to a database automatically — keep a state of your whole business every day as a file — you can compare any two dates

3

Use automation on the backend.

BENEFITS

01

Can compare between any two dates and see exactly what happened and who did tasks

02

Automated Quality Control on new content

03

Task reminders and automated task assignments

04

Deadline reminders tied to the Stripe billing API so my team gets Discord messages

CLAUDE SKILLS

Try it out and let me know what you made!

**FROM TASKS
TO SYSTEMS,
WE NEED AN AGENT**

THE AUTOMATION LADDER

AGENTS

Autonomous systems

SKILLS

Repeatable quality



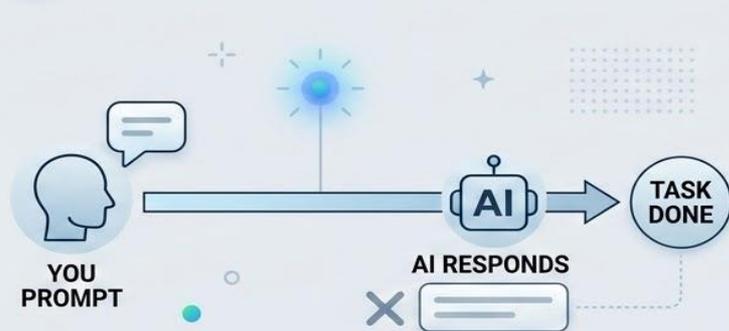
PROMPTS

One-off tasks

WHAT ARE "AGENTS"

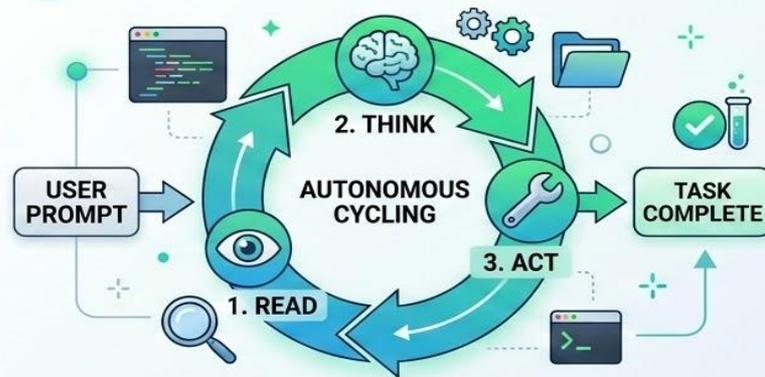
SIMPLE AI vs. AGENTIC LOOP

1 SIMPLE AI INTERACTION



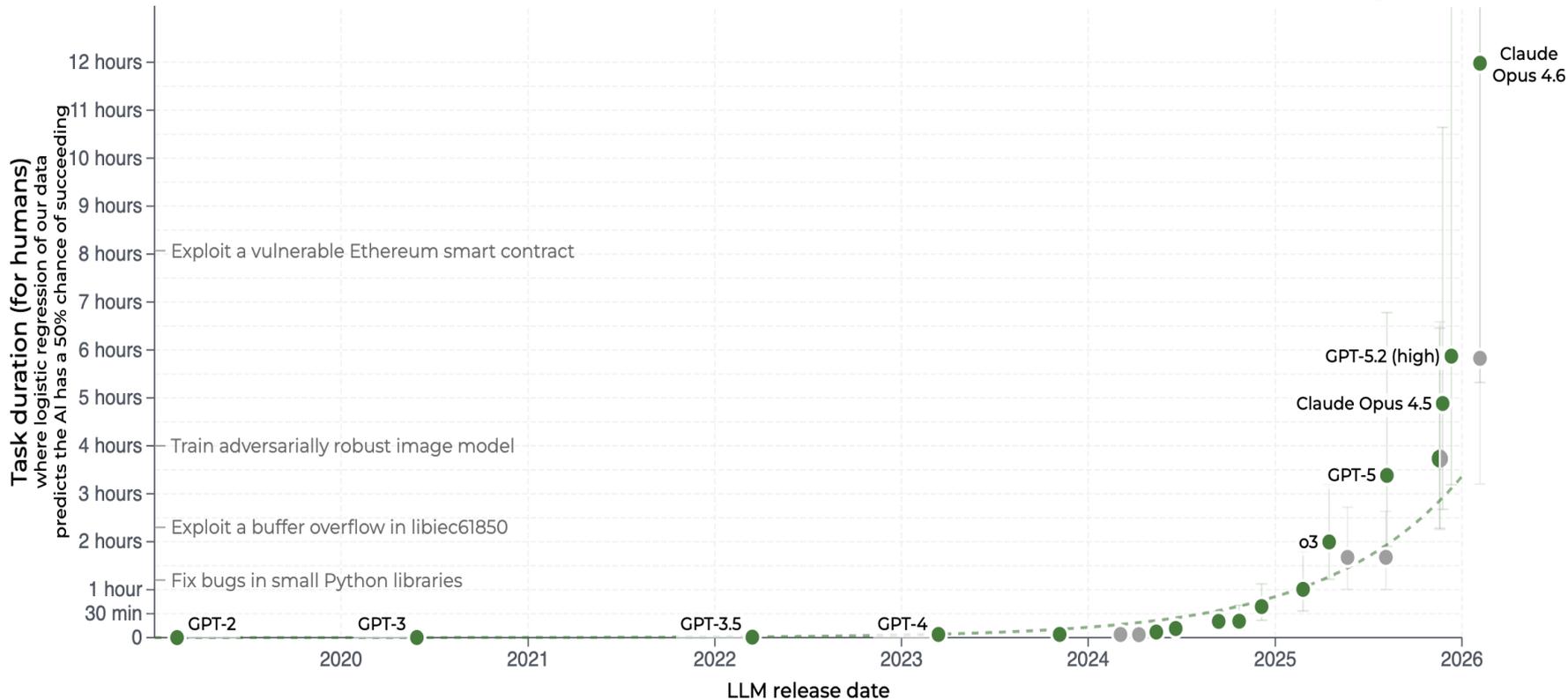
Single, one-time answer.
Limited context.
Stops after one step.

2 CLAUDE CODE AGENTIC LOOP



- AUTONOMOUS CYCLING
- Repeatedly cycles through phases.
- Continuous improvement.
- Self-correcting (fixes errors).
- Context accumulates over time.
- Tool use drives iterations (runs commands, edits files).

Time horizon of software tasks different LLMs can complete 50% of the time



Time Horizon 1.1 (Current) ▾

Log Scale

Linear Scale

50% Success

80% Success



ENTER CLAUDE CODE

MORE THAN A CODING AGENT

CLAUDE CODE IS EVERYWHERE

WEB

TERMINAL

PHONE

EASY SETUP

- 1 Get started at claude.ai/code
- 2 5-10 min install for terminal
- 3 Use your existing Claude plan or the API

USING CLAUDE MAX X20 FOR \$200/MONTH \approx \$5,000 THROUGH API. STRONGLY RECOMMEND IT.

GIVE IT THE RIGHT TOOLS

Add your Skills to Claude Code

Add all the SEO MCPs for your tasks (Ahrefs, DataforSEO, GSC, GA4)

Give it access to Chrome

You are all set to do any of your SEO work in Claude Code

SKILLS WORK INSIDE CLAUDE CODE!

"Do the keyword research for allbirds.com, write 20 articles, 20 collections, and optimize 20 existing pages, then publish the content"

"Update all the blog articles from 2025 with new statistics from the web, add new sections for keywords we're getting impressions for but aren't mentioned on the page"

"Fix all the missing meta descriptions from this Screaming Frog Export"

WITH CLAUDE CODE YOU CAN DO THE WORK IT USED TO TAKE AN ENTIRE TEAM ONE MONTH, IN A FEW MINUTES OF ACTIVE WORK.

LINKED WITH CHROME

COMMAND

"Claude --chrome" to allow Claude Code to use YOUR Chrome

LOGGED IN

Already logged into everything!

NO API?

You can get data or perform actions on sites that don't have an API

TESTING

Allows it to test code and your outputs!

CLAUDE CODE ECOSYSTEM

Claude Code has the best ecosystem of any coding agent

Insane amount of free stuff on GitHub to use

Community plugins, skills, and other tools

Guides and tutorials on X, YouTube, etc.

YOU DON'T NEED AN INSANE CLAUDE CODE SETUP

Keep it minimal and then try adding some of the plugins and tools bit by bit.

CLAUDE CODE

+ YOUR SKILLS

+ SEO MCPS

+ CHROME

= MONSTER SETUP FOR ANY TASK

HOW I USE CLAUDE CODE

I make at least

2 SOFTWARE APPS A DAY

on Claude Code. One while on a walk,
and the other is queued up before I sleep.

MY CHALLENGE TO YOU FOR THE NEXT 2 WEEKS

1

Set it up today and try it — you can even do it right now on your phone!

2

Build one thing in Claude Code every day

3

Try one new task for your company every day

WHEN TO USE WHAT?

TOOL	WHEN TO USE IT
CLAUDE WEB	One-off tasks, brainstorming, exploring
CLAUDE SKILLS	Repeatable tasks you want consistent quality on
CLAUDE CODE	Multi-step workflows where Claude makes decisions
CLAUDE CODE + CHROME	Tasks involving websites without APIs
CLAUDE API	Put your skills inside apps for your team or clients
AGENT SDK	Multi-agent systems with complex orchestration

AI AS A TROJAN HORSE

EVERYBODY WANTS AI



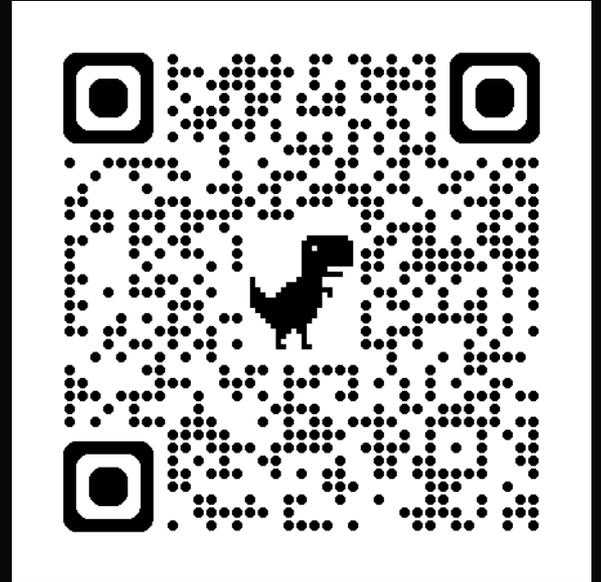
ONE WECHAT POST, MULTIPLE 9 FIGURE BRANDS



FROM SKILLS TO SKILLBOARD — MAKING AI EASY FOR CLIENTS

This is a demo site I made in 30 minutes with Claude Code, doesn't even have a real domain yet.

But it's similar to what I use internally for my team.



APPS FOR CLIENT RETENTION AND BONUSES

All my clients need the same things

I make apps with Claude Code and give it to them free just for being a client

Example: RAG Chatbots for Shopify, Catalog Organizers, Image Creators

IF YOU'RE IN LOCAL SEO THIS IS POWERFUL

CLAUDE TOOK MY JOB

All the boring and tedious tasks.

And it left me the fun stuff I love to do.

LINK TO THE SLIDES + CONTACT

