



FREE CLAUDE SKILL · INSTALL & USE GUIDE

Your Amigo LabZ Marketing Checkup

A free tool that reviews your website, Google Business Profile, and reviews, then hands you a clear, prioritized action plan. Set it up once in about 5 minutes, and run it any time.

WHAT YOU'LL GET

A one-page action plan, written for owners who do their own marketing

Your top 5–8 fixes

Ranked by how much each one is likely to help you win customers, not by how easy it is.

Step-by-step DIY instructions

Every fix comes with plain-English steps you can follow yourself, usually in under an hour.

Honest guidance on the hard stuff

Technical items are flagged clearly, so you know where an expert second look is worth it.

BEFORE YOU START

What you need

- ✓ A Claude account at **claude.ai**. Skills work on the Free, Pro, Max, Team, and Enterprise plans.
- ✓ The file **amigo-labz-marketing-checkup.zip**. Keep it zipped; don't open or rename it.
- ✓ A computer with a web browser (uploading is easiest on desktop).
- ✓ Your website address and about 15–20 minutes for your first checkup.

INSTALL IN 5 STEPS

Add the skill to your Claude account

1 Save the file

Download **amigo-labz-marketing-checkup.zip** to your computer and leave it as a .zip file.

2 Turn on code execution

In Claude, go to **Settings > Capabilities** and switch on **Code execution and file creation**. Skills need this to run. (On Team or Enterprise plans, your organization owner controls this setting.)

3 Open your skills

Go to **Customize > Skills**.

4 Upload the skill

Click the + button, then + **Create skill**, choose **Upload a skill**, and select the .zip file.

5 Switch it on

Find **amigo-labz-marketing-checkup** in your skills list and make sure its toggle is on. That's it.



Practical marketing for owner-run businesses.

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RUN YOUR CHECKUP

Start a new chat and ask for it

TYPE THIS INTO CLAUDE

Run the Amigo LabZ marketing checkup for my business.

Claude asks a few quick questions about your business, website, customers, and any ads you run, then reviews your site and writes your report. Answer what you can; partial answers are fine.

Tip: Turn on web search in Claude so it can look at your actual website and Google listing.

READING YOUR REPORT

Every fix is labeled so you know what you're taking on

QUICK WIN

Under 30 minutes, no technical know-how needed. Start here.

MODERATE

Doable yourself, but takes a few hours, judgment, or ongoing effort.

TECHNICAL

Needs specialized tools or knowledge; mistakes can cost visibility or money.

Moderate and technical items also explain when having John's team handle it makes sense. The choice is always yours. Rerun the checkup every few months to track progress.

TROUBLESHOOTING

If something doesn't work

I can't find Skills

Turn on **Code execution and file creation** in **Settings > Capabilities**, then look under **Customize > Skills**.

The upload fails

Upload the original .zip file exactly as you received it. Don't unzip it, rename it, or re-zip it.

Claude doesn't use the skill

Check that its toggle is on, then ask by name: "Use the Amigo LabZ marketing checkup skill."

No option to upload (Team or Enterprise)

Your organization owner may have turned off user-created skills. Ask them to enable it, or email us for help.

WANT A SECOND OPINION?

Book a free 15-minute review of your results with John.

We'll walk through what to tackle first and where expert help would pay off.

[Book a time →](#)

Book

amigolabz.com/book-a-time

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