

Claude Skills Guide

For Modern Businesses

By Vishal Kakadiya

Claude Skills are plug-in instruction sets that supercharge Claude for specific business tasks. Install them in seconds and instantly unlock expert-level capabilities — no prompting expertise needed. Here are the top skills every business should have in their toolkit.

Productivity

01

Find Skills

Discovers & installs new Claude skills from the ecosystem in seconds.

skills.sh/vercel-labs/skills/find-skills

02

Grill Me

Asks clarifying questions before starting any task — eliminates bad briefs.

github.com/mattpocock/skills

03

Claude Mem

Gives Claude persistent memory across sessions for ongoing projects.

github.com/thedotmack/claude-mem

04

Superpowers

Supercharges Claude with advanced reasoning and task execution modes.

github.com/obra/superpowers

05

GSD

Get Shit Done — structured task execution and project management skill.

github.com/gsd-build/get-shit-done

Marketing & SEO

06

Marketing Skills

Turns Claude into a full-stack marketer: copy, CRO, growth, analytics.

github.com/coreyhaines31/marketingskills

07

Insta Audit

Full Instagram profile & content audit — hook rates, bio, grid strategy.

topmate.io/vishal_kakadiya/insta-audit

08

Claude SEO

Technical SEO audits, on-page fixes, and content optimisation.

github.com/AgriciDaniel/claude-seo

09

SuperSEO Skills

11 SEO skills: page audits, E-E-A-T, link building, semantic gap analysis.

github.com/inhouseseo/superseo-skills

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OpenClaudia Mktg

34 open-source skills: SEO, email, ads, analytics, and growth workflows.

github.com/OpenClaudia/openclaudia-skills

Sales & Business

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Claude Ads

Analyses your Google & Meta ad accounts — finds waste, boosts ROAS.

github.com/AgriciDaniel/claude-ads

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OneWave AI Skills

100+ skills: LinkedIn sales navigator, territory planning, exec dashboards.

github.com/onewave-ai/claude-skills

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Product Mgr Skills

47 PM skills: roadmaps, PRDs, stakeholder comms, sprint planning.

github.com/deanpeters/Product-Manager-Skills

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Business Analyst

BMAD framework — BA workflows, requirements docs, process mapping.

skills.sh/aj-geddes/claude-code-bmad-skills/business-analyst

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Competitive Ads

Pulls competitor ads from ad libraries, reverse-engineers their messaging.

github.com/ComposioHQ/awesome-claude-skills

Office & Docs

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Claude Office Skills

Create & edit PPTX, DOCX, XLSX, PDF — full office automation (561 stars).

github.com/TFriedel/claude-office-skills

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Excel Finance Skills

DCF models, LBO, 3-statement models, deck refresh — directly in Excel.

github.com/fivetaku/claude-office-skills

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Remotion Video

AI-powered video creation and editing — generate Remotion compositions.

remotion.dev/docs/ai/skills

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UI UX Pro Max

Premium UI/UX design skill — generates production-ready interface specs.

github.com/nextlevelbuilder/ui-ux-pro-max-skill

Dev & Automation

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n8n-MCP

Connects Claude to n8n — build and trigger automation workflows via AI.

github.com/czlonkowski/n8n-mcp

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Firecrawl CLI

Web scraping & crawling skill — turn any website into structured data.

skills.sh/firecrawl/cli/firecrawl

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Apify Agent Skills

Web automation agents — scrape, monitor, extract data at scale.

github.com/apify/agent-skills