

ROHIT SHAH

PRESENTS

EXCLUSIVE BONUS #6 · \$67 VALUE

Client-Ready Report Templates

Three white-label documents — SEO audit, content strategy, social media plan — built to drop agent output straight in and hand to a client looking like a full agency.

3 TEMPLATES · WHITE-LABEL · FILL-IN STRUCTURE · AGENT-MAPPED



Hand-built and presented by

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How to use these templates

Agent output is strong but shapeless. A client who receives a wall of text values it at a fraction of what the same content is worth inside a structured document with their logo on it. That gap is pure margin.

STEP 1

Replace every bracket

Anything in [SQUARE BRACKETS] is a fill-in. Your logo, the client name, the date, the numbers. Never send a document with a bracket still in it — it is the single most common way this looks amateur.

STEP 2

Run the mapped agent for each section

Every section names the agent that produces it. Run them in order, paste the output in, then edit for the client's specific context.

STEP 3

Always write the summary yourself

The executive summary is the only page most clients read closely. Write it in your own words after everything else is done. This is where your judgment shows and where the retainer gets renewed.

White-label rule: if you are delivering to an agency who will forward this to their own client, strip your branding entirely and keep the structure. Charge more for it — invisible delivery is worth a premium, not a discount.

What makes a report look expensive

- ☐ **Specific numbers over adjectives** — "traffic up 34%" not "significant improvement"
- ☐ **Recommendations with owners and dates** — an action nobody owns never happens
- ☐ **One idea per section** — dense pages read as padding
- ☐ **Consistent formatting throughout** — mixed fonts scream template
- ☐ **A clear next step on the final page** — this is where the next invoice comes from



SEO Audit Report

Sells as a standalone \$300–\$800 deliverable, and is the most effective door-opener for the SEO Content Authority package in Bonus #5.

SECTION	AGENT TO RUN	WHAT GOES IN IT
Cover page	—	[YOUR LOGO] · SEO Audit prepared for [CLIENT NAME] · [DATE] · Prepared by [YOUR NAME], [YOUR BUSINESS]
1. Executive summary	Write yourself	Three paragraphs: where they stand today, the single biggest opportunity, and what you recommend doing first. No jargon.
2. Current visibility snapshot	Data Analyzer	Organic traffic trend, indexed pages, ranking keyword count, domain metrics. Table format with a 90-day comparison column.
3. Keyword position analysis	Keyword Researcher + SERP Intent Analyzer	Their top 20 keywords, current position, search volume, and intent classification. Flag mismatches between page type and intent.
4. Competitor gap analysis	Competitor Analyst + Content Gap Finder	Three named competitors, what they rank for that the client does not, and the estimated traffic value of closing each gap.
5. Technical findings	Data Analyzer	Page speed, mobile usability, crawl issues, missing schema, broken internal links. Rank by severity, not by page order.
6. On-page issues	Meta Tag Writer	Pages with missing or weak title tags and descriptions. Include the rewritten version in the right-hand column — showing the fix is worth more than naming the problem.
7. Content recommendations	Topic Cluster Builder	The cluster you would build first, with pillar and spoke topics named.
8. Prioritized action plan	Write yourself	Table: action, expected impact, effort, owner, target date. Sort by impact-to-effort ratio.
9. Next steps	Write yourself	What you propose doing, over what timeline, at what price. This page converts the audit into the retainer.



Content Strategy Document

The natural companion to the Monthly Content Engine package. Delivering this in month one justifies the entire first invoice on its own.

SECTION	AGENT TO RUN	WHAT GOES IN IT
Cover page	—	[YOUR LOGO] · Content Strategy for [CLIENT NAME] · [QUARTER/YEAR] · Prepared by [YOUR NAME]
1. Strategic summary	Write yourself	What this content is for in business terms — leads, authority, retention, or search visibility. Name one primary goal, not four.
2. Audience definition	Market Researcher	Primary and secondary audience, their pain points, the questions they ask, and where they already spend attention.
3. Positioning and voice	Story Angle Finder	What the client stands for that competitors do not, and three voice attributes with a do/don't example for each.
4. Topic pillars	Topic Cluster Builder	Three to five pillars, each with the keyword cluster and business rationale behind it.
5. Channel strategy	Write yourself	Which channels, why those, and what format performs on each. Explicitly name the channels you are NOT using and why — this reads as strategy rather than omission.
6. Content calendar	30-Day Calendar (Bonus #4)	The next 30 to 90 days mapped by date, asset, channel and owner.
7. Production workflow	SOP Writer	Who does what, at which stage, with turnaround times. Sets expectations before they become complaints.
8. Distribution plan	Repurposing Agent	How each pillar asset gets broken down and where the pieces go.
9. Measurement framework	Chart Recommender	The four to six metrics that matter, the current baseline, and the 90-day target for each.
10. Approval	Write yourself	Sign-off block with a date. Getting a signature on strategy prevents scope disputes later.



Social Media Plan

The fastest of the three to produce and the easiest to sell as a one-off at \$200–\$500, especially to local businesses.

SECTION	AGENT TO RUN	WHAT GOES IN IT
Cover page	—	[YOUR LOGO] · Social Media Plan for [CLIENT NAME] · [MONTH/YEAR] · Prepared by [YOUR NAME]
1. Where they are now	Data Analyzer	Follower counts, engagement rate, posting frequency and best-performing post per platform. Honest baseline, no flattery.
2. Objectives	Write yourself	One primary objective and two supporting ones, each with a number attached.
3. Platform priorities	Write yourself	Rank platforms by fit, not by popularity. Recommend dropping at least one — clients remember the advice that saved them effort.
4. Content pillars	Repurposing Agent	Four recurring themes with an example post for each, so they can see the plan rather than imagine it.
5. Posting schedule	30-Day Calendar (Bonus #4)	Weekly grid: day, platform, pillar, format, owner.
6. Sample content	LinkedIn / Instagram / X agents	Six to ten fully written posts, ready to publish. This section is what makes the document feel like delivery rather than advice.
7. Hashtag and keyword sets	Instagram Caption Writer	Platform-specific sets grouped by pillar.
8. Engagement protocol	Community Manager	Response time targets, tone guidance, and templates for the three most common comment types.
9. Reporting cadence	Report Generator	What gets reported, how often, and in what format.
10. Next steps	Write yourself	Your proposed ongoing role and price.



Delivery standards

The document is only half the deliverable. How it arrives determines whether the client perceives a professional service or a freelancer with a template.

FORMAT

Send PDF, never an editable file

PDF signals finished. A document file signals draft and invites line-editing you did not ask for. Keep the editable version for yourself.

NAMING

Use a consistent filename convention

ClientName_SEOAudit_Jul2026.pdf. Clients search their inbox six months later, and a file called "report final v3" does not get found — or renewed.

DELIVERY

Never send a report without a walkthrough

Fifteen minutes on a call where you talk through the summary and the action plan. Reports sent cold get skimmed and filed. Reports walked through get approved and funded.

CADENCE

Same date every month

Predictability is most of what a retainer client is actually paying for. Third Tuesday, every month, without being asked.

Your bonus bundle, in order of use

BONUS	WHAT IT DOES	WHEN TO USE IT
#1	58-Agent Cheat Sheet	Day one — pick your first five agents
#3	First-Hour Fast Start	Day one — finish something real in 60 minutes
#2	Subscription Killer Calculator	Week one — see what you can cancel
#4	30-Day Content Calendar	Week one — never face a blank dashboard
#5	\$1K Service Package Builder	Week two — turn the skill into income
#6	Client-Ready Report Templates	Week two — deliver like an agency

One last thing. Bonuses one through four make you competent with the tool. Five and six make you paid for it. Most people stop after four — the gap between those two groups is not talent, it is simply whether you sent the first pitch. Send it this week.