

FREE RESOURCE

ClawGuru Launch Pack

Setup-Guide: Affiliate | Checkout | Delivery | Tracking | Trust

Was drin ist:

- Setup-Einkaufsliste (Accounts, Keys, Tools)
- Monetarisierungs-Stack (Affiliate + Downloads + Managed)
- Tracking/Event-Schema fuer Funnels & Optimierung
- Affiliate Redirect Map (/go/*) + UTM-Standard
- Copy/CTA Snippets + Legal/Trust Bausteine
- Environment Variables: was wohin kommt

Pro Move:

Nach dem Download: Security-Check starten > Copilot > Day-Pass-Upsell.

clawguru.org/check

1. Accounts & Keys: Einkaufsliste

Stripe

stripe.com

Payment. Live-Key + Webhook-Secret in .env

Resend

resend.com

Transaktionale E-Mails (Bestätigung, Magic Link)

Hetzner / DO / AWS

hetzner.com

Hosting. VPS oder Serverless

Cloudflare

cloudflare.com

DNS, WAF, Rate Limits, CDN

Netlify / Vercel

netlify.com

Frontend Deployment. .env dort konfigurieren

1Password / Bitwarden

1password.com

Secret Management fuer Team

2. .env Checkliste

```
STRIPE_SECRET_KEY=sk_live_...  
STRIPE_WEBHOOK_SECRET=whsec_...  
STRIPE_PRICE_DAYPASS=price_...  
RESEND_API_KEY=re_...  
EMAIL_FROM=noreply@deine-domain.tld  
ACCESS_TOKEN_SECRET=<random-256-bit>  
NEXT_PUBLIC_SITE_URL=https://deine-domain.tld
```

3. Monetarisierungs-Stack

Affiliate

Passiv. Hetzner/DO/AWS Referral - EUR 25-100 pro Qualified Signup.

Digital Downloads

Direkt. Sprint Pack (EUR 19) + Incident Kit (EUR 79) via Stripe.

Day Pass

Flexibel. 24h Vollzugriff. Ideal fuer akute Incidents.

Managed Service

High-Ticket. ClawSyndicate Managed OpenClaw ab EUR 149/Mo.

Pro/Team Abo

Recurring. Score-History, Reports, Kits, Digest.

4. Affiliate Redirect Map

```
/go/hetzner    ->  hetzner.cloud/?ref=clawguru_pro
/go/do         ->  m.do.co/c/clawguru_vip
/go/aws        ->  aws.amazon.com/.../?ref=clawguru_aws
/go/cloudflare ->  cloudflare.com?ref=clawguru_cdn
```

5. Tracking/Event-Schema

- page_view: Seite geladen. URL, referrer, user_agent
- check_started: Security-Score gestartet. domain, timestamp
- check_completed: Score fertig. domain, score, grade
- cta_clicked: CTA geklickt. label, href, page
- checkout_started: Stripe Checkout geoeffnet. product, price
- purchase_completed: Payment succeeded. product, amount, plan
- download_triggered: Download geklickt. key (sprint-pack|incident-kit)
- affiliate_click: Outbound Affiliate. provider, destination

6. UTM-Standard

```
utm_source=clawguru
utm_medium=organic|email|affiliate
utm_campaign=sprint-pack|incident-kit|daypass
utm_content=cta_button|header|email_link
```

7. Trust-Bausteine

- Impressum, Datenschutz, AGB - alle verlinkten vom Footer
- Stripe Checkout als Zahlungs-Vertrauenssignal
- clawguru.org/check - Demo ohne Login (Lead Magnet)
- Score-Badge - Social Proof + Virality
- Runbook Library - 1000+ SEO-Pages (Authority Signal)

8. Copy/CTA Snippets

Primaer-CTA: Security-Score gratis pruefen

Download-CTA: Sprint Pack herunterladen (PDF, kostenlos)

Upsell-CTA: Day Pass holen - 24h Vollzugriff

Trust-Line: Kein Account noetig. Kein Spam. Nur Ihr Score.

Urgency: Wenn es brennt: Incident Kit - Runbook zum Fixen.

Social Proof: Bereits X Security-Checks. Grade A-F. Echtzeit.

9. Naechste Schritte

- 1. .env befuellen (alle Keys aus Abschnitt 2)
- 2. Stripe: Live-Keys + Webhook-Secret + Price-IDs einrichten
- 3. Resend: Domain verifizieren, From-Adresse konfigurieren
- 4. Deployment: Netlify/Vercel ENV setzen
- 5. Test-Checkout durchfuehren (Stripe Test-Modus)
- 6. Security-Check live testen: clawguru.org/check