



Clutch Creator

Turn any webpage into content ideas

Version 1.0

A Chrome extension that analyzes any webpage and gives you a content angle, a ready-to-use hook, and why it works.

● CONTENT ANGLE

What to make

● HOOK

How to open it

● WHY IT WORKS

Why people care

SETUP GUIDE

What's Inside the Zip

Your download contains everything needed to run the extension.

<code>manifest.json</code>	Extension config file (tells Chrome what this is)
<code>background.js</code>	Brain of the extension (handles AI analysis)
<code>sidepanel.html</code>	The side panel UI you see when you click Analyze
<code>sidepanel.js</code>	Logic for the side panel interactions
<code>content.js</code>	Injects the floating button on every page
<code>content.css</code>	Styles for the floating button
<code>icons/</code>	Extension icons (16px, 48px, 128px)

What You Need



Google Chrome

Or any Chromium browser (Edge, Brave, Arc, Opera)



Anthropic API Key

Free to create, pay per use (fractions of a cent per analysis)



2 Minutes

Seriously, that's all the setup takes

Installation (2 Minutes)

1 Unzip the File

Download and unzip clutch-creator.zip to a folder on your computer.

Remember where you saved it. You'll need it in the next step.

```
■ clutch-creator/  
  ■■■ manifest.json, background.js, sidepanel.html ...  
  ■■■ icons/ (icon16.png, icon48.png, icon128.png)
```

2 Open Chrome Extensions

Type this in your Chrome address bar and hit Enter:

```
chrome://extensions
```

Then flip the Developer mode toggle in the top right corner to ON.

Look for: **Developer mode**



3 Load the Extension

Click the "Load unpacked" button that appears after enabling Developer mode. Select the clutch-creator folder you unzipped.

Load unpacked

← Click this button

✓ **Clutch Creator should now appear in your extensions list!**

Get Your API Key

4 Create an Anthropic Account

Go to this URL and sign up (or log in if you have an account):

`console.anthropic.com/settings/keys`

5 Create & Copy Your API Key

Click "Create Key" and give it a name (e.g. "Clutch Creator")

■ IMPORTANT

Copy it immediately. You won't be able to see it again after closing the dialog.

6 Paste It Into Clutch Creator

Click the Clutch Creator icon in your Chrome toolbar.

The side panel opens with a welcome screen.

P

`sk-ant-api03-.....`

Save and Get Started

■ Your key is stored locally on your device only.

It is never sent anywhere except directly to Anthropic's API. No servers, no tracking.

How It Works

1 Navigate to any webpage

Article, tweet, YouTube video, Reddit thread, product page, anything.

2 Click the Clutch Creator icon

In your Chrome toolbar (top right). The side panel opens.

3 Hit Analyze This Page

Clutch Creator reads the page and sends it to Claude for analysis.

4 Get three instant insights

Content Angle, Hook, and Why It Works appear in the side panel.

5 Copy what you need

Each card has a Copy button. Paste into your content workflow.

Example Output

● CONTENT ANGLE

Short form reel breaking down how this startup raised \$2M by building a Chrome extension. Frame: "The \$2M Chrome Extension."

● HOOK

"This Chrome extension made \$2M and it only has 5 files."

● WHY IT WORKS

The contrast between simplicity (5 files) and outcome (\$2M) creates a curiosity gap that makes people want to learn how.

FAQ & Tips

How much does it cost to use?

Each analysis costs a fraction of a cent through your Anthropic API key. You could analyze hundreds of pages for under \$1. You only pay Anthropic directly for what you use.

Does it work on every website?

Yes. It reads the text content of any webpage. It works best on articles, tweets, videos with descriptions, product pages, and blog posts. Pages with very little text content will produce simpler results.

Is my data safe?

Your API key is stored locally in Chrome's storage on your device. Page content is sent directly to Anthropic's API for analysis and is not stored anywhere. No data passes through any third party server.

Can I change my API key?

Yes. Click "Change API Key" in the footer of the side panel to enter a new key at any time.

It says 'Invalid API key'?

Make sure you copied the full key from console.anthropic.com. It should start with sk-ant-api03 and be quite long. Also make sure your Anthropic account has billing set up.

The floating button covers something on a page?

The floating button in the bottom right is part of the content script. You can also access Clutch Creator by clicking the extension icon in Chrome's toolbar instead.

Now go analyze something.

Every page is a content idea waiting to happen.