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# 7 STEPS
# TO ENSURE AI DOESN'T BLOCK YOUR SITE

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## MONITOR
### AI CRAWLERS & BOTS

- Check server logs for requests from AI-related IP ranges (e.g., OpenAI, Google AI, Microsoft AI).
- Use honeypot pages that only AI bots would likely access and track hits.

2

## TEST
### AI MODELS

- Query AI models directly with content from the website and check if it appears in results.
- Use variations of website queries (e.g., direct URLs, keywords, excerpts) to test if AI-generated responses include or exclude the site.

3

## CHECK
### SEARCH VISIBILITY

- Search for key website content on AI-powered search engines (e.g., Perplexity AI, Bing Chat, Google Bard) and see if it's indexed.
- Compare AI search results with traditional search engine results to detect discrepancies.

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## LOOK INTO
### REFERRAL TRAFFIC

- Monitor traffic sources in analytics (e.g., Google Analytics) to see if AI-powered search engines or chatbots refer visitors.
- A sudden drop in AI-driven referral traffic may indicate blocking.

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## AI CHATBOT
### EXPERIMENTATION

- Ask AI models to summarize your website. If they refuse or don't acknowledge it, it might be blocked.
- Test different AI systems (ChatGPT, Gemini, Claude, Copilot) to compare responses.

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## INVESTIGATE
### CRAWLING RESTRICT

- Some AI companies allow website owners to check if their domain is restricted (e.g., OpenAI's robots.txt compliance).
- Use robots.txt and meta tags like <meta name="robots" content="noai, noindex"> to see if AI respects them.

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## DIVE INTO
### ANALYTICS FOR A.I.

- Tools are popping up every. single. day... To track AI visibility. Here's a couple to consider at the time of this writing: nozzle.io, alsoasked, seranking, semrush, etc. Our full article has the latest tools we recommend.