# ARIZONA ADVERTISING CO.

## HOW TO BLOCK AI FROM SCRAPING YOUR WEBSITE

**CHECKLIST**

If you don't know how to do any of these steps, click the article title to get detailed instructions on any of these items.

v1.0 | Last Updated Feb 27, 2025

*Check for new version »*

| ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|

**[TECHNICAL BLOCKING METHODS]**

| | ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|---|
| ☐ | #1 | **Adjust Robots.txt File - Instruct AI bots to ignore your website.**<br>(EXAMPLE)<br>*User-agent: GPTBot*<br>*Disallow: /* | YES<br>Download Bot List as of Feb 2025 |
| ☐ | #2 | **Block AI with Meta Tags (HTML <head> code).**<br>(EXAMPLE)<br>*<meta name="robots" content="noai, noimageai">* | YES<br>Download Example Code |
| ☐ | #3 | **Block AI with HTTP Headers (Server-Side)**<br>(EXAMPLE - Apache)<br>*<IfModule mod_headers.c>*<br>*Header set X-Robots-Tag "noai, noimageai"*<br>*</IfModule>* | |
| ☐ | #4 | **IP Blocking – Identify and block known AI bot IP ranges at the server level.** | YES<br>Download known Ips |
| ☐ | #5 | **Rate Limiting & Captcha (limit excessive requests from unknown bots with CAPTCHAs or request throttling).** | |
| ☐ | #6 | **Honeypot Traps: Use hidden links to detect and block AI scrapers.** | |

**[LEGAL & POLICY-BASED APPROACHES]**

| | ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|---|
| ☐ | #7 | **Update Your Terms of Service.** | |
| ☐ | #8 | **Issue DMCA Takedown Notices (if necessary).** | |
| ☐ | #9 | **Send Cease and Desist Notices.** | |

**[CONTENT MODIFICATION STRATEGIES]**

| | ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|---|
| ☐ | #10 | **Serve key content through JavaScript to make direct scraping harder (called "JavaScript Obfuscation").**<br>*(Nuclear option and excessive in our humble opinion)* | |
| ☐ | #11 | **Use authenticated API calls to dynamically load content.**<br>*(Another nuclear option and excessive in our humble opinion)* | |
| ☐ | #12 | **Embed invisible watermarks (identifiers) in your content.** | |
| ☐ | #13 | **Gate your content from AI (gating content is a common marketing tactic - think WSJ.com or New York Times online articles).** | |

**[SEO & SEARCH ENGINE DIRECTIVES]**

| | ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|---|
| ☐ | #14 | **One-off search engine & simple SEO directives to block AI.**<br>*A) At the micro level, use the meta tag block from above on a case-by-case basis.*<br>*B) Block AI Proxies (other servers or services relaying bot requests anonymously).* | |

**[COMMUNITY AND ANTI-AI ADVOCACY]**

| | ITEM | DESCRIPTION | DOWNLOAD? |
|---|---|---|---|
| ☐ | #15 | **Join the NoAI movement.** | |
| ☐ | #16 | **Request exclusions from AI companies and their training.** | |
| ☐ | #17 | **Educate Your Company and Users on how AI scraping affects content creators.** | |