

Can AI even read your site?

A five-minute check. If the answer is no, nothing else in AI search matters yet.

01 Check your robots.txt

Open **yoursite.com/robots.txt**. If you see any of these names with **Disallow: /** under them, you are telling the AI to stay out:

GPTBot · OAI-SearchBot · ChatGPT-User · ClaudeBot
PerplexityBot · Google-Extended · CCBot

02 Check your CDN / firewall

Cloudflare and others added a one-click "block AI bots" switch, and many sites have it ON without knowing. In Cloudflare: Security → Bots → make sure AI scrapers are not blocked.

03 Check it's actually text

Right-click your page → View Source → find a sentence you can see on screen. If it is not in the source, your page is drawn by JavaScript and crawlers may miss it.

04 Re-check in a week

Crawlers re-read over days, not minutes. Make the change, then wait before you judge it.

Honest note: allowing crawlers does not promise you will be cited. Blocking them promises you will not be.