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# Bot Traffic Readiness Checklist

A decorative graphic consisting of several arrows of varying sizes and shades of blue and white, pointing upwards and to the right, set against a dark teal background.

A practical, step-by-step guide  
for data portal owners

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## Measure what matters

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- ☐ Review your server logs to see which bots hit your portal and how often.
- ☐ Shift reporting from raw visit counts to engagement depth and authenticated actions.
- ☐ Track form completions, downloads, and qualified enquiries as human-intent signals.
- ☐ Turn on any available bot filtering in your analytics platform.

## Decide who you let in

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- ☐ List the legitimate crawlers you want, such as search and AI retrieval that sends real users.
- ☐ Set up robots.txt, the file that tells crawlers what they can and cannot access, to guide well-behaved bots.
- ☐ Rate-limit heavy crawlers instead of blocking them, to keep visibility without the load.
- ☐ Block genuinely abusive bots at the firewall or server level.
- ☐ Add flexibility to block or limit crawlers on UI entirely, depending on your needs.
- ☐ (Optional) Instruct AI to use API for data access instead of UI to optimize performance and reduce data transfer.

## Protect the infrastructure

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- ☐ Put caching and a CDN in front of your origin server.
- ☐ Apply server-side rate limiting or a web application firewall for enforceable control.
- ☐ Consider bot-management tooling for detection at scale.
- ☐ Monitor traffic trends so unusual spikes are caught early.

## Plan ahead

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- ☐ Establish a baseline of current bot versus human traffic on your portal.
- ☐ Factor potential capacity and infrastructure needs into your future budgeting.
- ☐ Decide what to manage in-house and what to hand to a managed hosting partner.

# Want a hand?

Link Digital's managed hosting service can handle caching, rate limiting, monitoring, and bot management for you. Get in touch for a quick review of your portal's traffic.

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Get in touch