

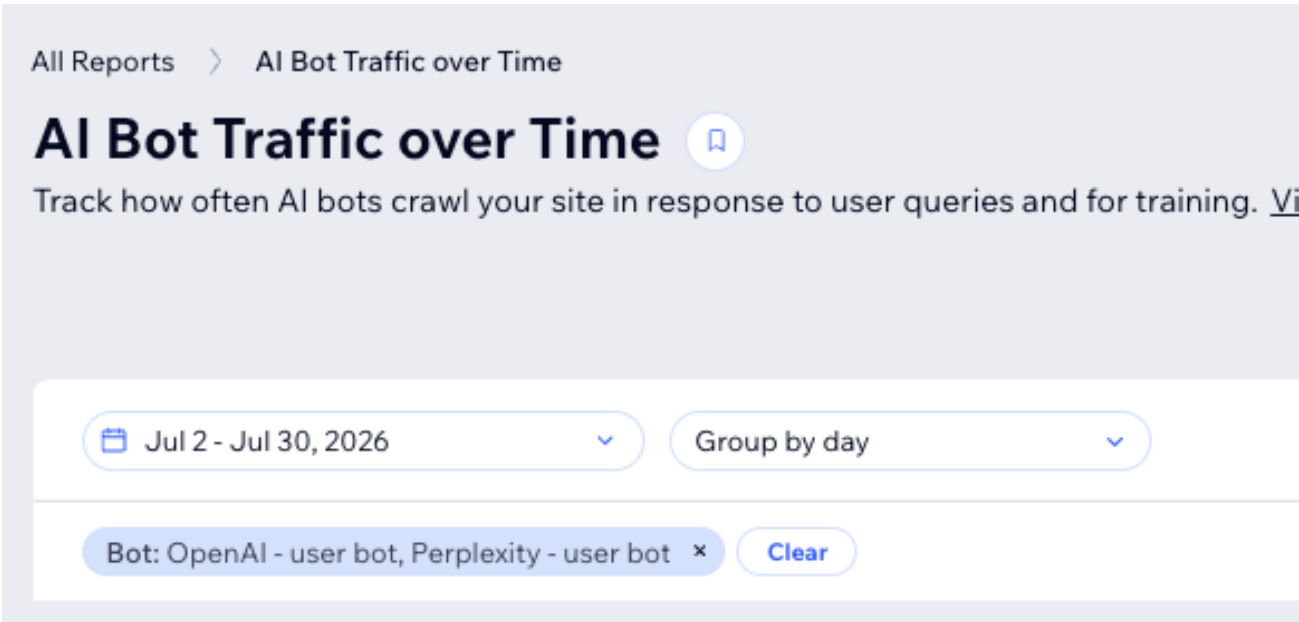
AI Bot Traffic & Machine Readership

A 12-Month Analysis of OpenAI and Perplexity Bot Activity on RichWashburn.com

682,157	25.0%	35.5%	11,427
bot requests, full 12 months	growth in monthly hits	growth in monthly page reach	pages reached in July 2026

Prepared for Rich Washburn

Report date: August 2, 2026
Analysis period: August 2025 through July 2026 (full months)
Source: RichWashburn.com analytics export; bot filter shown as OpenAI user bot and Perplexity user bot



Source analytics view and active bot filter.

Executive Summary

RichWashburn.com is receiving sustained, material traffic from AI-associated crawlers. Across the 12 complete months from August 2025 through July 2026, the selected OpenAI and Perplexity bots generated 682,157 requests. Monthly traffic ended the period 25.0% above its starting level, while the number of unique pages reached in a month increased 35.5%.

The most strategically important signal is not simply the volume of requests. It is the expansion of site coverage. July 2026 recorded the highest monthly page reach in the dataset—11,427 unique pages—despite request volume remaining below the March and April peaks. The pattern suggests broader discovery and retrieval across the site rather than only repeated access to a narrow set of pages.

Bottom-line assessment

RichWashburn.com should be managed as content infrastructure for two audiences at once: human readers and machine-mediated readers. AI systems are already accessing the site at a scale large enough to justify deliberate optimization, measurement and content-governance practices.

Key Findings

Sustained scale

Average monthly volume was 56,846 requests, with a median of 53,956. Activity was not confined to a single anomalous month.

Expanding reach

Monthly unique-page reach increased from 8,431 in August 2025 to 11,427 in July 2026, a gain of 2,996 pages.

High-intensity spring period

March 2026 produced the period high of 78,635 requests; April followed closely with 76,496.

Reach record in July

July set the page-reach record even though total requests were 22.5% below the March peak.

Machine readership is measurable

The analytics layer is exposing activity that ordinary human-session metrics may not capture or explain.

Metric Snapshot

Metric	Result	Interpretation
Total bot requests	682,157	Additive total across 12 complete months
Average monthly requests	56,846	Persistent baseline at meaningful scale
Monthly unique-page observations	119,556	Sum of monthly reach counts; not an annual deduplicated URL count

Metric	Result	Interpretation
Weighted requests per page reached	5.71	Average crawl intensity across the period
Highest request month	March 2026 — 78,635	Strongest measured burst of crawler activity
Highest reach month	July 2026 — 11,427	Broadest measured site coverage

Traffic Trend Analysis

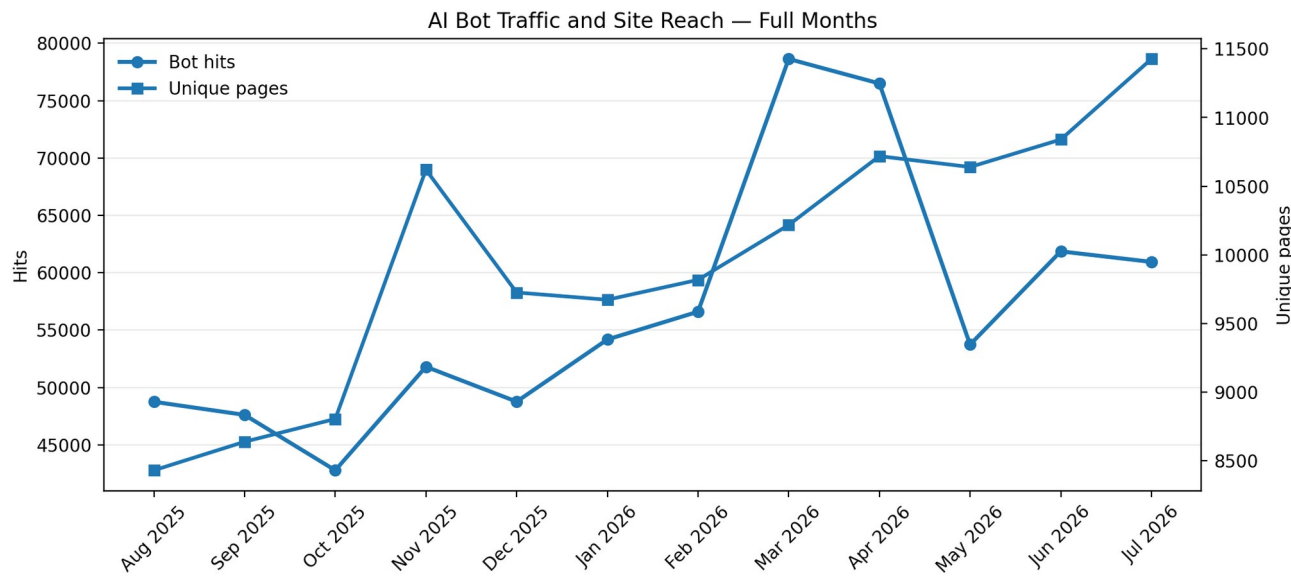


Figure 1. Monthly bot requests and unique-page reach for complete months only.

The dataset shows a stable base during late 2025, followed by a step-up in early 2026. Request volume moved sharply higher in March and April before normalizing in May. It then settled above the starting-period level in June and July. Page reach followed a steadier expansion, ending at a new high in July.

Three distinct phases

1. Baseline formation — August to December 2025

Traffic ranged from 42,778 to 51,805 requests per month. Page reach moved from 8,431 to a temporary high of 10,620 in November.

2. Acceleration — January to April 2026

Requests rose from 54,179 in January to 78,635 in March, with April remaining elevated at 76,496. This was the clearest high-demand interval.

3. Broader normalized reach — May to July 2026

Request volume moderated, but monthly page reach remained above 10,600 and reached a period record in July. This combination indicates that breadth held even after peak intensity declined.

Interpretive signal

The March-April surge and the July reach record are different phenomena. The former represents intensity; the latter represents breadth. Together, they show that AI bot interaction with the site has both episodic spikes and a durable expansion in coverage.

Monthly Data

Month	Hits	Unique pages	Hits/page	MoM hit change
Aug 2025	48,751	8,431	5.78	—

Month	Hits	Unique pages	Hits/page	MoM hit change
Sep 2025	47,609	8,639	5.51	-2.3%
Oct 2025	42,778	8,805	4.86	-10.1%
Nov 2025	51,805	10,620	4.88	+21.1%
Dec 2025	48,761	9,726	5.01	-5.9%
Jan 2026	54,179	9,673	5.60	+11.1%
Feb 2026	56,604	9,818	5.77	+4.5%
Mar 2026	78,635	10,218	7.70	+38.9%
Apr 2026	76,496	10,719	7.14	-2.7%
May 2026	53,733	10,640	5.05	-29.8%
Jun 2026	61,862	10,840	5.71	+15.1%
Jul 2026	60,944	11,427	5.33	-1.5%

Reach and Crawl Intensity

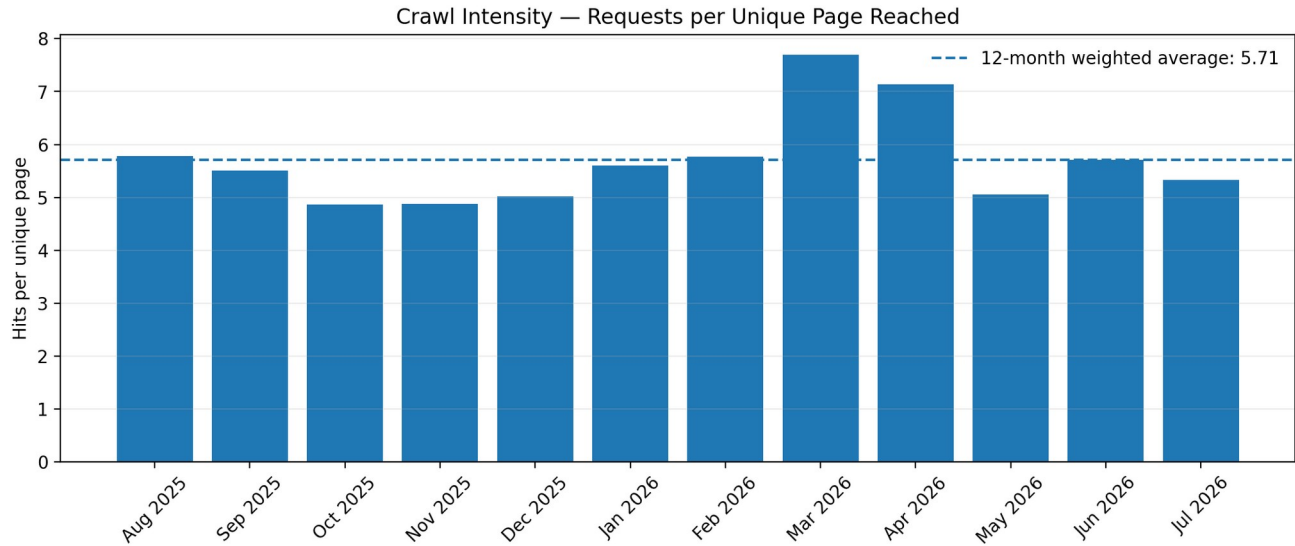


Figure 2. Requests per unique page reached; weighted 12-month average is 5.71.

Crawl intensity provides a rough view of how many requests were made for each unique page reached during a month. It is not a measure of human engagement, nor does it reveal why a page was requested. It does, however, help distinguish broad exploration from repeated retrieval.

March and April produced the highest intensity at 7.70 and 7.14 requests per page respectively. July fell to 5.33 while reach reached its maximum. This is consistent with a wider distribution of retrieval activity across the site.

What the data supports

- The selected AI bots repeatedly accessed a substantial and growing portion of the site.
- The pattern is durable across a full year rather than dependent on one event.
- The site appears increasingly discoverable to machine agents, at least within the analytics classification used here.
- AI-originated access should be treated as its own distribution channel and monitored separately from traditional search and social traffic.

What the data does not prove

- It does not show how often RichWashburn.com was cited or quoted in an AI-generated answer.
- It does not establish that content was used for model training. The report interface description mentions querying and training generally, but the export does not attribute individual requests to either purpose.
- It does not identify the exact pages, prompts, users, referral outcomes or downstream conversions associated with each request.
- It does not provide a deduplicated annual count of distinct URLs. “Unique pages” is reported monthly and may include the same page in multiple months.

Strategic Implications

1. The website is becoming an answer-source asset

The site is no longer functioning only as a destination. It is also a source layer that machines can retrieve, parse and potentially use when constructing responses elsewhere. This shifts part of the value of publishing from direct visits to indirect presence inside AI-mediated discovery.

2. Content architecture matters more than page aesthetics alone

Clear titles, descriptive headings, explicit definitions, concise summaries, dates, authorship and strong internal linking improve usefulness for humans and also make content easier for automated systems to interpret. Machine readership rewards structure.

3. Authority should be made explicit

First-person expertise, professional biography, dated analysis, source references and clear distinctions between fact, opinion and prediction help establish provenance. For a site built around original judgment, the identity and credibility of the author are part of the content payload.

4. Traditional analytics understate influence

A person may encounter an idea derived from the site without ever loading the original page. Bot traffic therefore cannot be valued using pageviews alone. A broader measurement model should include AI crawler activity, citation observations, branded prompt testing and inbound references that mention AI discovery.

Strategic framing

The opportunity is not merely “more bot traffic.” It is to become a highly legible, attributable and authoritative source that AI systems can reliably surface when users ask questions within Rich Washburn’s areas of expertise.

Recommended Action Plan

1. Establish a monthly AI visibility dashboard

Track hits, unique-page reach, hits per page, top pages if available, bot mix and month-over-month changes. Preserve exports so future analysis is not dependent on the dashboard’s retention window.

2. Build machine-legible article templates

Use consistent title, publication date, author, summary, key claims, definitions, sources and related-reading blocks. Keep important conclusions in text rather than only in images.

3. Create authority and entity pages

Maintain strong pages for Rich Washburn, major projects, recurring concepts and named frameworks. These pages should define the entity, establish provenance and link to the best supporting material.

4. Improve internal topic clustering

Connect related articles through hub pages and contextual links. This helps readers—and automated retrieval systems—understand how individual pieces fit into a larger body of work.

5. Add a lightweight citation-monitoring process

Periodically test representative prompts in major AI systems and record whether the site or its concepts appear, how they are described and whether attribution is accurate.

6. Protect strategic content deliberately

Review robots controls, terms, paywall decisions and content licensing based on business intent. Not all material needs the same access policy.

7. Connect AI visibility to business outcomes

Add contact and conversion paths appropriate to machine-discovered visitors: clear consulting pages, project summaries, downloadable reports and explicit calls to action.

90-Day Priority Sequence

Timing	Priority	Output	Success indicator
Days 1–30	Measurement baseline	Monthly dashboard and archived exports	Reliable trend line and bot segmentation
Days 31–60	Content structure	Standard article template and topic hubs	Consistent metadata and stronger internal linkage
Days 61–90	Visibility testing	Prompt test set and citation log	Evidence of where and how the site appears in AI answers

Methodology and Limitations

This report analyzes the CSV export named “bots_2025-08-03-2026-08-03.csv” together with the supplied analytics screenshot. The screenshot shows an AI Bot Traffic over Time report filtered to “OpenAI - user bot” and “Perplexity - user bot.” The export contains monthly values for Hits and Unique pages.

The formal 12-month analysis uses August 2025 through July 2026 because these are complete calendar months. The export also includes August 2026 activity of 2,647 hits and 1,611 unique pages as of the

report date. That partial month is excluded from averages, growth calculations and charts to avoid misleading comparisons.

“Hits” is treated as a count of requests as reported by the analytics platform. “Unique pages” is treated as monthly page reach. Without page-level logs or vendor documentation attached to the export, no stronger interpretation is assumed. All percentage calculations are derived directly from the supplied monthly values.

Appendix: Reusable Executive Language

Boardroom version

Over the last 12 complete months, OpenAI and Perplexity bots made more than 682,000 requests to RichWashburn.com. Monthly page reach expanded 35.5%, and July set a new high at 11,427 pages. The site is already functioning as machine-readable source infrastructure, not merely as a destination for human visitors.

Public-facing version

The next reader of an article may not be a person. It may be the machine deciding which sources become part of the answer. RichWashburn.com recorded more than 682,000 requests from selected OpenAI and Perplexity bots in 12 months, with the breadth of pages reached continuing to grow.

Cautious research version

The analytics indicate sustained and expanding access by bots classified as OpenAI and Perplexity user bots. The data demonstrates retrieval activity, but it does not independently establish citation, answer inclusion or model-training use.