# HoneyLog

## See the traffic your analytics miss.

Real-time server-side intelligence for AI agents, search crawlers, bots and humans.

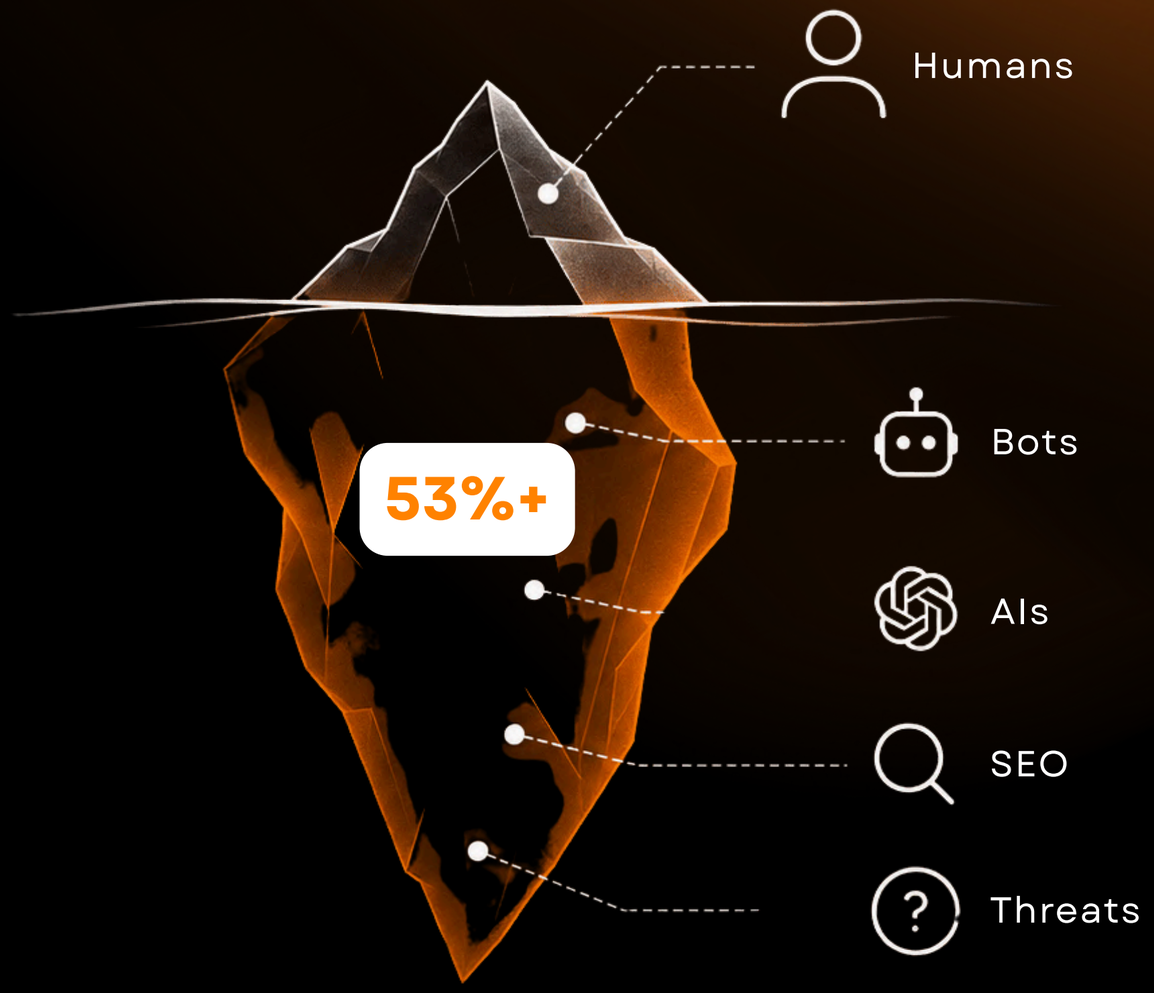
www.honeylog.io

info@honeylog.io

# More than half of web traffic is bots.

Your analytics is built to measure this...

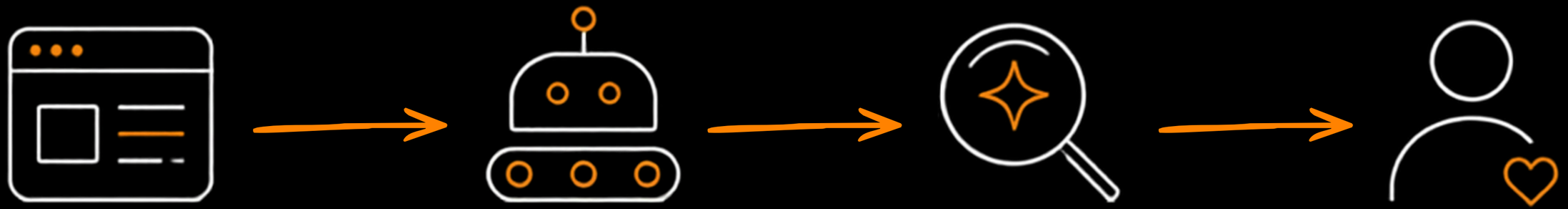
**...but it's blind to this.**




Source: Thales, 2026 Bad Bot Report

*Why Now?*

# AI search makes machine traffic strategic.



Your website

Crawlers &
AI agents

Search /
AI answers

Human
discovery

**Machines increasingly shape what gets discovered before a human ever visits.**

If you don't measure that layer, you don't know what is being discovered – or ignored.

# Can you answer these questions today?

Which AI agents and search crawlers are consuming our content?

Which articles, sections and archives are they accessing most?



Are bots respecting our robots.txt and access policies?

Which AI/search platforms are followed by human visits?

Do we have first-party evidence for licensing and policy discussions?

**Your content is already being consumed by machines. Do you know what comes back?**

# Make machine traffic measurable.

- See AI, search and bot requests your analytics misses (in real time).
- Know exactly what content they crawl – and how often.
- Distinguish useful crawlers from suspicious or wasteful traffic.
- Use the server/CDN logs you already generate.



# Which AI agents are consuming your most valuable content?

Your audience analytics won't show which machines repeatedly access specific articles, sections or archives.




**WHO**

Which AI agents are active

**WHAT**

What content they access

**HOW MUCH**

How often they return

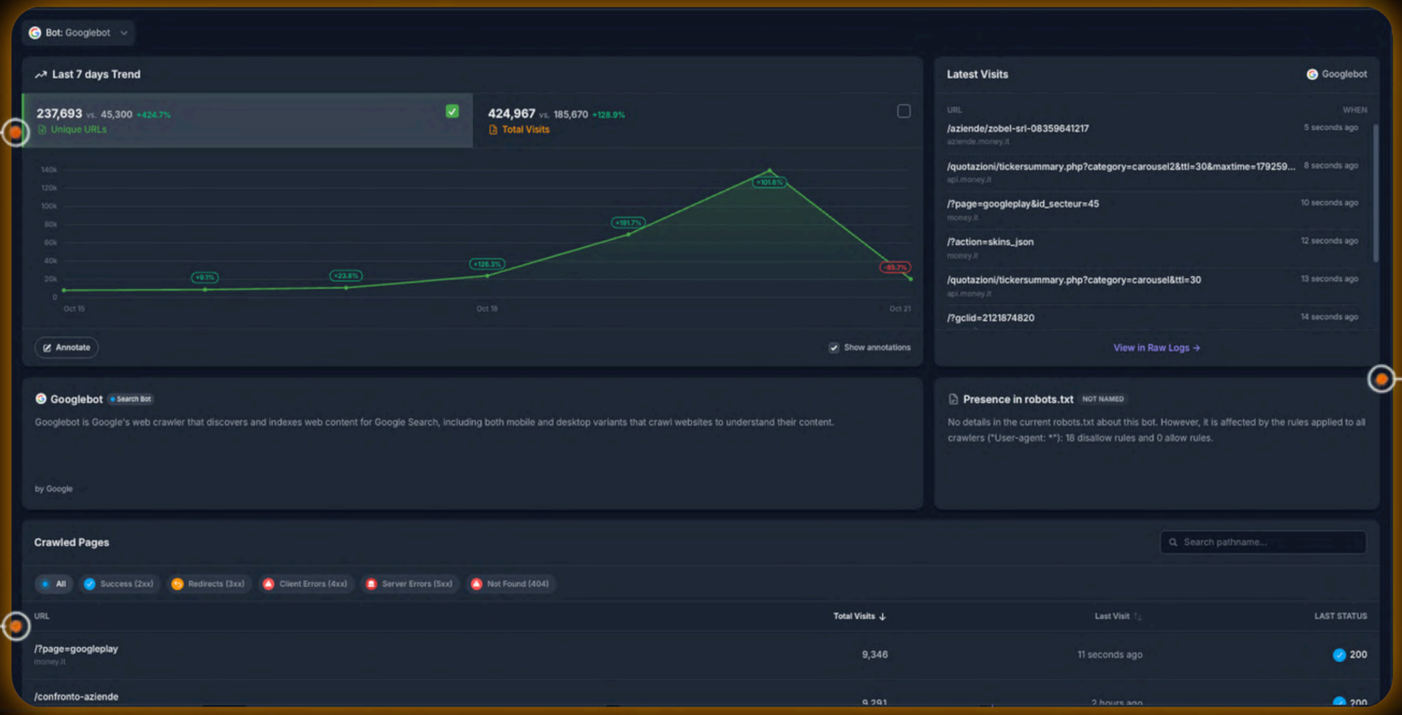
Know which machines consume your content before deciding whether to optimize, restrict or monetize access.

# Googlebot changes how it crawls your content. Would you notice?

Crawler behaviour can change before the impact becomes obvious in SEO or audience reporting.

**CRAWL REACH**

Unique URLs accessed




**CRAWL TREND**

Unique URLs accessed over time

**LATEST VISITS**

The exact URLs crawled

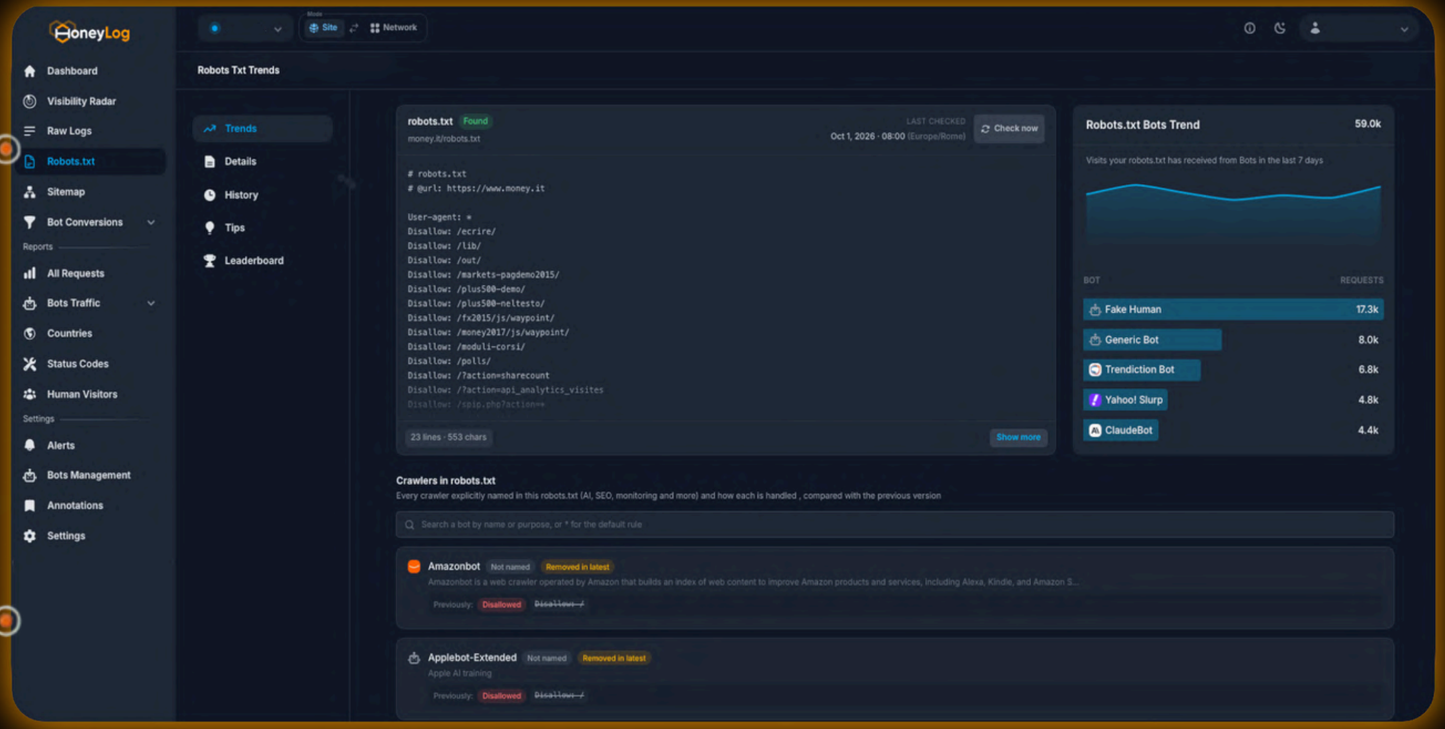
See changes in crawler behavior before investigating their impact on search performance.

# You disallowed an AI crawler in robots.txt Is it actually respecting the rule?

Publishing a robots.txt rule is not the same as knowing whether the crawler follows it.

**POLICY**

What the rule says




**COMPLIANCE**

Compare rule vs behaviour

**OBSERVED ACTIVITY**

What the crawler actually does

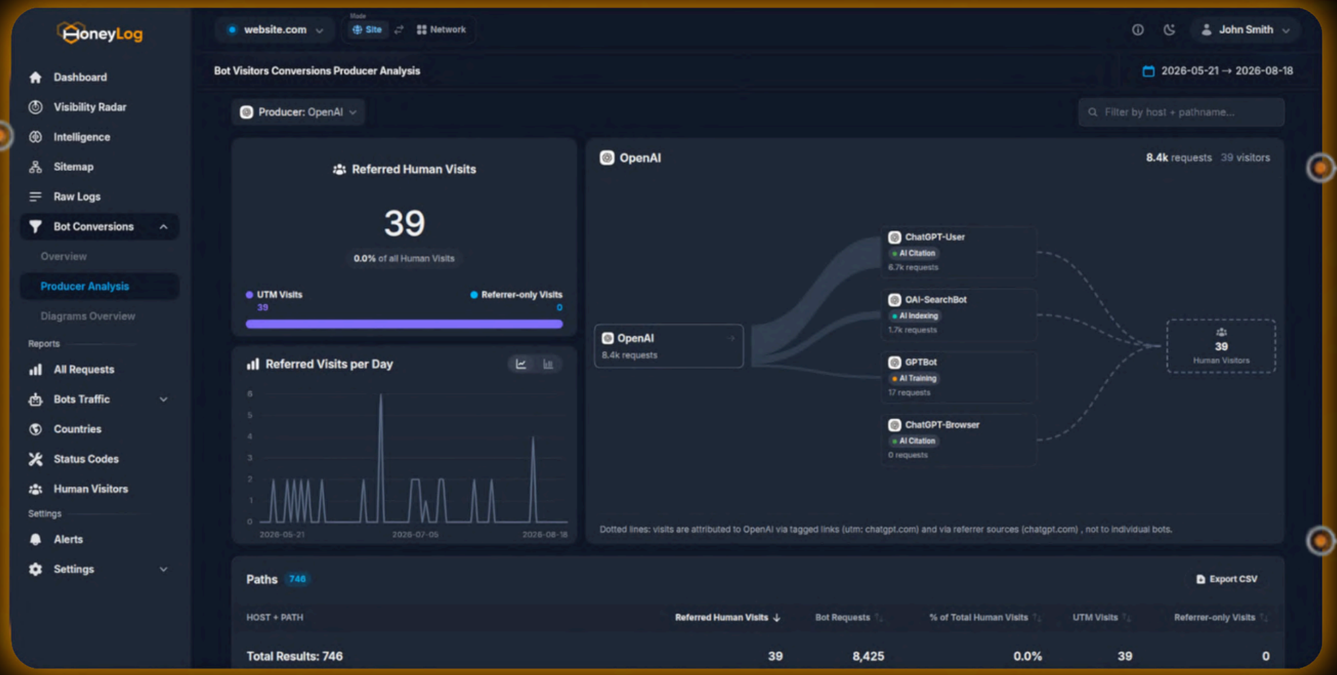
Verify crawler compliance with observed server activity – not assumptions.

# AI agents consume your content. Which ones are followed by human visits?

Machine consumption and audience value are not the same thing.

**CONSUMPTION**

Machine activity




**RETURN**

Human visits that follow

**PLATFORM**

Which source is associated with the return

Measure the exchange: compare machine consumption with the human visits that follow.

# A scraper starts hammering your archive. How quickly can you identify it?

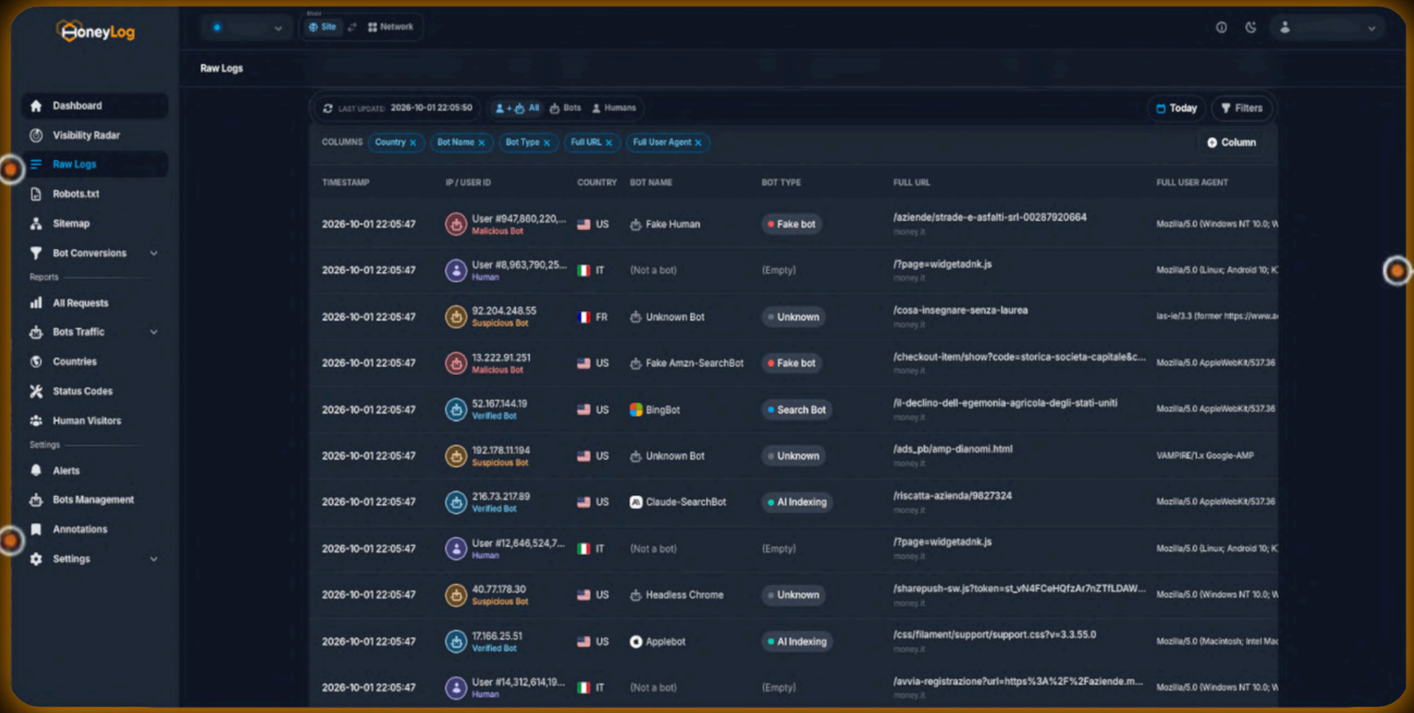
Automated traffic can spike on valuable content without ever appearing in client-side analytics.

**WHO**

Crawler / user agent

**HOW**

Request frequency / response codes




**WHERE**

Affected URLs or sections

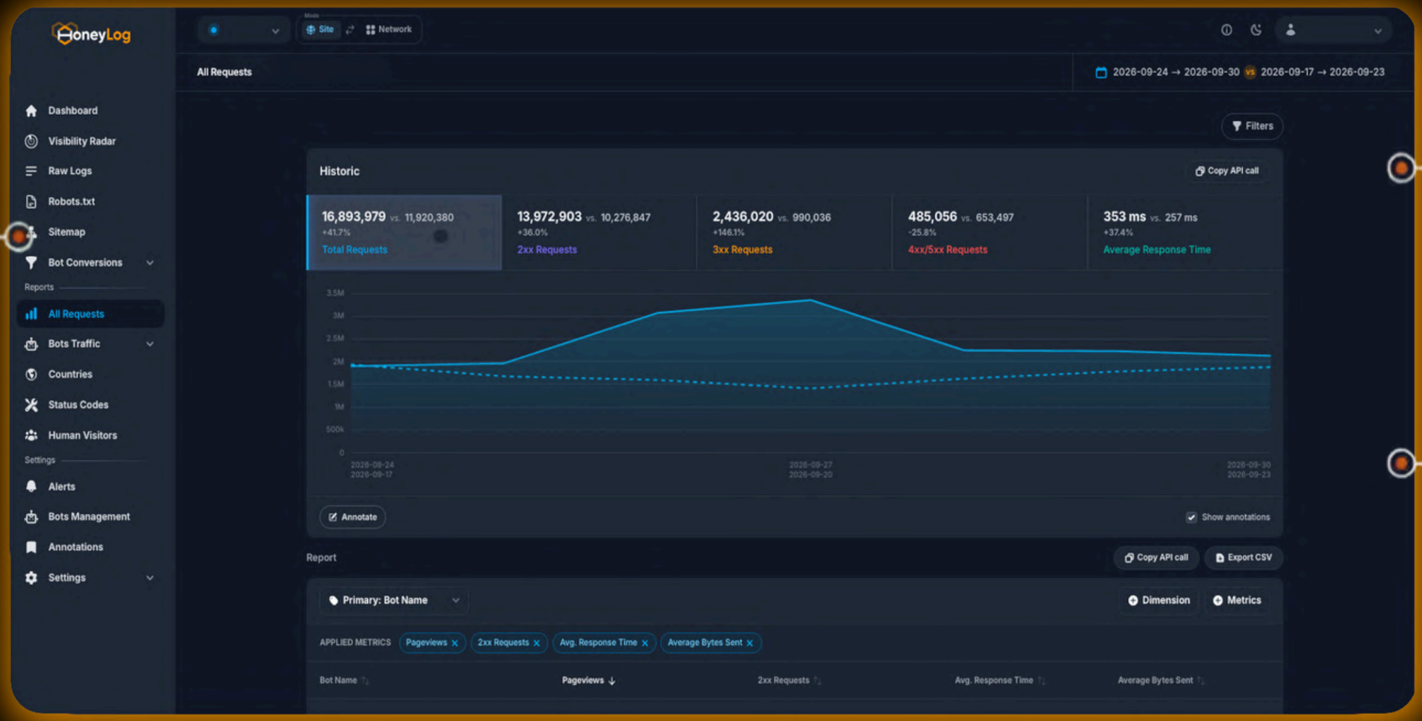
Go from an anomaly to the exact requests behind it.

# Going into AI licensing discussions without first-party consumption data?

Negotiating access is difficult if you can't quantify who accessed which content, and how often.

**WHO**

Which machines accessed you




**WHAT**

Which content they consumed

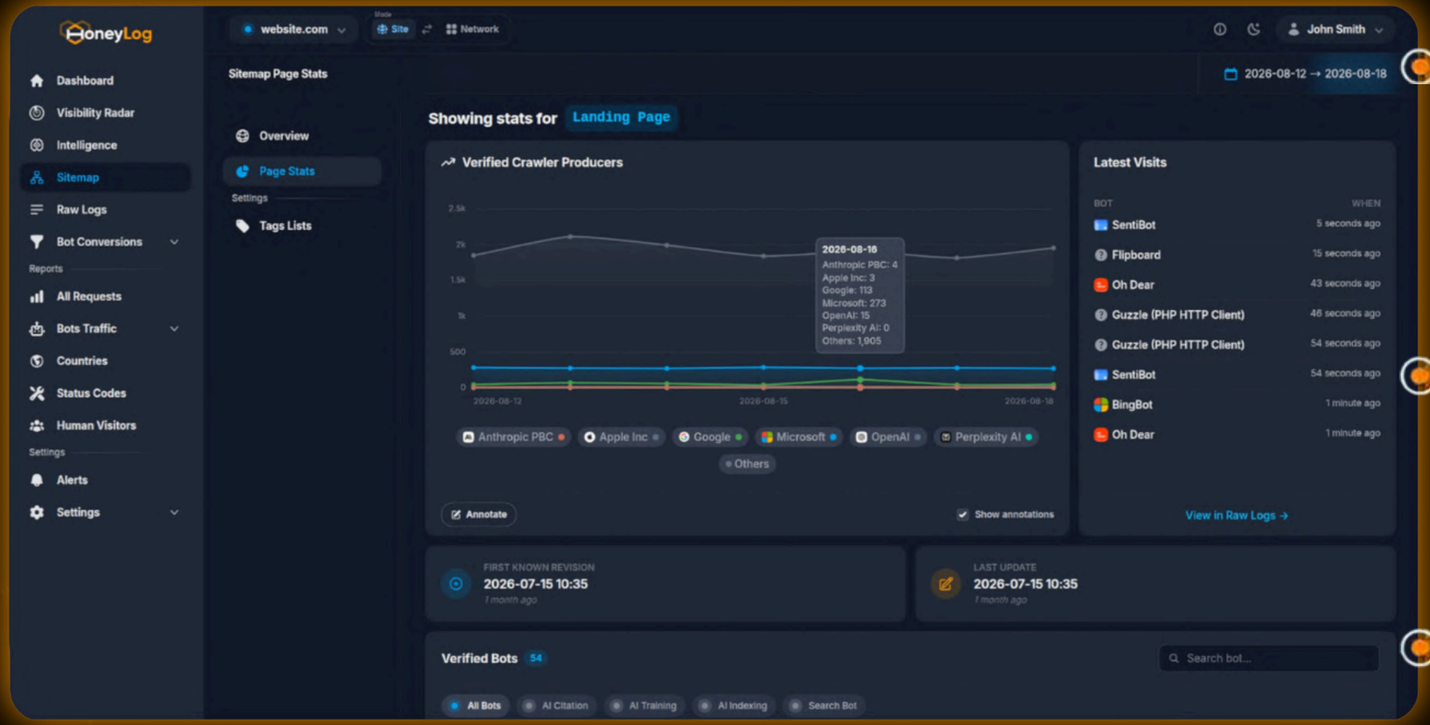
**HOW MUCH**

Volume and change over time

Bring first-party evidence into licensing, access-policy and renewal discussions.

# Your sitemap says these pages matter. Are search crawlers actually reaching them?

A sitemap shows what you want crawled. Server data shows what crawlers actually do.




**IN THE SITEMAP**

Which URLs you declare

**ACTUALLY CRAWLED**

Which URLs machines read

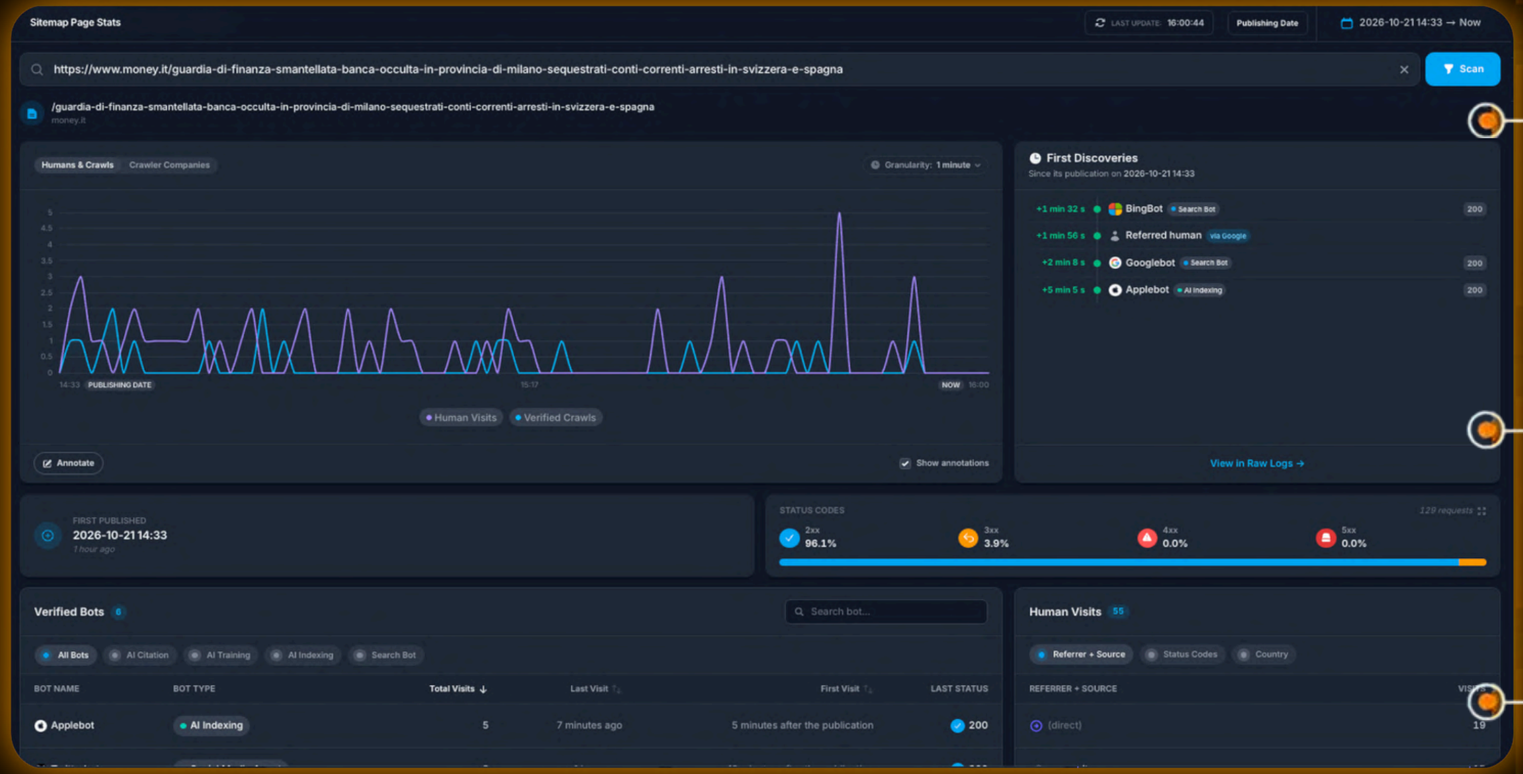
**GAPS**

Important pages being missed

Compare what you publish for crawlers with what they actually crawl.

# What happens to an article after you hit publish?

Follow crawler discovery and human visits on a single article, from the moment it goes live.




**FIRST DISCOVERY**

When each crawler reaches the article

**HUMAN ACTIVITY**

Observed human visits alongside crawling

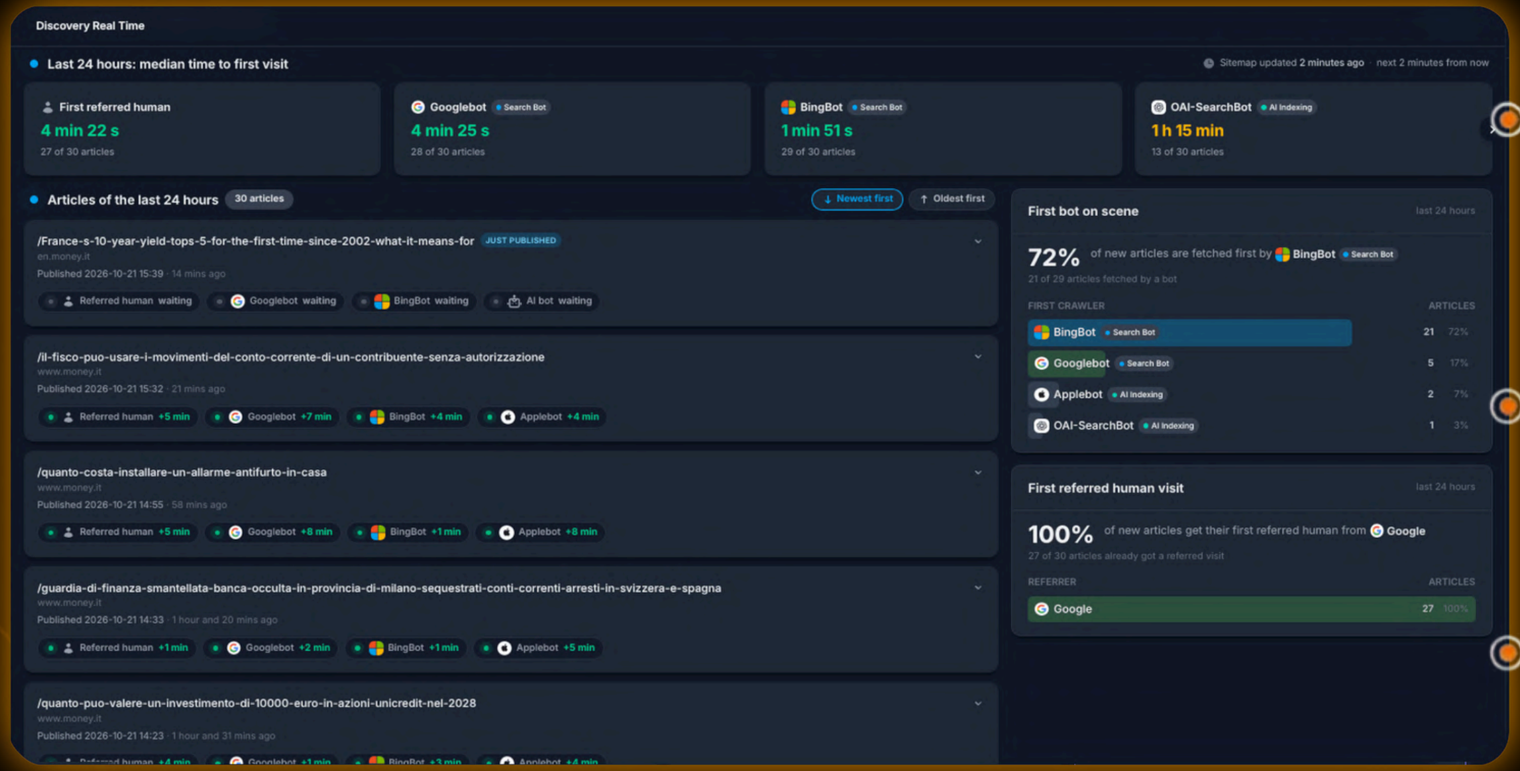
**RESPONSE STATUS**

Successful requests, redirects and errors

Understand exactly how each article is discovered and accessed after publication.

# How fast do AI and search crawlers discover your new content?

Publishing a story doesn't mean every machine finds it at the same time.




**FIRST ON SCENE**

Which crawler arrives first

**COVERAGE**

How many new articles each crawler reaches

**SPEED**

Time from publication to first crawl

Know which machines discover your content quickly, and where discovery lags.

# AI visibility tools infer. HoneyLog measures.

AI visibility estimates the outcome. HoneyLog measures the crawler behavior behind it.

## AI visibility tools



- Prompt AI systems and infer visibility.
- Indirect, third-party observation.

## HoneyLog



- Measures first-party server/CDN activity directly.
- Shows which bots crawl your site, what they access and how often, all in real-time.

**HoneyLog complements your existing analytics, SEO and AI visibility stack.**

# Built to fit your existing stack.

Works with the infrastructure you already have – without changing how your website operates.



**Your Server / CDN**

Existing server and CDN logs



**HoneyLog**

Server-side traffic intelligence



**Your Teams & Tools**

Dashboards · Alerts · Reports · API



**Server-Side**

Existing server and CDN logs.



**Cookie-Free**

No browser tracking.



**No Performance Impact**

No impact on PageSpeed or Core Web Vitalis.



**Works with Your Stack**

Complements your existing tools.

Built by the team behind .Publytics – web analytics used by 1,500+ publishers across Europe.

# See what machines are already doing with your content.

### 1. **Connect**

Connect your server or CDN logs for one property.

### 2. **Measure**

Reveal the AI agents, search crawlers and bots consuming your content.

### 3. **Act**

Use real traffic data to optimize, allow, block, investigate or monetize.







**Start with a HoneyLog free trial**

or book a demo

info@honeylog.io