

robots.txt Guidance & Schema Starters

Toolkit — review carefully before publishing changes

This is educational guidance—not automated site modification. Validate JSON-LD before adding to your site.

robots.txt notes

robots.txt tells crawlers which paths they may request. A full Disallow: / under a bot name blocks that bot from the whole site. Common AI-related names include GPTBot, OAI-SearchBot, ChatGPT-User, Google-Extended, PerplexityBot, ClaudeBot. Blocking may be intentional (e.g., training preferences) or accidental. Align with your goals and counsel if needed.

Example LocalBusiness JSON-LD (edit all fields)

```
{ "@context": "https://schema.org", "@type": "LocalBusiness", "name": "YOUR BUSINESS", "url":  
"https://www.example.com", "telephone": "+1-555-555-5555", "address": { "@type": "PostalAddress",  
"streetAddress": "123 Main St", "addressLocality": "City", "addressRegion": "ST", "postalCode":  
"00000", "addressCountry": "US" }, "openingHours": "Mo-Fr 09:00-17:00" }
```

Replace placeholders. Do not publish inaccurate NAP. Test with a schema validator.