

CHECKLIST · MARKETING

Reddit plans to make you log in to read it

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- ☐ **Check Reddit referrals in your analytics.** In Google Analytics or your site's stats, look at visits from reddit.com over recent months so you have a baseline before any login tests reach Australia.
 - ☐ **Search Reddit for your business name.** Note which threads mention you or your products, since logged-out visitors from Google may find them harder to read once tests begin.
 - ☐ **Don't plan on Google sending people to Reddit threads.** Reddit says its search referrals dropped by more than 1 million a week on average in October, and Huffman blames Google's AI Mode.
 - ☐ **Check your Reddit privacy settings.** Once you're logged in, Reddit uses your activity for ad targeting, so review the ad personalisation options in your account settings.
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