

CHECKLIST · MARKETING

Google and Bing back one robots.txt signal to refuse AI training

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- ☐ **Ask your developer whether your site uses NoArchive or NoCache.** If it does and you want to keep refusing Bing's AI use, set the new training and grounding preferences before 1 March 2027.
 - ☐ **If you use NoArchive or NoCache, record a temporary grounding preference in Bing Webmaster Tools.** It opens on 15 December 2026 and keeps pages out of AI answers until Bing recrawls them. Publish the on-page grounding preference as well, before 1 March 2027.
 - ☐ **Decide whether you want to refuse AI training.** Microsoft says Bing treats training as allowed if you publish no preference.
 - ☐ **Add the shared training line to robots.txt if you do.** User-Agent: __usage_ai-training followed by Disallow: / covers the whole site for providers that honour it.
 - ☐ **Check Google-Extended in your robots.txt.** If it explicitly allows Google-Extended, Google can still train on your site even with the shared line.
 - ☐ **Set Bing's grounding tag only if you mean it.** Disallow keeps a page out of AI answers, including Copilot. DisallowExtended blocks only grounding services Microsoft sells to other companies.
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