

## Willcocks Web

# How AI Uses ashworth-trust.org.uk

The Ashworth Trust — AI crawler log analysis. 27 May – 26 June 2026 (30 days). All figures are page views, not raw server requests.

## At a glance

- **AI now views the Trust's pages more than everyone else combined** — about 94,300 AI page views over 30 days (~3,145/day), roughly 52% of all page views.
- AI reads the site about **2.8x more than real people do** (~1,120 real human page views a day, from cookieless WP Statistics).
- **ChatGPT is almost all of it**: 88,500 page views (94% of AI), ~2,950 a day.
- The site serves AI reliably — **99.4%** of ChatGPT's requests return the page successfully.
- AI is reading the Trust's nature and science explainers and reports **live, to answer people's questions**.
- The site is **not currently used for AI model training** — those crawlers are blocked by the hosting (see final section).

## A quick guide to the three kinds of AI crawler

AI companies send different bots for different jobs — knowing which is which is the key to the figures below:

**Real-time (user-action).** Fetches a page the moment someone asks an AI assistant a question, so it can read it and answer. This is what gets the Trust quoted in live AI answers. e.g. ChatGPT-User.

**Search-index.** Visits regularly to build the AI engine's catalogue of the web, so it can pull the page up later. e.g. Applebot, PerplexityBot.

**Training.** Collects content to teach the AI model itself during development. e.g. GPTBot, Google-Extended, CCBot.

## Page views — who actually uses the site

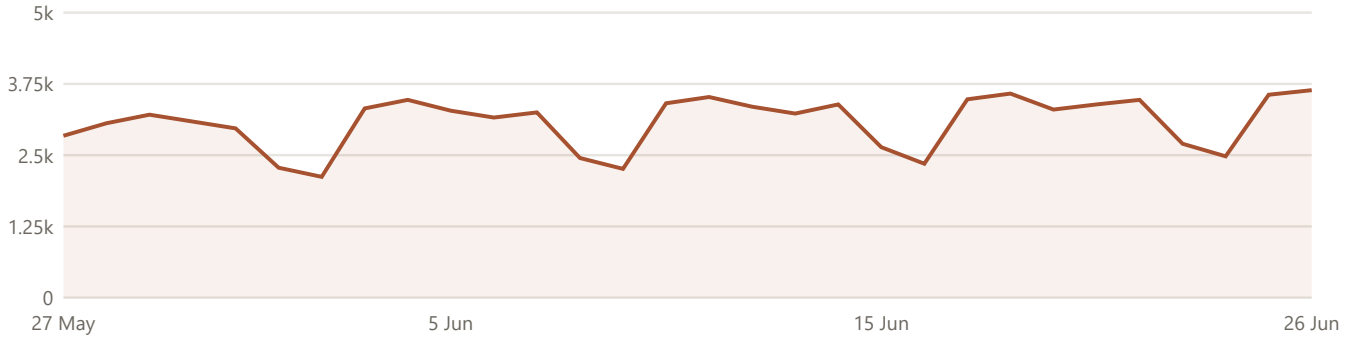
Real-people figures come from cookieless WP Statistics (an accurate count, with no cookie-consent loss); AI and crawler figures come from the server logs (the only place bots appear). Everything is HTML page views; document downloads are counted separately.

SOURCE	PAGE VIEWS / DAY	SHARE
AI	~3,145	52%
Search engines (Google, Bing)	~1,300	21%
Real people	~1,120	18%
Other bots & SEO tools	~540	9%

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## Daily AI page-fetching

ChatGPT-User is the overwhelming majority every single day. Weekday demand is visibly higher than weekends — the pattern of people asking assistants nature and science questions.



## Which AI crawlers reach the site

CRAWLER	OPERATOR	TYPE	PAGE VIEWS	SHARE OF AI
ChatGPT-User	OpenAI	Real-time	88,500	93.8%
PerplexityBot	Perplexity	Search index	3,010	3.2%
Applebot	Apple	Search index	1,720	1.8%
GoogleOther	Google	Training	372	0.4%
Amazonbot	Amazon	Search index	196	0.2%
Perplexity-User	Perplexity	Real-time	141	0.1%
Claude-User	Anthropic	Real-time	118	0.1%
Others (Mistral, DeepSeek, Meta)	various	mixed	92	0.1%

**Real-time reading:** ~88,800 page views (95% of AI) — led almost entirely by ChatGPT. This is the material being read out in live AI answers right now.

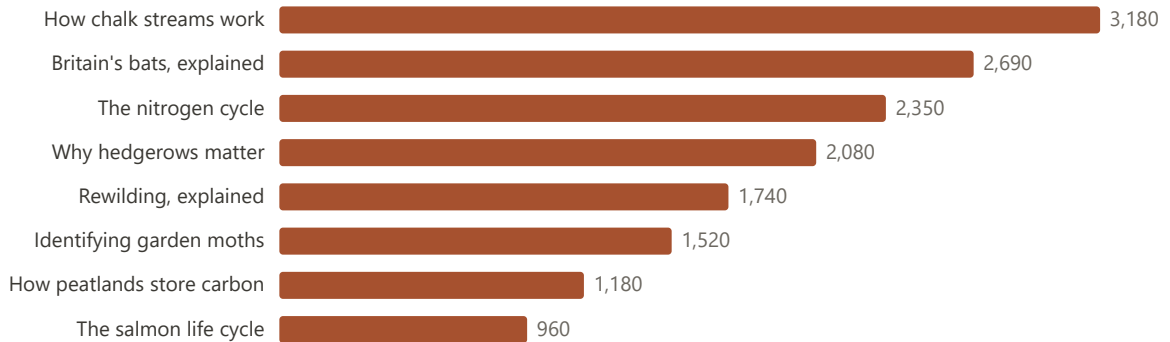
**Search-indexing:** ~4,930 page views (5%) — Apple, Perplexity and Amazon building their AI search catalogues.

**Training:** ~370 page views (under 1%), because the hosting currently blocks training crawlers — and almost all of even that is GoogleOther, a general Google fetcher, not a dedicated training bot.

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## What ChatGPT is reading

The pages ChatGPT viewed most often, live, to answer user questions:



Plus heavy document use: ChatGPT also downloaded **The State of Britain's Rivers 2026** report over **23,600 times** — counted as a document, not a page view (see below).

**Takeaway:** the Trust's explainer content and reports are actively informing live AI answers. Increasingly, the public meets this material through an AI assistant rather than a search result — so the accuracy and clarity of these pages matters more than ever.

## AI vs crawlers vs real people

Bringing it together on a like-for-like basis — page views and PDF downloads, each counted the same way for every group:

### Page views / day



AI reads the Trust's pages about **2.8x more** than real people do.

### PDF downloads / day



On documents the gap is far wider — AI downloads PDFs roughly **100x more** than people do.

**THE STATE OF BRITAIN'S RIVERS 2026**  
AI fetched it **23,600 times** in 30 days; real people downloaded it **34 times** — about a **690x difference** for the same document. If this report is out of date or unclear, an AI assistant is now the main way the public encounters it.

## Not currently used for AI training

The dedicated training crawlers — GPTBot, Google-Extended, CCBot, Bytespider, Applebot-Extended and Meta-ExternalAgent — recorded effectively zero visits, because the site's hosting currently blocks them. So the Trust's material actively informs live AI answers today, but is not part of the data used to train the models. Whether to keep that block is a policy choice worth a deliberate decision, not a default.

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## What this means for the Trust

- **AI is now your largest single reader.** More than half of all page views are an AI assistant reading a page to answer someone's live question. The audience for this content is no longer mostly human — and that changes what "good" looks like.
- **Accuracy and clarity now compound.** A single explainer page, read and quoted by ChatGPT thousands of times a month, shapes far more public understanding than its human traffic alone suggests. Keeping the flagship explainers current is the highest-leverage editorial task.
- **Structure it for machines as well as people.** Clear headings, summaries, dates and citations make a page easier for an assistant to quote correctly — and reduce the risk of it being paraphrased wrongly.
- **Decide the training-crawler policy on purpose.** The block is currently a hosting default. Allowing or refusing training crawlers is a legitimate choice either way — but it should be a decision, revisited as the landscape changes.

## How this was measured

Bot page views are counted from page requests in the server logs (background files such as images and scripts excluded, and cached hits not counted, so true totals may be slightly higher); real-people figures are from cookieless WP Statistics — page views from its visitor tracking, PDF downloads from its download tracker — both for 27 May – 26 June 2026. This method needs no cookies and no consent banner, so it does not lose data the way GA4 does.

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Prepared by James Willcocks, Willcocks Web. Full data available as a companion spreadsheet.

This is an illustrative sample built on entirely fictional data to demonstrate the format of a Willcocks Web AI-visibility review. "The Ashworth Trust" is not a real organisation and no figure here reflects a real website.