

Data Confirms 80% of Web Traffic Is Now Bots— Did Elon Forget to Rename Twitter Bot?

For Immediate Release

19th February, 2025 - Data confirms a dramatic shift—**bots now account for 80% of all web traffic**, meaning only **1 in 5 website visitors is a REAL human**.

This isn't just a tech problem—it's a big shift in how the internet works. Businesses are unknowingly paying while Big Tech collects their data for free.

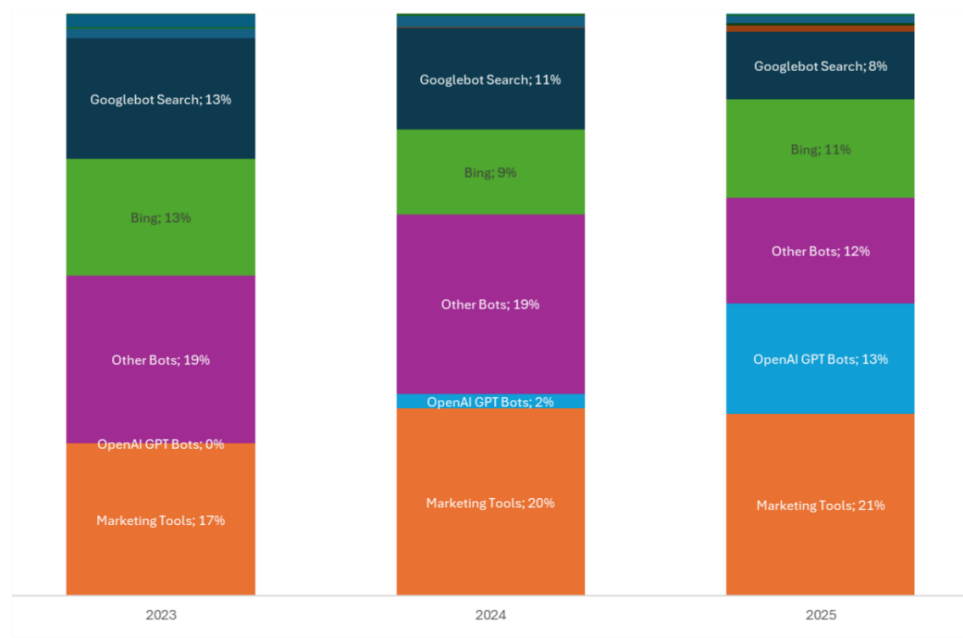
Are businesses now **spending more to serve AI than actual users?**

How Bots Are Quietly Taking Over the Internet

A look at traffic data over the past three years reveals a massive shift in the balance of **human vs. automated web interactions**.

** This data is based on DesignRush's proprietary traffic analysis and may not represent the entire web. While human vs. bot traffic proportions vary by site and industry, our findings are a strong indicator of current trends. **

AI Crawlers and Marketing Bots Are Surging (2023-2025)



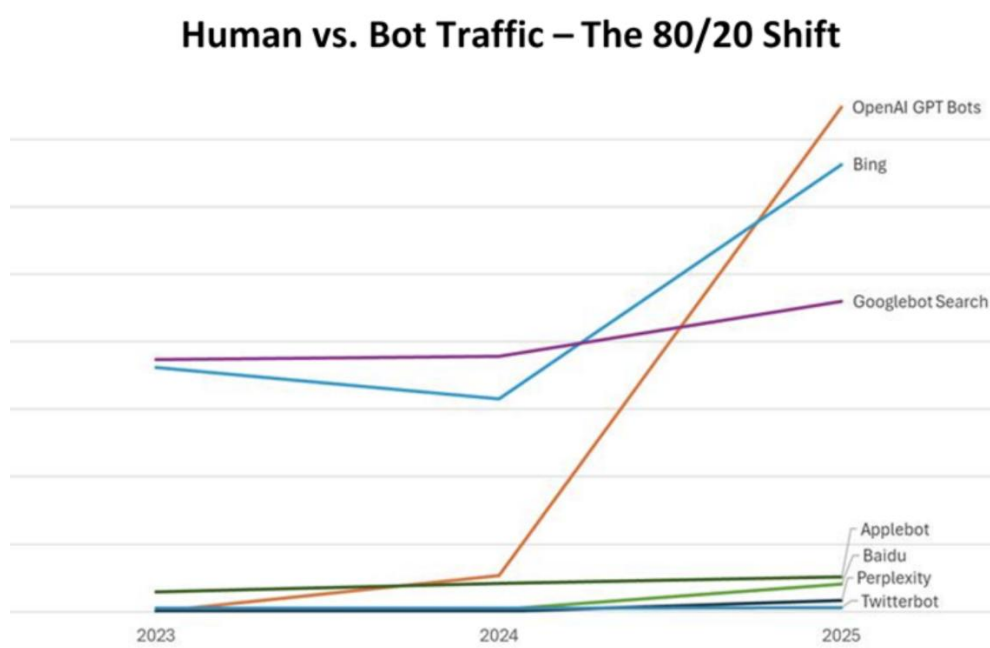
- **OpenAI GPT bots now make up 13% of total web traffic**, up from **0% in 2023**.
- **Googlebot Search traffic has dropped to just 8%**, signaling a shift away from traditional search indexing toward AI-driven data collection.

Bots are no longer just **search engines crawling websites** for ranking purposes. **They're now AI models, marketing tools, and data harvesters**—automatically scraping content for training, analysis, and competitor insights.

Big Tech Is Extracting Business Data for Free

Twitter/X, Google, Apple, and OpenAI **are constantly scraping website content** without compensating site owners. The more businesses invest in high-quality content, the **more AI models are being fed for free**, potentially **powering the very tools that compete against them**.

Infrastructure Costs Are Rising—But for What?



Every visit to a website **costs the business money**—whether through hosting, security, or content delivery networks (CDNs). With bots now **outnumbering real visitors 4:1**, companies are **spending four times more than necessary just to accommodate AI-driven traffic**.

What This Means for Businesses

- **Ad Budgets Are Being Wasted**

If bots make up 80% of web traffic, how much of **a company's PPC budget is actually reaching human customers**? Without proper targeting and traffic filtering, businesses could be **losing millions on ad spend that never converts**.

- **Higher Server and Security Costs**

Businesses are unknowingly **paying to support non-human traffic**, increasing their **infrastructure and cybersecurity expenses**. Without better bot management, companies will continue to **pay for digital foot traffic that brings no revenue**.

- **AI Models Are Learning from Your Business**

The rise of OpenAI GPT bots and other AI scrapers means that **businesses are training AI tools that could one day replace their own services**. Content, strategies, and insights published online are now being **absorbed into AI models—without credit or compensation**.

- **Search Behavior Is Changing**

As **Googlebot's presence declines** while AI crawlers surge, businesses need to ask: **Are customers still using traditional search engines, or is AI-generated search replacing human-driven discovery?**

4 Immediate Actions Every Business Owner Should Take

With bots now dominating online traffic, companies **must rethink their digital strategy** to avoid wasting resources.

- **Audit Web Traffic** – Identify **how much of your site traffic is real vs. bot-generated** and analyze its impact on costs, engagement, and conversions.
- **Reevaluate Ad Targeting** – If bots are consuming digital ads, **businesses must adjust their PPC campaigns** to ensure better ROI.
- **Redefine SEO Strategy** – If AI models are pulling data instead of humans clicking search results, **companies may need a new approach to online visibility**.
- **Invest in Bot Mitigation** – Businesses must **limit bot activity that doesn't serve their interests** by using **rate-limiting and filtering tools** to reduce non-essential AI traffic.

Internet Is No Longer Just for Humans

With **bots now making up the vast majority of web traffic**, companies can no longer operate under **the assumption that their digital audience is human**.

But beyond these steps, one of the most effective ways to adapt to the shift in web traffic is by focusing on **visibility**.

[DesignRush](#) is a valuable platform not only for reaching real human audiences but also for boosting your presence in AI-driven searches. With millions of visits each week from both search bots and AI models, getting your business listed on DesignRush can help you gain increased visibility and a stronger share of voice where both AI and human traffic intersect.

Get Listed on DesignRush Today