

Glossary





Review the definitions for terms used across Cloudflare's AI Crawl Control documentation.

Search terms...

Term	Definition
AI crawler	A bot which scrapes content from websites in support of an AI model, including by scraping content for indexing, retrieval augmented generation, or training.
category	A classification describing a crawler's stated purpose: "AI Crawler", "AI Search", "AI Assistant", or "Search Engine". One category per crawler.
Content Signals	An emerging IETF standard for expressing AI content preferences via HTTP headers or metadata. Aims to replace non-standard vendor signals. Refer to contentsignals.org.
crawl	A single HTTP request from a bot to access a page on your site.
crawler	

	<p>A specific bot operated by a company to access web content. One operator (like OpenAI) may run multiple crawlers (GPTBot, ChatGPT-User).</p>
In-band pricing	<p>Pricing transmitted in HTTP response headers alongside content. In Pay Per Crawl, the origin sets prices via the <code>crawler-price</code> header.</p>
Merchant of Record	<p>The entity who facilitates "buying and selling". For pay per crawl, Cloudflare is the merchant of record.</p>
operator	<p>The company or organization that owns and operates an AI crawler. Examples include OpenAI, Microsoft, Google, ByteDance, Anthropic, and Meta. In AI Crawl Control, crawlers are grouped by their operators.</p>
Referrer	<p>The site a user was on before visiting your domain, tracked via the HTTP Referer header. In AI Crawl Control, referrer data shows traffic arriving from AI platforms like ChatGPT or Perplexity.</p>
robots.txt	<p>A text file at the root of a website that instructs crawlers which pages they should or should not access. Compliance is voluntary. AI Crawl Control helps monitor which crawlers violate your robots.txt rules.</p>

Last updated: Feb 11, 2026

Resources	Support	Company	Tools	Community
API	Help Center	cloudflare.com	Cloudflare Radar	 X
New to Cloudflare?	System Status	Our team	Speed Test	 Discord
Directory	Compliance	Careers	Is BGP Safe Yet?	 YouTube
Sponsorships	GDPR		RPKI Toolkit	 GitHub
Open Source			Certificate Transparency	