

Lately, Mediavine has been suspending more sites - especially ones that are too AI-heavy or “low quality.”

Here’s what you need to know 📌

Why Recipe Sites Are Getting Hit

As for now, all bans and issues we've seen were in the food/recipe niche. To date, I haven't seen any other cases from other niches.

There’s a Mediavine Facebook group full of food bloggers - and some of them started manually reporting sites they believed were using too much AI.

So yeah...

If you’re in that niche, there’s definitely more heat right now.

But if you're *not* in the recipe niche? You’re probably fine - as long as you’re not publishing content that feels generic, repetitive, or robotic.

What They're Really Looking For

Let’s be super clear:

- ✗ They're *not* banning sites for using listicles.
- ✗ They're *not* banning sites for using AI tools.

What they don't want is low-effort, low-value content.

And with the rise of AI, value doesn’t just mean “information” anymore. You can get that anywhere - GPT, Claude, Grok, wherever.

Real value is now =

- ✓ Personal voice
- ✓ Real experience
- ✓ Human connection
- ✓ Clear effort and intention

This is exactly why we built our [listicle process](#) - to help you create content that feels real, reads well, and performs strong, while still being efficient as hell.

Make Your Site Look Human, Too

It’s not just about the articles - your *entire site* should feel like there’s a real person behind it.

Here’s what we recommend:

- ✓ Add an *About Us* page
- ✓ Show your face (or a team photo)
- ✓ Use an author box on every article
- ✓ Include personal intros, opinions, or stories in your posts
- ✓ Talk to the reader like a friend and speak to them directly

Even if you run multiple sites - group them by niche, and make sure each one has a real, consistent voice behind it.

Content Isn't Enough. Show the Structure Behind It.

- Share your editorial process - even if it's just you
- Include your name and contact info somewhere visible
- Mention how you fact-check or edit
- Add a short personal bio to each post, why you wrote them
- Clean up your homepage - feature your best stuff and introduce yourself!

Even simple things like this make your site feel 10x more legit - and way less risky.

And Again: Listicles Are Not the Enemy

We run listicle-heavy sites too. They work.
But they *have* to be done right.

That means:

- ✓ Well-written
- ✓ Non-repetitive
- ✓ Easy to read
- ✓ Genuinely useful