**PART ONE**

Good Bots vs Bad Bots

- **56%** of internet traffic is bots\(^1\)

Even the best sites see **more than half** of their traffic from bots

- **80%** of 10-1K visits/day\(^2\)

ALEXA MVPs

- **52%** of 100K-1M+ visits/day\(^2\)

But surprisingly, not all bots are bad. At least **27%** actually HELP to make the internet better\(^3\)

**SOURCES:**

WHAT ARE

Good Bots?
Many bots function not to create fraud or hack accounts, but are actually designed to make the internet run more smoothly. Here’s just a few examples:

Google Crawler Bot
SPIDER BOT
These bots help organize data to make it easier to find what you want (e.g., googlebot or others). These bots typically identify themselves and also respect rules such as not crawling sites found in the robots.txt files.

Trader Bot
TRADING BOT
These are bots that spider the online auction sites to locate the best deals on a specific product or service. In many cases, a software program is set up to talk to financial exchanges with predefined rules that react based on watching price movements. The bot will then place, buy, and sell orders on someone else’s behalf.

Data Bot
MEDIA BOT
Media bots are used to provide updates on weather conditions, news and sports, and currency exchange. In chat rooms or instant messenger programs they are used as sensors. In other cases, users employ tools like 80 legs to set up their own scrapers to quickly get a list of contact information for sales leads or to check the weather for a raspberry pi installation.

FeedFetcher Bot
RSS BOT
Keeps you up-to-date on latest feeds/news by browsing through and pulling information from hundreds of RSS feeds.

SOURCES:
**E-Mail Bot**  
**SPAM BOT**  
Spam bots collect data from forms that have been filled out online, spreading advertisements and pop-ups throughout the Internet. They also collect e-mail addresses for the purpose of spamming.

**Bandit Bot**  
**HACKER BOT**  
These bots are used by hackers to find vulnerabilities in websites and online applications to exploit them for malicious purposes such as stealing credit card data.

**Transfer Bot**  
**DOWNLOAD BOT**  
These bots forcibly download a Web page that the hacker wants surfers to see instead of the page the user requested.

**Zombie Bot**  
**MALWARE/VIRUS BOT**  
These bots infect and turn your computer into a zombie, adding it into a network with other infected computers. Hackers then can use the network to perform their misdeeds.

**AdFraud Bot**  
**CLICK BOT**  
These can eat up your Pay Per Click funds or trick you into following them by showing up in your Analytics. Unlike the other bots, this bot is set out to intentionally upset your data, whereas the others are byproducts of other activities.