CHECKLIST · MARKETING

Reddit plans to make you log in to read it

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digitaladvisors.com.au/journal/reddit-login-required/

- [ ] **Check Reddit referrals in your analytics.** In Google Analytics or your site's stats, look at visits from reddit.com over recent months so you have a baseline before any login tests reach Australia.
- [ ] **Search Reddit for your business name.** Note which threads mention you or your products, since logged-out visitors from Google may find them harder to read once tests begin.
- [ ] **Don't plan on Google sending people to Reddit threads.** Reddit says its search referrals dropped by more than 1 million a week on average in October, and Huffman blames Google's AI Mode.
- [ ] **Check your Reddit privacy settings.** Once you're logged in, Reddit uses your activity for ad targeting, so review the ad personalisation options in your account settings.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.