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CHECKS

# Welcome to Your Creator's AI & SEO Content Defense

Your work is valuable, but without the right terms in place, it can be reused, repurposed, or scraped by brands, bots, or platforms without your consent or compensation.

Before your next post, story, or pitch, use this checklist to lock down your legal protection.

## AI USE CLAUSES

Include AI-Use Clauses in Every Contract

- No-AI Clause - Add a "No AI Use" clause if you don't want your content used to train or generate AI tools  
**Example:** Client shall not use the Work in its entirety to train, fine-tune, or develop any AI or ML models without written consent.
- AI Disclosure - Disclose if AI tools were used in creating your work to avoid giving away unclear rights.
- Written Approval required before your content is repurposed or adapted by any third party.

## SEO PROTECTION

Protect Against SEO Content Scraping

- If your content ranks, it can be reused. Define in writing where it can appear, including whether summaries, snippets, or republishing are allowed.  
**Example:** 'Usage is limited to [platform]. Redistribution to third-party sites or bots is prohibited.'
- Add a linkback clause so you get attribution and SEO credit: 'Client must link back to the original creator's website.'

## QUICK CHECK

Quick Self-Check Before You Sign

- Do I still own this content after delivery?
  - Define Ownership, Not Just Payment
- Can they reuse it in AI tools or SEO bots?
  - What happens if they use it again later?
    - Work-for-hire = they own it. Licensing = you do. Know the difference before you sign.

Protect your empire.

Want the contracts that protect your work today?

Get "The Creator's Working Agreements" and "License It, Don't Lose It." → [creatorlawschool.com](https://creatorlawschool.com)