

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Education: The AI Visibility Report

Three machine reads of 186 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

140	43	1	46
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 186 sites approached, 46 could not be measured at all: 30 refused an automated reader outright, 9 gave one no response, and 7 serve pages that are empty until scripts run. Of the 140 sites a machine could read, 1 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 64), meaning is patchy (AI Search median 48), and identity is the collapse (Representation median 14, with 139 of 140 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

The three reads

AI Search Readiness. Median 48, range 14 to 81. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 64, range 30 to 94. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 14, range 8 to 89. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by SAGE Publishing on 80, while Prometric sits on 19. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	SAGE Publishing sagepub.com	80	71	81	89
2	Emeritus emeritus.org	68	76	94	34
3	upGrad upgrad.com	68	80	89	34
4	Duke University duke.edu	66	73	87	37
5	Wellington College wellingtoncollege.org.uk	66	76	89	33
6	D2L d2l.com	65	74	85	37
7	Cognita cognita.com	64	68	89	34
8	Docebo docebo.com	64	78	82	33
9	The Princeton Review princetonreview.com	64	67	82	43
10	edX edx.org	63	81	62	47
11	FDM Group fdmgroup.com	63	72	84	33
12	Simplilearn simplilearn.com	62	68	87	32
13	Babbel babbel.com	61	72	77	34
14	CFA Institute cfainstitute.org	61	77	62	43
15	Oxford University Press corp.oup.com	60	62	82	36
16	Renaissance Learning renaissance.com	60	65	89	26
17	Sylvan Learning sylvanlearning.com	60	66	87	27
18	BYJU'S byjus.com	59	68	82	27
19	GEMS Education gemseducation.com/en	59	59	66	53

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Navitas navitas.com	59	63	87	28
21	Unacademy unacademy.com	59	54	86	36
22	International Schools Partnership internationalschoolspartnership.com	58	72	73	28
23	University of Leicester le.ac.uk	58	69	68	38
24	Dukes Education dukeseducation.com	56	58	85	24
25	Ellucian ellucian.com	56	71	69	28
26	Eton College etoncollege.com	56	55	87	26
27	Multiverse multiverse.io	56	67	63	37
28	Technical University of Munich tum.de	56	71	67	29
29	University of Exeter exeter.ac.uk	55	68	76	22
30	Elsevier elsevier.com	53	58	82	18
31	Karolinska Institute ki.se	53	64	65	30
32	King's College London kcl.ac.uk	53	60	69	30
33	Berlitz berlitz.com	52	58	65	34
34	Preply preply.com	52	66	68	23
35	University of Southampton southampton.ac.uk	52	58	69	28
36	City & Guilds cityandguilds.com	51	63	69	21
37	OCR ocr.org.uk	51	63	66	23
38	University of Sydney sydney.edu.au	51	59	66	27
39	Harvard University harvard.edu	50	54	62	35
40	Instructure instructure.com	50	62	71	18
41	Udacity udacity.com	50	61	62	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	University of California, Berkeley berkeley.edu	50	52	84	15
43	Carnegie Mellon University cmu.edu	49	62	63	22
44	ClassDojo classdojo.com	49	57	66	24
45	University of Warwick warwick.ac.uk	48	53	75	17
46	CompTIA comptia.org/en-us	47	60	62	18
47	Kahoot! kahoot.com	47	60	64	18
48	QA qa.com	47	65	63	14
49	Coursera coursera.org	46	46	65	27
50	Heidelberg University uni-heidelberg.de/en	46	43	82	13
51	Hodder Education hachettelearning.com	46	52	62	25
52	Swansea University swansea.ac.uk	46	51	68	18
53	Twinkl twinkl.co.uk	46	51	59	27
54	Houghton Mifflin Harcourt hmhco.com	45	48	74	13
55	Princeton University princeton.edu	45	51	69	14
56	Seoul National University snu.ac.kr	45	50	63	23
57	Springer Nature springernature.com/gp	45	44	68	22
58	Curriculum Associates curriculumassociates.com	44	53	63	17
59	Lancaster University lancaster.ac.uk	44	49	69	14
60	Taylor & Francis taylorandfrancis.com	44	71	30	31
61	University of Manchester manchester.ac.uk	44	51	69	13
62	EPFL epfl.ch/fr	43	48	69	11
63	Manchester Metropolitan University mmu.ac.uk	43	60	57	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	NCFE ncfe.org.uk	43	46	68	14
65	SOAS University of London soas.ac.uk	43	48	69	13
66	University of Leeds leeds.ac.uk	43	47	68	13
67	University of Pennsylvania upenn.edu	43	46	69	13
68	University of St Andrews st-andrews.ac.uk	43	45	72	11
69	University of Surrey surrey.ac.uk	43	47	68	13
70	University of Sussex sussex.ac.uk	43	47	69	13
71	ACT act.org	42	45	68	12
72	Cengage cengage.com	42	51	62	12
73	Grammarly grammarly.com	42	53	62	10
74	Loughborough University lboro.ac.uk	42	46	63	16
75	Macmillan Learning macmillanlearning.com/college/us	42	49	68	10
76	National University of Singapore nus.edu.sg	42	38	67	20
77	Pluralsight pluralsight.com	42	50	62	15
78	Stanford University stanford.edu	42	50	62	13
79	Tes tes.com	42	45	68	12
80	University of Auckland auckland.ac.nz/en.html	42	44	69	13
81	University of Bristol bristol.ac.uk	42	44	69	13
82	University of California, Los Angeles ucla.edu	42	51	63	13
83	University of Cambridge cam.ac.uk	42	47	66	13
84	ICAEW icaew.com	41	46	64	13
85	Imperial College London imperial.ac.uk	41	54	56	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	London School of Economics and Political Science lse.ac.uk	41	45	65	13
87	University of Bath bath.ac.uk	41	41	69	13
88	University of Cape Town uct.ac.za	41	41	68	13
89	University of Reading reading.ac.uk	41	48	62	13
90	University of Sheffield sheffield.ac.uk	41	43	68	13
91	Varsity Tutors varsitytutors.com	41	46	59	18
92	Australian National University anu.edu.au	40	40	66	13
93	McGraw Hill mheducation.com	40	44	62	13
94	Newcastle University ncl.ac.uk	40	41	68	12
95	Northwestern University northwestern.edu	40	45	62	13
96	Study Group studygroup.com	40	45	62	13
97	University of Glasgow gla.ac.uk	40	43	63	13
98	University of Liverpool liverpool.ac.uk	40	43	63	13
99	Delft University of Technology tudelft.nl	39	50	56	11
100	Massachusetts Institute of Technology web.mit.edu	39	41	62	15
101	Pearson pearson.com/en-us	39	43	61	12
102	University College London ucl.ac.uk	39	47	57	13
103	Codecademy codecademy.com	38	49	47	17
104	Cornell University cornell.edu	38	44	56	13
105	Dulwich College dulwich.org.uk/senior-school	38	43	63	9
106	Educational Testing Service ets.org	38	41	61	11
107	Globeducate globeducate.com	38	43	62	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Nanyang Technological University ntu.edu.sg	38	37	63	13
109	AQA aqa.org.uk	37	40	62	10
110	Rosetta Stone rosettastone.com	37	42	62	8
111	Trinity College Dublin tcd.ie	37	36	63	11
112	University of British Columbia ubc.ca	37	37	62	12
113	University of Hong Kong hku.hk	37	38	60	12
114	University of Nottingham nottingham.ac.uk	37	38	61	13
115	University of York york.ac.uk	37	46	51	13
116	WJEC wjec.co.uk	37	35	68	8
117	Harrow School harrowschool.org.uk	36	37	62	9
118	Perlego perlego.com	36	46	50	12
119	Scholastic scholastic.com/home	36	37	53	17
120	Yale University yale.edu	36	37	60	11
121	College Board collegeboard.org	35	37	58	10
122	EF Education First ef.com	35	34	61	9
123	ETH Zurich ethz.ch/de.html	35	36	60	8
124	Brilliant brilliant.org	34	42	53	8
125	Chegg chegg.com	34	42	44	15
126	KU Leuven kuleuven.be/kuleuven	34	44	48	10
127	Sorbonne University sorbonne-universite.fr	34	36	56	10
128	Indian Institute of Technology Bombay iitb.ac.in	33	27	62	11
129	Inspired Education inspirededu.com	32	38	50	9

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	Kyoto University kyoto-u.ac.jp/ja	32	32	57	8
131	Busuu busuu.com	31	38	48	8
132	Anthology anthology.com	30	23	58	8
133	CIMA aicpa-cima.com	30	32	50	8
134	Wiley wiley.com/en-us	30	45	30	14
135	Guild guild.com	25	27	34	15
136	Khan Academy khanacademy.org	23	21	34	15
137	Winchester College winchestercollege.org	23	21	34	15
138	PowerSchool powerschool.com	21	14	34	15
139	Chinese University of Hong Kong cuhk.edu.hk	19	16	34	8
140	Prometric prometric.com	19	15	34	8

The 46 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Columbia University · refused the reader	University of Dundee · refused the reader	California Institute of Technology · no response
University of Chicago · refused the reader	Udemy · refused the reader	Peking University · no response
Johns Hopkins University · refused the reader	Skillshare · refused the reader	Fudan University · no response
University of Michigan · refused the reader	DataCamp · refused the reader	University of Edinburgh · no response
University of Toronto · refused the reader	FutureLearn · refused the reader	University of Birmingham · no response
University of Melbourne · refused the reader	Quizlet · refused the reader	University of Aberdeen · no response
Monash University · refused the reader	MasterClass · refused the reader	The Open University · no response
University of Oxford · refused the reader	Turnitin · refused the reader	2U · no response
Durham University · refused the reader	Cambridge University Press and Assessment · refused the reader	Century Tech · no response
Queen Mary University of London · refused the reader	Encyclopaedia Britannica · refused the reader	New York University · script-only page
Cardiff University · refused the reader	CIPD · refused the reader	McGill University · script-only page
Queen's University Belfast · refused the reader	Project Management Institute · refused the reader	University of East Anglia · script-only page
City, University of London · refused the reader	Kumon · refused the reader	Scottish Qualifications Authority · script-only page
Nottingham Trent University · refused the reader	Nord Anglia Education · refused the reader	ACCA · script-only page
University of the Arts London · refused the reader	Crimson Education · refused the reader	Kaplan · script-only page
		Duolingo · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

140 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.