

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Energy and Utilities: The AI Visibility Report

Three machine reads of 175 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.

118	41	0	57
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 175 sites approached, 57 could not be measured at all: 33 refused an automated reader outright, 20 gave one no response, and 4 serve pages that are empty until scripts run. Of the 118 sites a machine could read, not one reached 70 out of 100 on the composite Crane Index™. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 46), and identity is the collapse (Representation median 13, with 116 of 118 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.

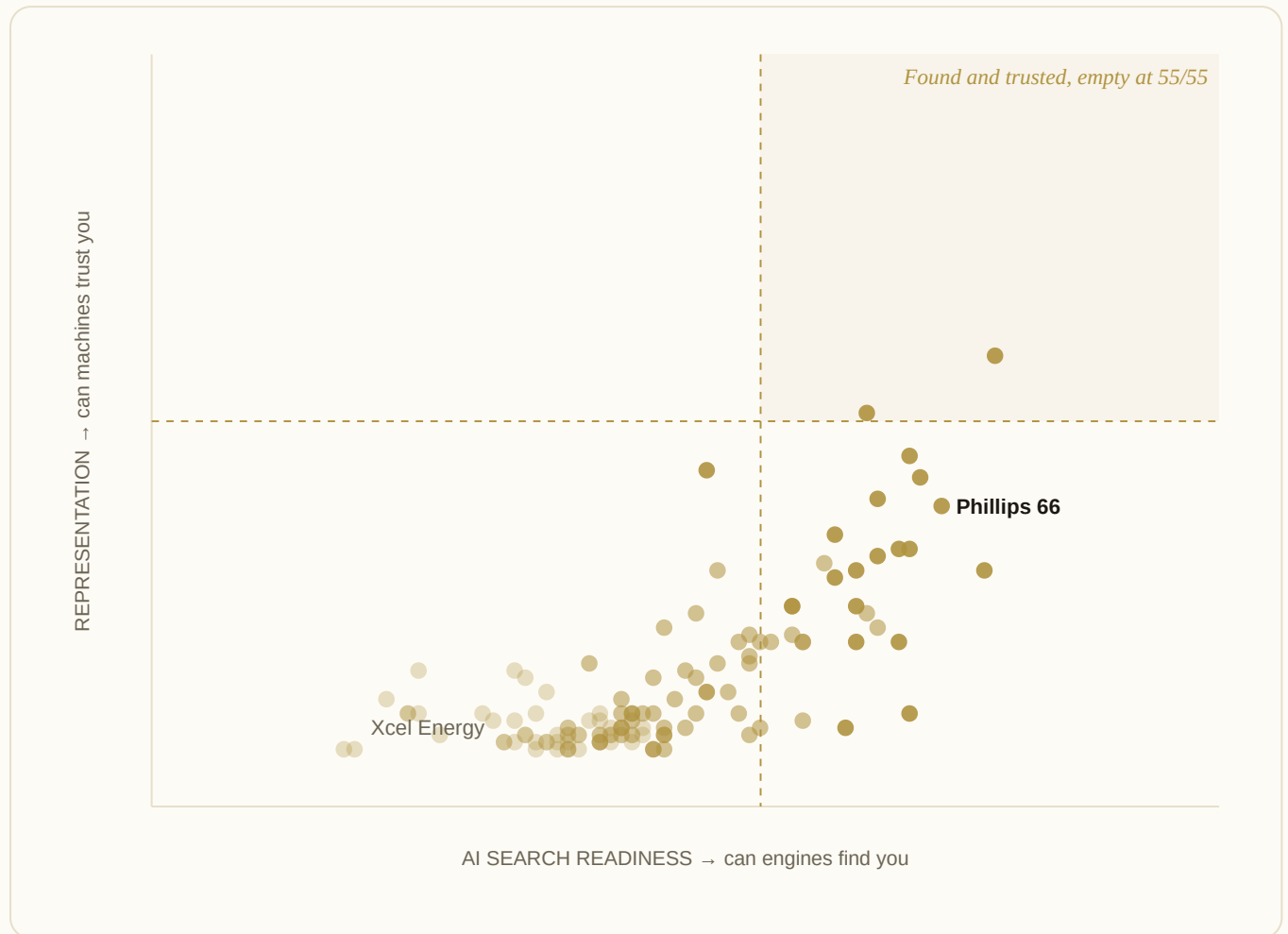
The three reads

AI Search Readiness. Median 46, range 18 to 79. 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 65, range 34 to 91. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 63. 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 Phillips 66 on 68, while Xcel Energy sits on 20. 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	Phillips 66 phillips66.com	68	74	87	42
2	Sunrun sunrun.com	68	79	63	63
3	BWX Technologies bwxt.com	67	78	91	33
4	Bloom Energy bloomenergy.com	65	71	87	36
5	OVO Energy ovoenergy.com	65	70	88	36
6	ExxonMobil corporate.exxonmobil.com	64	67	69	55
7	Octopus Energy octopus.energy	64	71	73	49
8	Entergy entergy.com	63	64	88	38
9	Southern Company southerncompany.com	62	72	68	46
10	Suez suez.com/en	61	52	83	47
11	Williams Companies williams.com	61	66	89	28
12	AES Corporation aes.com	60	68	69	43
13	Plug Power plugpower.com	60	70	88	23
14	Saudi Aramco aramco.com	58	68	70	35
15	Engie engie.com	57	66	82	23
16	Good Energy goodenergy.co.uk	57	71	87	13
17	Prysmian prysmian.com/en	57	64	74	32
18	Baker Hughes bakerhughes.com	56	66	69	33
19	ConocoPhillips conocophillips.com	55	60	76	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Northern Gas Networks northerngasnetworks.co.uk	55	65	89	11
21	Drax Group drax.com	54	61	88	12
22	Tata Power tatapower.com	54	63	65	34
23	Vattenfall group.vattenfall.com	54	67	69	27
24	NuScale Power nuscalepower.com	52	60	68	28
25	Utilita utilita.co.uk	51	68	61	25
26	Vestas vestas.com/en	51	53	68	33
27	Vistra vistracorp.com	50	55	82	13
28	Fortum fortum.com	49	60	62	24
29	OMV omv.com/en	49	61	63	23
30	Repsol repsol.com/es/index.cshhtml	49	56	69	21
31	TotalEnergies totalenergies.com	49	55	68	23
32	Cadent Gas cadentgas.com	47	61	57	23
33	Cheniere Energy cheniere.com	47	56	62	24
34	Pentair pentair.com	47	52	74	16
35	California Water Service calwatergroup.com	46	58	56	23
36	Constellation Energy constellationenergy.com	46	56	62	20
37	Eni eni.com/it-IT/home.html	46	54	69	16
38	Kinder Morgan kindermorgan.com	46	48	66	25
39	SLB slb.com	46	53	66	20
40	Veolia veolia.com/fr	46	56	71	10
41	Endesa endesa.com	44	50	64	19

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Schneider Electric se.com/ww/en	44	51	53	27
43	EDF edf.fr	43	57	50	23
44	Enel enel.com	43	52	62	16
45	Equinor equinor.com	43	51	59	18
46	Harbour Energy harbourenergy.com	43	50	68	11
47	Quanta Services quantaservices.com	43	47	75	8
48	Siemens Energy siemens-energy.com/global/en/home.html	43	57	62	11
49	Aggreko aggreko.com/en-us	42	49	63	15
50	DTE Energy dteenergy.com	42	45	69	12
51	FirstEnergy firstenergycorp.com/fehome.html	42	41	65	20
52	PG&E pge.com	42	45	69	13
53	Reliance Industries ril.com	42	45	69	13
54	Serica Energy serica-energy.com	42	48	69	10
55	So Energy so.energy	42	47	62	18
56	TC Energy tcenergy.com	42	44	68	13
57	Urenco urenco.com	42	46	68	13
58	Wales & West Utilities wwutilities.co.uk	42	48	69	8
59	Ceres Power ceres.tech	41	44	68	10
60	Dominion Energy dominionenergy.com	41	47	62	13
61	Edison International edison.com	41	44	69	11
62	EDP edp.com/en	41	45	68	10
63	American Water Works amwater.com	40	42	68	10

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64	Consolidated Edison coned.com/en	40	44	66	11
65	EnBW enbw.com	40	47	66	8
66	Halliburton halliburton.com	40	48	62	10
67	Hitachi Energy hitachienergy.com	40	44	62	15
68	Northumbrian Water nwl.co.uk	40	51	56	13
69	Petrofac petrofac.com	40	42	68	9
70	SGN sgn.co.uk	40	42	69	9
71	Valero Energy valero.com	40	43	68	10
72	Yorkshire Water yorkshirewater.com	40	48	62	11
73	Cameco cameco.com	39	34	64	19
74	Enbridge enbridge.com	39	41	63	12
75	First Solar firstsolar.com	39	40	68	10
76	GE Vernova gevernova.com	39	43	63	11
77	Ithaca Energy ithacaenergy.com	39	45	62	9
78	Petronas petronas.com	39	42	62	12
79	RWE rwe.com	39	46	62	10
80	South Staffs Water south-staffs-water.co.uk	39	39	68	10
81	EnQuest enquest.com	38	39	66	8
82	NTPC ntpc.co.in	38	38	66	9
83	Occidental Petroleum oxy.com	38	35	61	18
84	United Utilities unitedutilities.com	38	35	69	10
85	Canadian Natural Resources cnrl.com	37	36	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	CenterPoint Energy centerpointenergy.com/en-us	37	36	68	8
87	Galp Energia galp.com/es	37	43	60	9
88	ITM Power itm-power.com	37	39	61	11
89	ONEOK oneok.com	37	38	63	10
90	SSE sse.com	37	32	68	12
91	Uranium Energy Corp uraniumenergy.com	37	37	65	9
92	WEC Energy Group wecenergygroup.com	37	39	62	10
93	American Electric Power aep.com	36	35	62	10
94	APA Group apa.com.au	36	40	59	8
95	Enterprise Products Partners enterpriseproducts.com	36	40	57	10
96	National Gas nationalgas.com	36	38	62	8
97	NOV nov.com	36	36	62	9
98	Ormat Technologies ormat.com/en/home/a/main	36	39	62	8
99	SES Water seswater.co.uk	36	39	57	11
100	Thames Water thameswater.co.uk	36	39	61	9
101	Cenovus Energy cenovus.com	35	34	62	9
102	Ecotricity ecotricity.co.uk	35	46	48	11
103	EOG Resources eogresources.com	35	25	61	19
104	Eversource Energy eversource.com/residential	35	37	52	16
105	NextEra Energy nexteraenergy.com	35	37	59	9
106	ONGC ongcindia.com	35	42	50	13
107	Capricorn Energy capricornenergy.com	34	27	66	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	EQT Corporation eqt.com	34	33	61	9
109	Lukoil lukoil.com	34	34	56	12
110	Energy Transfer energytransfer.com	33	24	62	13
111	Severn Trent severntrent.com	33	33	58	9
112	South East Water southeastwater.co.uk	33	24	62	13
113	Enphase Energy enphase.com	31	39	46	8
114	JinkoSolar jinkosolar.com/en	31	25	55	13
115	Rosneft rosneft.com	31	31	50	13
116	Affinity Water affinitywater.co.uk	24	22	34	15
117	Public Service Enterprise Group landing.pseg.com	20	18	34	8
118	Xcel Energy my.xcelenergy.com/s	20	19	34	8

The 57 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.

Chevron · refused the reader
BP · refused the reader
Petrobras · refused the reader
Woodside Energy · refused the reader
Marathon Petroleum · refused the reader
Suncor Energy · refused the reader
Energean · refused the reader
Tullow Oil · refused the reader
Wood · refused the reader
E.ON · refused the reader
Uniper · refused the reader
Iberdrola · refused the reader
Ørsted · refused the reader
Duke Energy · refused the reader
Sempra · refused the reader
Xylem · refused the reader
National Grid · refused the reader
Centrica · refused the reader
ScottishPower · refused the reader

Anglian Water · refused the reader
Southern Water · refused the reader
Wessex Water · refused the reader
Welsh Water · refused the reader
Scottish Water · refused the reader
Portsmouth Water · refused the reader
UK Power Networks · refused the reader
Northern Powergrid · refused the reader
Electricity North West · refused the reader
SolarEdge · refused the reader
Oklo · refused the reader
CLP Holdings · refused the reader
Origin Energy · refused the reader
AGL Energy · refused the reader
PetroChina · no response
Sinopec · no response
Gazprom · no response
Diamondback Energy · no response
TechnipFMC · no response

Naturgy · no response
Acciona · no response
Exelon · no response
Essential Utilities · no response
American States Water · no response
SJW Group · no response
Utility Warehouse · no response
Pennon Group · no response
Canadian Solar · no response
LONGi Green Energy · no response
Kazatomprom · no response
ABB · no response
Tokyo Electric Power · no response
Korea Electric Power · no response
Tenaga Nasional · no response
Shell · script-only page
Indian Oil · script-only page
Hess Corporation · script-only page
Subsea 7 · 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

118 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.