

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

The FTSE 100: The AI Visibility Report

Three machine reads of 79 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.

40	42	0	39
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 79 sites approached, 39 could not be measured at all: 23 refused an automated reader outright, 9 gave one no response, and 7 serve pages that are empty until scripts run. Of the 40 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 64), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 15, with 40 of 40 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.

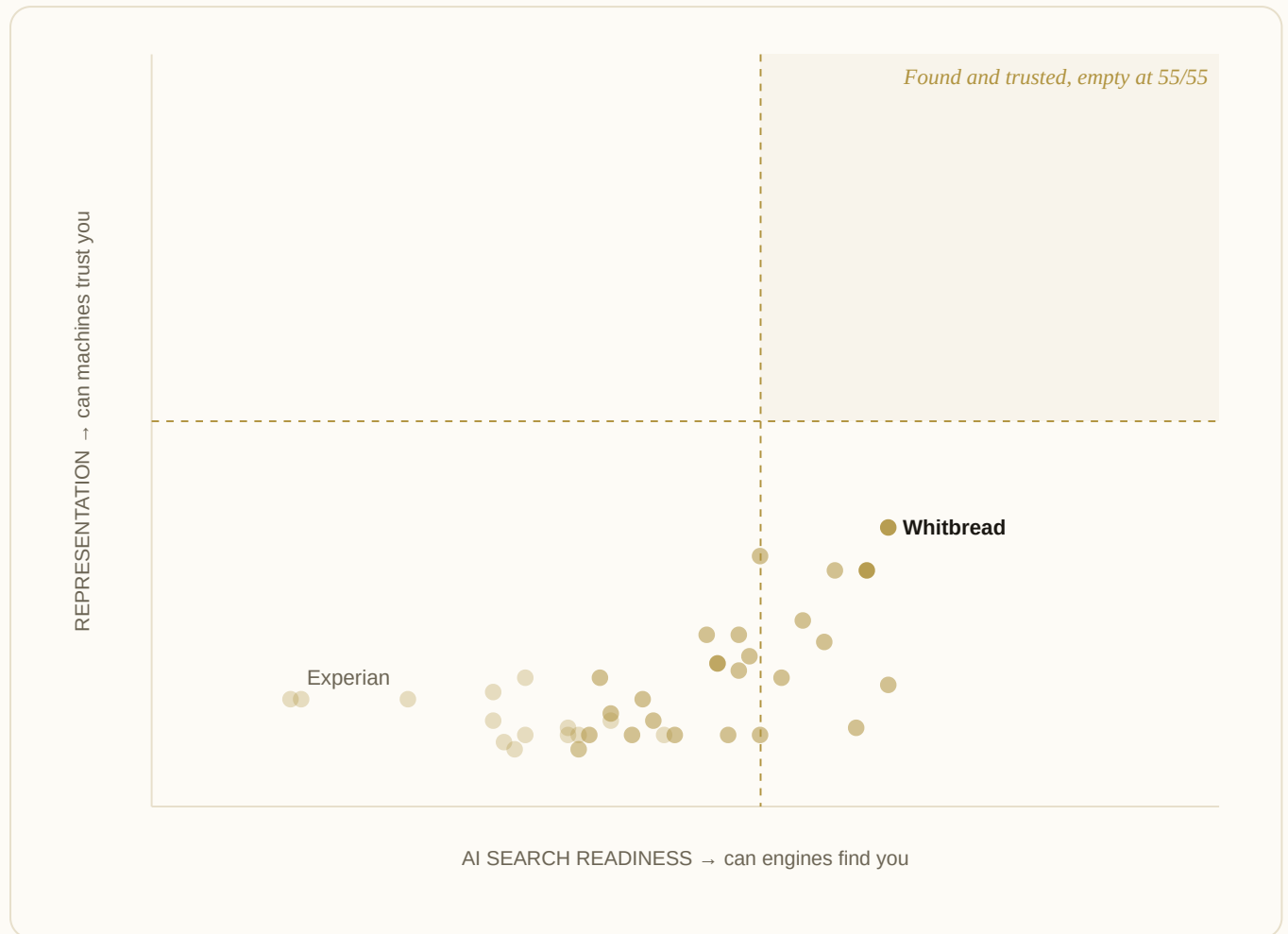
The three reads

AI Search Readiness. Median 47, range 13 to 69. 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 75. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 39. 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 Whitbread on 58, while Experian sits on 21. 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	Whitbread whitbread.co.uk	58	69	66	39
2	Taylor Wimpey taylorwimpey.co.uk	57	67	70	33
3	Marks & Spencer marksandspencer.com	54	63	75	23
4	Schroders schroders.com/en/global/individual	54	64	65	33
5	British American Tobacco bat.com	52	61	68	26
6	GSK gsk.com/en-gb	51	59	75	18
7	Kingfisher kingfisher.com	51	57	62	35
8	HSBC Holdings hsbc.com	49	66	69	11
9	Phoenix Group standardlifeplc.com	49	56	71	21
10	Reckitt reckitt.com	49	69	62	17
11	NatWest Group natwestgroup.com	47	53	68	20
12	Croda International croda.com/en-gb	46	55	64	19
13	Persimmon persimmonhomes.com	46	53	64	20
14	London Stock Exchange Group lseg.com/en	45	57	68	10
15	Ashtead Group ir.sunbeltrentals.com	44	52	55	24
16	Convatec convatecgroup.com	44	55	53	24
17	Mondi mondigroup.com	43	47	69	12
18	Legal & General legalandgeneral.com	42	54	62	10
19	Rightmove rightmove.co.uk	42	46	65	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Smiths Group smiths.com	42	49	68	10
21	Spirax Group spiraxgroup.com	42	43	69	13
22	JD Sports Fashion jdplc.com	40	45	66	10
23	Landsec landsec.com/en	40	42	59	18
24	Smith & Nephew smith-nephew.com/en	40	41	68	10
25	International Consolidated Airlines Group iairgroup.com	39	40	68	8
26	Pearson pearson.com/en-us	39	43	61	12
27	United Utilities unitedutilities.com	38	35	69	10
28	Glencore glencore.com	37	40	62	10
29	Intertek Group intertek.com	37	40	62	8
30	Prudential prudentialplc.com/en	37	39	62	10
31	Rio Tinto riotinto.com	37	39	62	11
32	SSE sse.com	37	32	68	12
33	Beazley beazley.com	35	32	57	16
34	Weir Group global.weir	34	35	48	18
35	Severn Trent severntrent.com	33	33	58	9
36	WPP wpp.com/en	31	34	50	8
37	Barclays home.barclays	29	48	30	10
38	Lloyds Banking Group lloydsbankinggroup.com	24	24	34	15
39	BAE Systems baesystems.com	21	14	34	15
40	Experian experianplc.com	21	13	34	15

The 39 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.

AstraZeneca · refused the reader	InterContinental Hotels Group · refused the reader	Segro · no response
Unilever · refused the reader	Informa · refused the reader	Antofagasta · no response
BP · refused the reader	Rentokil Initial · refused the reader	Fresnillo · no response
Diageo · refused the reader	Sage Group · refused the reader	Berkeley Group · no response
National Grid · refused the reader	St James's Place · refused the reader	Admiral Group · no response
Rolls-Royce Holdings · refused the reader	J Sainsbury · refused the reader	Shell · script-only page
Aviva · refused the reader	DCC · refused the reader	Standard Chartered · script-only page
Vodafone Group · refused the reader	Melrose Industries · refused the reader	Compass Group · script-only page
Tesco · refused the reader	Vistry Group · refused the reader	Associated British Foods · script-only page
3i Group · refused the reader	RELX · no response	Coca-Cola HBC · script-only page
Anglo American · refused the reader	Bunzl · no response	Haleon · script-only page
Auto Trader Group · refused the reader	M&G · no response	Imperial Brands · script-only page
Centrica · refused the reader	Next · no response	
Halma · refused the reader		

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

40 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.