

THE CRANE INDEX™ LEADERBOARD · AUGUST 2026

The most AI-readable sites, by industry

Who the machines can actually read, ranked across 19 benchmarks.

Each site is given the same three deterministic reads, whether AI search can find and cite it, whether an agent can act on it, and whether a machine can confirm who it is. This is the monthly roll of honour: the highest Crane Index™ scores in each list. The full tables, every score and every laggard, are one click away.

The finding. Across 19 benchmarks and 2105 distinct readable sites, 19 cleared 70 out of 100. Everyone else is legible to a machine only in part.

Inside: the top 10 in each of 19 lists. The full lists at thecraneconsultancy.com/research



	ORGANISATION	BAND	INDEX
1	Whitbread whitbread.co.uk	EMERGING	58
2	Taylor Wimpey taylorwimpey.co.uk	EMERGING	57
3=	Marks & Spencer marksandspencer.com	WEAK	54
3=	Schroders schroders.com	WEAK	54
5	British American Tobacco bat.com	WEAK	52
6=	GSK gsk.com	WEAK	51
6=	Kingfisher kingfisher.com	WEAK	51
8=	HSBC Holdings hsbc.com	WEAK	49
8=	Phoenix Group standardlifeplc.com	WEAK	49
8=	Reckitt reckitt.com	WEAK	49

The read: Whitbread leads at 58, and not one of the 40 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 40 and every score at thecraneconsultancy.com/research/ftse-100-ai-visibility/ →



UK Ecommerce

MEASURED 6 AUGUST 2026 · 79 OF 142 READABLE

	ORGANISATION	BAND	INDEX
1	Riverford riverford.co.uk	EMERGING	62
2=	Charles Tyrwhitt charlestyrwhitt.com	EMERGING	60
2=	John Lewis johnlewis.com	EMERGING	60
2=	The Works theworks.co.uk	EMERGING	60
5=	Furniture Village furniturevillage.co.uk	EMERGING	58
5=	Space NK spacenk.com	EMERGING	58
7	Simba Sleep simbasleep.com	EMERGING	57
8	Boden boden.com	EMERGING	56
9=	Blacks blacks.co.uk	WEAK	54
9=	Marks & Spencer marksandspencer.com	WEAK	54

The read: Riverford leads at 62, and not one of the 79 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 79 and every score at thecraneconsultancy.com/research/uk-ecommerce-100-ai-visibility/ →



Financial Services

MEASURED 6 AUGUST 2026 · 122 OF 175 READABLE

	ORGANISATION	BAND	INDEX
1	BBVA bbva.com	EMERGING	69
2	Jefferies Financial Group jefferies.com	EMERGING	66
3	Fidelity Investments fidelity.com	EMERGING	65
4	Arch Capital Group archgroup.com	EMERGING	63
5	Apollo Global Management apollo.com	EMERGING	61
6=	Discover Financial Services discover.com	EMERGING	60
6=	Mizuho Financial Group mizuhogroup.com	EMERGING	60
8	Wise wise.com	EMERGING	58
9	Ameriprise Financial ameriprise.com	EMERGING	57
10=	AIG aig.com	EMERGING	55

The read: BBVA leads at 69, and not one of the 122 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 122 and every score at thecraneconsultancy.com/research/financial-services-ai-visibility/ →



Travel and Tourism

MEASURED 6 AUGUST 2026 · 88 OF 171 READABLE

	ORGANISATION	BAND	INDEX
1	Hostelworld hostelworld.com	STRONG	70
2	Priceline priceline.com	EMERGING	67
3=	American Express Global Business Travel amexglobalbusinesstravel.com	EMERGING	63
3=	Minor Hotels minorhotels.com	EMERGING	63
5=	BCD Travel bcdtravel.com	EMERGING	61
5=	Contiki contiki.com	EMERGING	61
7=	CWT mycwt.com	EMERGING	59
7=	Trafalgar trafalgar.com	EMERGING	59
9=	Kiwi.com kiwi.com	EMERGING	55
9=	Stena Line stenaline.com	EMERGING	55

The read: Hostelworld leads at 70, and 1 of the 88 readable sites reached the Strong band, 70 or above.

See the full 88 and every score at thecraneconsultancy.com/research/travel-tourism-ai-visibility/ →



Technology and Software

MEASURED 6 AUGUST 2026 · 123 OF 169 READABLE

	ORGANISATION	BAND	INDEX
1	Capgemini capgemini.com	STRONG	74
2=	Dynatrace dynatrace.com	STRONG	71
2=	HubSpot hubspot.com	STRONG	71
4=	Juniper Networks juniper.net	STRONG	70
4=	Paycom paycom.com	STRONG	70
6=	Dassault Systèmes 3ds.com	EMERGING	69
6=	Qlik qlik.com	EMERGING	69
8	Confluent confluent.io	EMERGING	68
9	Lam Research lamresearch.com	EMERGING	67
10	Zebra Technologies zebra.com	EMERGING	66

The read: Capgemini leads at 74, and 5 of the 123 readable sites reached the Strong band, 70 or above.

See the full 123 and every score at thecraneconsultancy.com/research/technology-software-ai-visibility/ →



Healthcare and Pharmaceuticals

MEASURED 6 AUGUST 2026 · 134 OF 177 READABLE

	ORGANISATION	BAND	INDEX
1	Biocon biocon.com	STRONG	70
2	Guardant Health guardanthealth.com	EMERGING	68
3	Zoetis zoetis.com	EMERGING	67
4	Medpace medpace.com	EMERGING	66
5=	Merck & Co. merck.com	EMERGING	65
5=	Novartis novartis.com	EMERGING	65
5=	Servier servier.com	EMERGING	65
8	Natera natera.com	EMERGING	63
9=	LEO Pharma leo-pharma.com	EMERGING	62
9=	Veeva Systems veeva.com	EMERGING	62

The read: Biocon leads at 70, and 1 of the 134 readable sites reached the Strong band, 70 or above.

See the full 134 and every score at thecraneconsultancy.com/research/healthcare-pharma-ai-visibility/ →



Legal Services

MEASURED 6 AUGUST 2026 · 135 OF 171 READABLE

	ORGANISATION	BAND	INDEX
1	LegalZoom legalzoom.com	STRONG	70
2	Keystone Law keystonelaw.com	EMERGING	69
3	Rajah & Tann rajahtannasia.com	EMERGING	68
4	McDermott Will & Emery mcdermottlaw.com	EMERGING	65
5=	Mishcon de Reya mishcon.com	EMERGING	64
5=	UnitedLex unitedlex.com	EMERGING	64
7	Gide Loyrette Nouel gide.com	EMERGING	63
8=	CMS cms.law	EMERGING	62
8=	De Brauw Blackstone Westbroek debrauw.com	EMERGING	62
8=	Schulte Roth & Zabel mcdermottlaw.com	EMERGING	62

The read: LegalZoom leads at 70, and 1 of the 135 readable sites reached the Strong band, 70 or above.

See the full 135 and every score at thecraneconsultancy.com/research/legal-services-ai-visibility/ →



Automotive

MEASURED 6 AUGUST 2026 · 105 OF 179 READABLE

	ORGANISATION	BAND	INDEX
1	Renault renaultgroup.com	EMERGING	69
2	Valeo valeo.com	EMERGING	68
3	Dacia renaultgroup.com	EMERGING	67
4=	Garrett Motion garrettmotion.com	EMERGING	66
4=	Mahindra mahindra.com	EMERGING	66
4=	Perodua perodua.com.my	EMERGING	66
7	Cox Automotive coxautoinc.com	EMERGING	64
8	Gordon Murray Automotive gordonmurray.com	EMERGING	63
9	Morgan Motor Company morgan-motor.com	EMERGING	60
10	Adient adient.com	EMERGING	58

The read: Renault leads at 69, and not one of the 105 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 105 and every score at thecraneconsultancy.com/research/automotive-ai-visibility/ →



Media and Entertainment

MEASURED 6 AUGUST 2026 · 122 OF 172 READABLE

	ORGANISATION	BAND	INDEX
1	Pan Macmillan panmacmillan.com	STRONG	71
2	Nielsen nielsen.com	EMERGING	66
3=	The Walt Disney Company thewaltdisneycompany.com	EMERGING	64
3=	Universal Music Group universalmusic.com	EMERGING	64
5	Faber & Faber faber.co.uk	EMERGING	62
6=	Nintendo nintendo.com	EMERGING	61
6=	The Spectator spectator.com	EMERGING	61
8	Warner Music Group wmg.com	EMERGING	60
9=	Endeavor wmegrp.com	EMERGING	59
9=	M6 Group groupem6.fr	EMERGING	59

The read: Pan Macmillan leads at 71, and 1 of the 122 readable sites reached the Strong band, 70 or above.

See the full 122 and every score at thecraneconsultancy.com/research/media-entertainment-ai-visibility/ →



Consumer Goods

MEASURED 6 AUGUST 2026 · 124 OF 188 READABLE

	ORGANISATION	BAND	INDEX
1	Levi Strauss & Co. levistrauss.com	STRONG	72
2	Tapestry tapestry.com	EMERGING	67
3	Grupo Bimbo grupobimbo.com	EMERGING	65
4	VF Corporation vfc.com	EMERGING	62
5	Puma us.puma.com	EMERGING	61
6	Bel Group groupe-bel.com	EMERGING	60
7=	Constellation Brands cbrands.com	EMERGING	59
7=	e.l.f. Beauty elfbeauty.com	EMERGING	59
7=	Haribo haribo.com	EMERGING	59
7=	Mowi mowi.com	EMERGING	59

The read: Levi Strauss & Co. leads at 72, and 1 of the 124 readable sites reached the Strong band, 70 or above.

See the full 124 and every score at thecraneconsultancy.com/research/consumer-goods-ai-visibility/ →



Real Estate and Property

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	ORGANISATION	BAND	INDEX
1	MRI Software mrsoftware.com	STRONG	77
2	Property Finder propertyfinder.ae	STRONG	75
3	Extra Space Storage extraspace.com	EMERGING	69
4	DLF dlf.in	EMERGING	66
5=	Cala Homes cala.co.uk	EMERGING	65
5=	Emaar Properties emaar.com	EMERGING	65
5=	Foxtons foxtons.co.uk	EMERGING	65
8	Get Living getliving.com	EMERGING	63
9	Fine & Country fineandcountry.com	EMERGING	62
10=	Bellway bellway.co.uk	EMERGING	60

The read: MRI Software leads at 77, and 2 of the 124 readable sites reached the Strong band, 70 or above.

See the full 124 and every score at thecraneconsultancy.com/research/real-estate-property-ai-visibility/ →



Education

MEASURED 6 AUGUST 2026 · 140 OF 186 READABLE

	ORGANISATION	BAND	INDEX
1	SAGE Publishing sagepub.com	STRONG	80
2=	Emeritus emeritus.org	EMERGING	68
2=	upGrad upgrad.com	EMERGING	68
4=	Duke University duke.edu	EMERGING	66
4=	Wellington College wellingtoncollege.org.uk	EMERGING	66
6	D2L d2l.com	EMERGING	65
7=	Cognita cognita.com	EMERGING	64
7=	Docebo docebo.com	EMERGING	64
7=	The Princeton Review princetonreview.com	EMERGING	64
10=	edX edx.org	EMERGING	63

The read: SAGE Publishing leads at 80, and 1 of the 140 readable sites reached the Strong band, 70 or above.

See the full 140 and every score at thecraneconsultancy.com/research/education-ai-visibility/ →



Professional Services

MEASURED 6 AUGUST 2026 · 146 OF 172 READABLE

	ORGANISATION	BAND	INDEX
1	Forrester forrester.com	EMERGING	69
2	Cherry Bekaert cbh.com	EMERGING	68
3	Spencer Stuart spencerstuart.com	EMERGING	67
4=	IDC idc.com	EMERGING	66
4=	Xeinadin xeinadin.com	EMERGING	66
6=	Booz Allen Hamilton boozallen.com	EMERGING	65
6=	Tetra Tech tetrattech.com	EMERGING	65
8=	Barnett Waddingham barnett-waddingham.co.uk	EMERGING	64
8=	Elixirr elixirr.com	EMERGING	64
8=	Mercer mercerc.com	EMERGING	64

The read: Forrester leads at 69, and not one of the 146 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 146 and every score at thecraneconsultancy.com/research/professional-services-ai-visibility/ →



Energy and Utilities

MEASURED 6 AUGUST 2026 · 118 OF 175 READABLE

	ORGANISATION	BAND	INDEX
1=	Phillips 66 phillips66.com	EMERGING	68
1=	Sunrun sunrun.com	EMERGING	68
3	BWX Technologies bwxt.com	EMERGING	67
4=	Bloom Energy bloomenergy.com	EMERGING	65
4=	OVO Energy ovoenergy.com	EMERGING	65
6=	ExxonMobil corporate.exxonmobil.com	EMERGING	64
6=	Octopus Energy octopus.energy	EMERGING	64
8	Entergy entergy.com	EMERGING	63
9	Southern Company southerncompany.com	EMERGING	62
10=	Suez suez.com	EMERGING	61

The read: Phillips 66 leads at 68, and not one of the 118 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 118 and every score at thecraneconsultancy.com/research/energy-utilities-ai-visibility/ →



Insurance

MEASURED 6 AUGUST 2026 · 122 OF 181 READABLE

	ORGANISATION	BAND	INDEX
1	Next Insurance nextinsurance.com	STRONG	80
2	The Hartford thehartford.com	EMERGING	69
3=	Everywhen everywhen.co.uk	EMERGING	66
3=	Liberty Mutual libertymutual.com	EMERGING	66
5	Bajaj Allianz bajajgeneralinsurance.com	EMERGING	64
6=	Arch Capital Group archgroup.com	EMERGING	63
6=	Everest Group everestglobal.com	EMERGING	63
8	Voya Financial voya.com	EMERGING	62
9=	Alan alan.com	EMERGING	61
9=	Royal London royallondon.com	EMERGING	61

The read: Next Insurance leads at 80, and 1 of the 122 readable sites reached the Strong band, 70 or above.

See the full 122 and every score at thecraneconsultancy.com/research/insurance-ai-visibility/ →



Hospitality and Leisure

MEASURED 6 AUGUST 2026 · 122 OF 182 READABLE

	ORGANISATION	BAND	INDEX
1	Orangetheory Fitness orangetheory.com	STRONG	76
2	Shepherd Neame shepherdneame.co.uk	STRONG	73
3	Les Mills lesmills.com	STRONG	70
4	Five Guys fiveguys.com	EMERGING	68
5	Stonegate Group stonegategroup.co.uk	EMERGING	62
6=	Efteling efteling.com	EMERGING	60
6=	Franco Manca francomanca.co.uk	EMERGING	60
8=	Blackpool Pleasure Beach blackpoolpleasurebeach.com	EMERGING	59
8=	J D Wetherspoon jdwetherspoon.com	EMERGING	59
10=	Punch Pubs punchpubs.com	EMERGING	58

The read: Orangetheory Fitness leads at 76, and 3 of the 122 readable sites reached the Strong band, 70 or above.

See the full 122 and every score at thecraneconsultancy.com/research/hospitality-leisure-ai-visibility/ →



Manufacturing and Industrial

MEASURED 6 AUGUST 2026 · 131 OF 176 READABLE

	ORGANISATION	BAND	INDEX
1	Konecranes konecranes.com	EMERGING	69
2	Amcor amcor.com	EMERGING	68
3	Crown Holdings crowncoke.com	EMERGING	66
4=	Dassault Aviation dassault-aviation.com	EMERGING	65
4=	KUKA kuka.com	EMERGING	65
6	Packaging Corporation of America packagingcorp.com	EMERGING	64
7=	International Paper internationalpaper.com	EMERGING	63
7=	Smurfit WestRock smurfitwestrock.com	EMERGING	63
7=	Trimble trimble.com	EMERGING	63
10=	Johnson Controls johnsoncontrols.com	EMERGING	62

The read: Konecranes leads at 69, and not one of the 131 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 131 and every score at thecraneconsultancy.com/research/manufacturing-industrial-ai-visibility/ →



Telecommunications

MEASURED 6 AUGUST 2026 · 135 OF 184 READABLE

	ORGANISATION	BAND	INDEX
1	Wessex Internet wessexinternet.com	STRONG	76
2	Grain grainconnect.com	STRONG	74
3	Juniper Networks juniper.net	STRONG	70
4	Astound Broadband astound.com	EMERGING	69
5	Cellnex Telecom cellnex.com	EMERGING	68
6	One NZ one.nz	EMERGING	66
7=	Aussie Broadband aussiebroadband.com.au	EMERGING	65
7=	toob toob.co.uk	EMERGING	65
9=	Hyperoptic hyperoptic.com	EMERGING	64
9=	Swisscom swisscom.ch	EMERGING	64

The read: Wessex Internet leads at 76, and 3 of the 135 readable sites reached the Strong band, 70 or above.

See the full 135 and every score at thecraneconsultancy.com/research/telecommunications-ai-visibility/ →



Transport and Logistics

MEASURED 6 AUGUST 2026 · 110 OF 176 READABLE

	ORGANISATION	BAND	INDEX
1	c2c c2c-online.co.uk	EMERGING	68
2	Agility agility.com	EMERGING	65
3	Werner Enterprises werner.com	EMERGING	64
4	Network Rail networkrail.co.uk	EMERGING	63
5=	Go-Ahead Group go-ahead.com	EMERGING	61
5=	Whistl whistl.co.uk	EMERGING	61
7=	GXO Logistics gxo.com	EMERGING	59
7=	PSA International globalpsa.com	EMERGING	59
9=	Eddie Stobart eddiestobart.com	EMERGING	57
9=	RXO rxo.com	EMERGING	57

The read: c2c leads at 68, and not one of the 110 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 110 and every score at thecraneconsultancy.com/research/transport-logistics-ai-visibility/ →

HOW TO READ THIS

The Crane Index™ measures how cleanly a machine can read a site's structure, not its brand, traffic or search rank. Every score is deterministic and can be re-run in about a minute on the free scanners at thecraneconsultancy.com/ai-readiness. Sites that refuse an automated reader are reported as unmeasured, never zeroed. Search engines and chatbot homepages are excluded by type, because a query box is not a content page to read. A leading score today still sits well short of 100, which is the point: the machine-readable web is early, and the gap is the opportunity.

Structure, not size, decides whether a machine can read you.

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