

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Legal Services: The AI Visibility Report

Three machine reads of 171 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.

135	42	1	36
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 171 sites approached, 36 could not be measured at all: 27 refused an automated reader outright, 7 gave one no response, and 2 serve pages that are empty until scripts run. Of the 135 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 63), meaning is patchy (AI Search median 49), and identity is the collapse (Representation median 14, with 134 of 135 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.

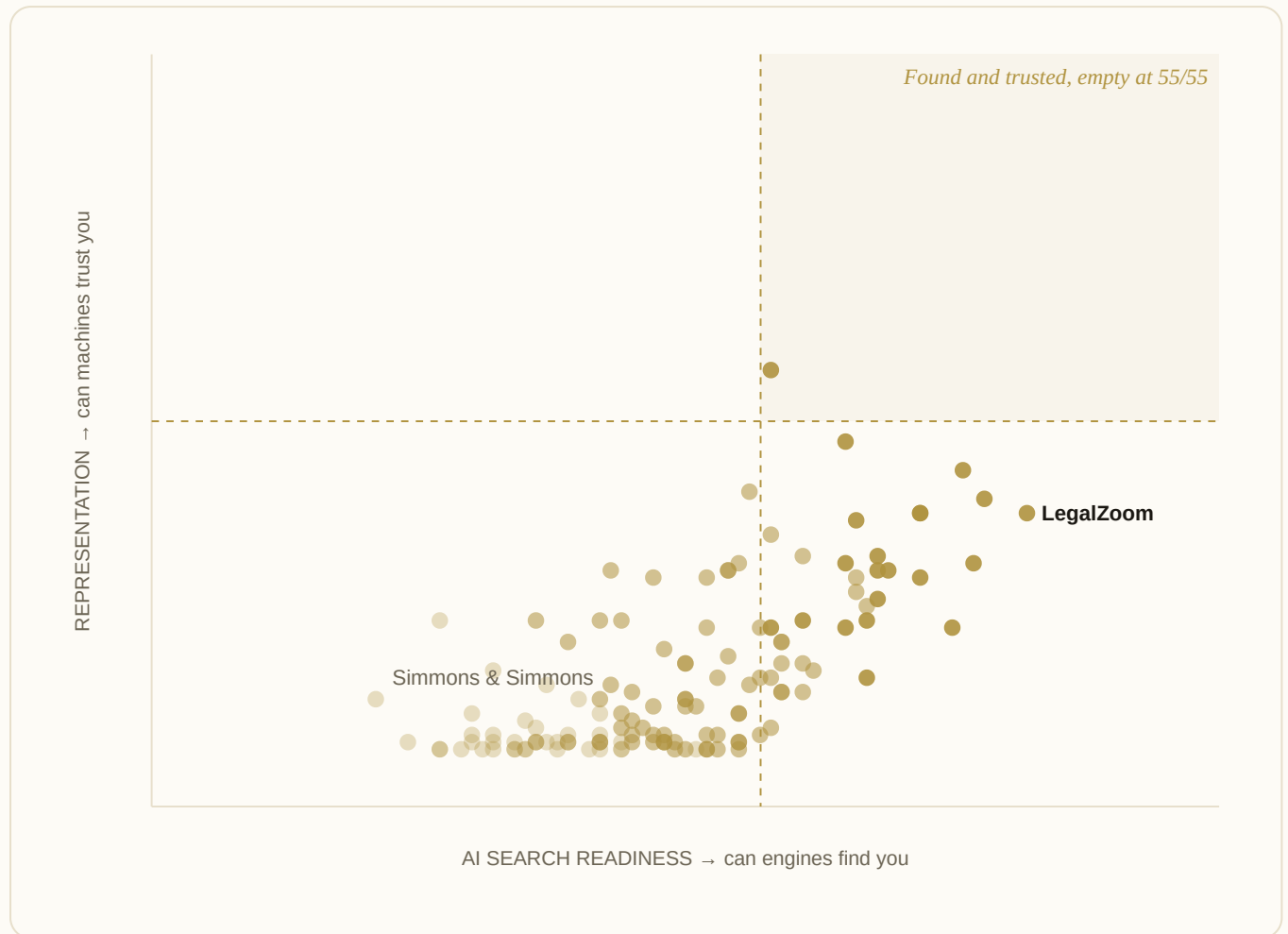
The three reads

AI Search Readiness. Median 49, range 21 to 82. 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 63, range 30 to 93. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 14, range 8 to 61. 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 LegalZoom on 70, while Simmons & Simmons sits on 23. 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	LegalZoom legalzoom.com	70	82	87	41
2	Keystone Law keystonelaw.com	69	78	87	43
3	Rajah & Tann rajahtannasia.com	68	72	90	41
4	McDermott Will & Emery mcdermottlaw.com	65	72	83	41
5	Mishcon de Reya mishcon.com	64	58	72	61
6	UnitedLex unitedlex.com	64	75	93	25
7	Gide Loyrette Nouel gide.com	63	69	87	33
8	CMS cms.law/en/int	62	65	71	51
9	De Brauw Blackstone Westbroek debrauw.com	62	76	63	47
10	Schulte Roth & Zabel mcdermottlaw.com	62	72	83	32
11	Susman Godfrey susmangodfrey.com	62	68	88	29
12	Garrigues garrigues.com/es_ES	59	66	71	40
13	Gibson, Dunn & Crutcher gibsondunn.com	59	65	87	25
14	Nixon Peabody nixonpeabody.com	59	68	75	35
15	McGuireWoods mcguirewoods.com	58	61	86	26
16	Munger, Tolles & Olson mto.com	58	65	76	34
17	Bracewell bracewell.com	57	58	88	25
18	Osler, Hoskin & Harcourt osler.com/en	57	67	79	26
19	Gowling WLG gowlingwlg.com/en	56	67	83	18

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Cooley cooley.com	55	68	63	33
21	Watson Farley & Williams wfw.com	55	77	54	34
22	Charles Russell Speechlys charlesrussellspeechlys.com	54	66	67	30
23	Covington & Burling cov.com	54	61	66	35
24	DWF Group dwfgroup.com	54	56	63	44
25	Allens allens.com.au	53	59	76	23
26	Cuatrecasas cuatrecasas.com/en/global	53	61	78	20
27	Pinsent Masons pinsentmasons.com	53	66	62	32
28	Reed Smith reedsmith.com	53	58	62	38
29	Thomson Reuters thomsonreuters.com/en	52	67	62	28
30	Cleary Gottlieb Steen & Hamilton clearygottlieb.com	51	47	74	32
31	Foley & Lardner foley.com	51	55	90	8
32	LexisNexis lexisnexis.com/en-us/gateway.page	51	54	67	33
33	Paul, Weiss, Rifkind, Wharton & Garrison paulweiss.com	51	54	67	33
34	Axiom axiomlaw.com	50	59	71	20
35	Cahill Gordon & Reindel cahill.com	50	43	74	33
36	Hunton Andrews Kurth hunton.com	50	57	69	25
37	Sidley Austin sidley.com/en	50	55	62	34
38	Slaughter and May slaughterandmay.com	50	62	68	19
39	Vinson & Elkins velaw.com	50	61	74	16
40	Burges Salmon burges-salmon.com	49	55	82	9
41	Jones Day jonesday.com/en	49	52	62	32

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Ogletree Deakins ogletree.com	49	53	85	8
43	Quinn Emanuel Urquhart & Sullivan quinnemanuel.com	48	59	63	23
44	Stewarts stewartslaw.com	48	57	77	10
45	Cravath, Swaine & Moore cravath.com	47	53	69	18
46	K&L Gates klgates.com	47	48	70	22
47	Fisher Phillips fisherphillips.com/en	46	58	62	18
48	Linklaters linklaters.com	46	52	62	25
49	Milbank milbank.com/en	46	50	68	20
50	Mills & Reeve mills-reeve.com	46	57	62	18
51	Weil, Gotshal & Manges weil.com	46	50	68	20
52	Withersworldwide withersworldwide.com/en-gb	46	59	63	16
53	Bryan Cave Leighton Paisner bclplaw.com/en-US	45	56	63	17
54	Dechert dechert.com/	45	42	67	26
55	Gunderson Dettmer gunder.com/en	45	59	61	16
56	Nelson Mullins Riley & Scarborough nelsonmullins.com	45	51	69	14
57	Troutman Pepper Locke troutman.com	45	58	66	11
58	Ballard Spahr ballardspahr.com	44	44	63	26
59	Crowell & Moring crowell.com/en	44	55	63	13
60	Fish & Richardson fr.com	44	54	56	21
61	Ashurst ashurstperkinscoie.com	43	50	63	15
62	Baker Donelson bakerdonelson.com	43	45	68	16
63	Davis Polk & Wardwell davispolk.com	43	50	64	14

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64	Jackson Lewis jacksonlewis.com	43	52	68	8
65	Perkins Coie ashurstperkinscoie.com	43	50	63	15
66	Seyfarth Shaw seyfarth.com	43	55	62	13
67	Simpson Thacher & Bartlett stblaw.com	43	36	67	26
68	Clifford Chance cliffordchance.com/home.html	42	48	69	9
69	Loyens & Loeff loyensloeff.com	42	53	63	10
70	Pillsbury Winthrop Shaw Pittman pillsburylaw.com/en	42	55	63	9
71	Squire Patton Boggs squirepattonboggs.com	42	49	68	9
72	Weightmans weightmans.com	42	52	65	10
73	Baker Botts bakerbotts.com	41	43	62	17
74	Blake, Cassels & Graydon blakes.com	41	45	68	9
75	Clyde & Co clydeco.com/en	41	47	62	14
76	Irwin Mitchell irwinmitchell.com	41	52	63	8
77	Kasowitz Benson Torres kasowitz.com	41	44	68	11
78	Mintz mintz.com	41	47	67	9
79	Rocket Lawyer rocketlawyer.com	41	46	66	11
80	WilmerHale wilmerhale.com	41	48	65	9
81	A&O Shearman aoshearman.com/en	40	50	62	8
82	Allen & Gledhill allenandgledhill.com	40	42	64	15
83	Baker McKenzie bakermckenzie.com/en	40	48	62	10
84	Bennett Jones bennettjones.com	40	47	62	10
85	Browne Jacobson brownejacobson.com	40	42	69	9

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86	Lewis Silkin lewissilkin.com	40	39	58	23
87	Little Mendelson littler.com	40	49	64	8
88	Macfarlanes macfarlanes.com	40	45	62	12
89	Skadden, Arps, Slate, Meagher & Flom skadden.com	40	44	63	13
90	Greenberg Traurig gtlaw.com	39	41	68	8
91	Hill Dickinson hilldickinson.com	39	48	61	9
92	Morrison & Foerster mofo.com	39	44	63	9
93	Travers Smith traverssmith.com	39	39	68	9
94	Bird & Bird twobirds.com/en	38	51	56	8
95	Boies Schiller Flexner bsflfp.com	38	42	65	8
96	Cozen O'Connor cozen.com	38	38	68	9
97	DAC Beachcroft dacbeachcroft.com	38	40	58	15
98	Debevoise & Plimpton debevoise.com	38	37	61	17
99	Katten Muchin Rosenman katten.com	38	42	63	10
100	Mayer Brown mayerbrown.com/en	38	32	62	19
101	Morgan, Lewis & Bockius morganlewis.com	38	44	62	8
102	NautaDutilh nautadutilh.com/en	38	37	68	9
103	Proskauer Rose proskauer.com	38	38	68	8
104	RPC rpclegal.com	38	44	63	8
105	Trowers & Hamlin trowers.com	38	42	64	9
106	Holland & Knight hklaw.com/en	37	39	62	9
107	Paul Hastings paulhastings.com	37	39	63	10

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108	Willkie Farr & Gallagher willkie.com	37	34	69	9
109	Bradley Arant Boult Cummings bradley.com	36	36	63	9
110	Manatt, Phelps & Phillips manatt.com	36	36	62	11
111	Stikeman Elliott stikeman.com	36	27	54	26
112	Torys torys.com	36	35	62	12
113	Alston & Bird alston.com	35	36	61	9
114	Arnold & Porter arnoldporter.com/en	35	36	61	9
115	Clayton Utz claytonutz.com	35	39	56	9
116	Freshfields freshfields.com	35	35	62	8
117	Goodwin Procter goodwinlaw.com/en	35	42	51	13
118	Kilpatrick Townsend & Stockton ktslaw.com	35	34	63	8
119	Williams & Connolly wc.com	35	34	63	8
120	Faegre Drinker Biddle & Reath faegredrinker.com/en	34	32	61	8
121	Latham & Watkins lw.com	34	30	63	10
122	Orrick, Herrington & Sutcliffe orrick.com	33	30	56	13
123	Venable venable.com	33	31	61	8
124	WongPartnership wongpartnership.com	33	35	55	8
125	Addleshaw Goddard addleshawgoddard.com/en	32	27	62	8
126	Anderson Mori & Tomotsune amt-law.com	32	27	61	8
127	Norton Rose Fulbright nortonrosefulbright.com/en-us	32	30	56	9
128	King & Spalding kslaw.com	31	29	56	8
129	Sullivan & Cromwell sullcrom.com	31	32	52	10

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130	Cadwalader, Wickersham & Taft hlc.com	28	45	30	10
131	Hogan Lovells hlc.com	28	45	30	10
132	Stephenson Harwood stephensonharwood.com	28	32	43	9
133	Winston & Strawn winstontaylor.com	27	42	30	9
134	Shoosmiths shoosmiths.com	24	24	39	9
135	Simmons & Simmons simmons-simmons.com	23	21	34	15

The 36 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.

DLA Piper · refused the reader	Finnegan · refused the reader	Corrs Chambers Westgarth · refused the reader
Dentons · refused the reader	Herbert Smith Freehills Kramer · refused the reader	McCarthy Tétrault · refused the reader
White & Case · refused the reader	Taylor Wessing · refused the reader	Fasken · refused the reader
Wachtell, Lipton, Rosen & Katz · refused the reader	Kennedys · refused the reader	Nishimura & Asahi · refused the reader
Ropes & Gray · refused the reader	Fieldfisher · refused the reader	Farrer & Co · refused the reader
Fried, Frank, Harris, Shriver & Jacobson · refused the reader	King & Wood Mallesons · refused the reader	Kirkland & Ellis · no response
Akin Gump Strauss Hauer & Feld · refused the reader	MinterEllison · refused the reader	Duane Morris · no response
Wilson Sonsini Goodrich & Rosati · refused the reader	O'Melveny & Myers · refused the reader	Fenwick & West · no response
Sheppard Mullin · refused the reader	Blank Rome · refused the reader	Eversheds Sutherland · no response
Jenner & Block · refused the reader	Steptoe · refused the reader	Uría Menéndez · no response
	Buchanan Ingersoll & Rooney · refused the reader	Nagashima Ohno & Tsunematsu · no response
	Gilbert + Tobin · refused the reader	Mori Hamada & Matsumoto · no response
		Osborne Clarke · script-only page
		Epiq · 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

135 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.