

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Professional Services: The AI Visibility Report

Three machine reads of 172 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.

146	46	0	26
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 172 sites approached, 26 could not be measured at all: 20 refused an automated reader outright, 5 gave one no response, and 1 serve pages that are empty until scripts run. Of the 146 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 67), meaning is patchy (AI Search median 53), and identity is the collapse (Representation median 20, with 143 of 146 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.

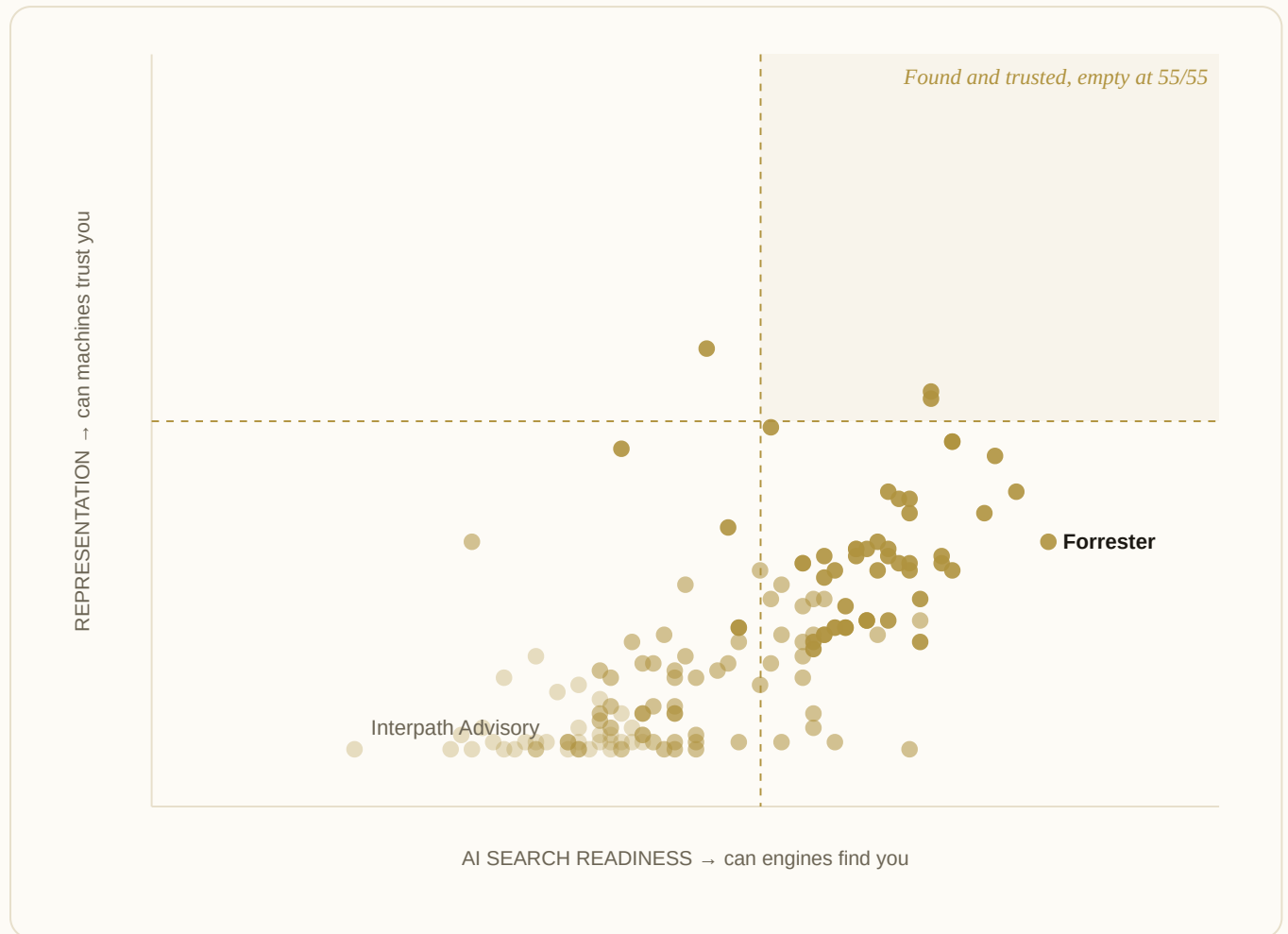
The three reads

AI Search Readiness. Median 53, range 19 to 84. 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 67, range 30 to 90. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 20, range 8 to 64. 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 Forrester on 69, while Interpath Advisory 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	Forrester forrester.com/bold	69	84	87	37
2	Cherry Bekaert cbh.com	68	81	79	44
3	Spencer Stuart spencerstuart.com	67	70	87	43
4	IDC idc.com	66	74	89	34
5	Xeinadin xeinadin.com	66	78	80	41
6	Booz Allen Hamilton boozallen.com	65	73	65	57
7	Tetra Tech tetratech.com	65	75	87	33
8	Barnett Waddingham barnett-waddingham.co.uk	64	75	67	51
9	Elixirr elixirr.com/en-gb	64	74	83	35
10	Mercer mercercor.com/en-us	64	52	75	64
11	Moore Global moore-global.com	64	69	86	36
12	Roland Berger rolandberger.com/en/?country=US	64	73	60	58
13	Baker Tilly bakertilly.global	63	75	64	51
14	OC&C Strategy Consultants occstrategy.com/en	63	71	85	34
15	Skidmore, Owings & Merrill som.com	62	66	84	35
16	Broadstone broadstone.co.uk	61	67	89	26
17	Kroll kroll.com/en	61	58	72	53
18	PA Consulting paconsulting.com	61	79	56	49
19	Gensler gensler.com	60	66	77	36

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	HOK hok.com	60	71	69	41
21	Isio isio.com	60	65	88	28
22	Saffery saffery.com	60	72	80	29
23	Systra systra.com	60	65	90	25
24	Teneo teneo.com	60	71	67	43
25	Withum withum.com	60	69	76	35
26	Expleo expleo.com/global/en	59	68	76	33
27	Jacobs jacobs.com	59	71	74	33
28	BTS Group bts.com	58	72	79	23
29	haysmacintyre haysmac.com	58	64	85	25
30	Slalom slalom.com/us/en	58	68	69	37
31	AECOM aecom.com	57	63	84	24
32	Boston Consulting Group bcg.com	57	44	76	50
33	Buro Happold burohappold.com	57	67	69	36
34	FTI Consulting fticonsulting.com	57	70	68	34
35	Parsons parsons.com	57	65	82	25
36	Oxera oxera.com	56	55	87	25
37	Publicis Sapient publicissapient.com	56	69	56	44
38	CBIZ cbiz.com	55	67	73	26
39	KPMG kpmg.com/xx/en.html	55	62	80	23
40	L.E.K. Consulting lek.com	55	63	68	35
41	Lane Clark & Peacock lcp.com/en	55	69	69	26

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	North Highland northhighland.com	55	64	69	33
43	Odgers Berndtson odgers.com/en-us	55	63	69	32
44	Oliver Wyman oliverwyman.com/index.html	55	54	72	39
45	Randstad randstad.com	55	61	71	34
46	Reed reed.co.uk	55	62	81	22
47	Cooper Parry cooperparry.com	54	71	83	8
48	Kelly Services kellyservices.com	54	62	72	29
49	Korn Ferry kornferry.com	54	61	66	34
50	Bechtel bechtel.com	53	62	87	11
51	Hawkins Brown hawkinsbrown.com	53	68	66	24
52	Populous populous.com	53	64	87	9
53	Baringa Partners baringa.com/en	52	61	72	23
54	EY ey.com/en_us	52	63	69	24
55	Bjarke Ingels Group big.dk	51	57	63	33
56	Egon Zehnder egonzehnder.com	51	63	62	29
57	First Actuarial firstactuarial.co.uk	51	72	55	26
58	Perkins&Will perkinswill.com	51	61	74	18
59	Protiviti protiviti.com/us-en	51	59	62	31
60	Begbies Traynor begbies-traynorgroup.com	50	58	64	29
61	CDM Smith cdmsmith.com	50	64	62	25
62	EisnerAmper eisneramper.com	50	58	71	20
63	Fugro fugro.com	50	61	62	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Thoughtworks thoughtworks.com	49	57	72	17
65	Azets azets.com/en-uk	48	59	61	24
66	Milliman us.milliman.com/en	48	50	62	31
67	Robert Half roberthalf.com/us/en	48	49	76	18
68	RSM rsm.global	48	62	69	13
69	Nous Group nousgroup.com	47	53	69	19
70	Plante Moran plantemoran.com	47	55	62	23
71	Wilkinson Eyre wilkinsoneyre.com	47	55	62	25
72	Grant Thornton grantthornton.global/en	46	59	71	9
73	Kohn Pedersen Fox kpf.com	46	62	52	24
74	Ramboll ramboll.com	46	51	68	18
75	ZS Associates zs.com	46	48	65	24
76	Burns & McDonnell burnsmcd.com	45	54	62	20
77	ManpowerGroup manpowergroup.com	45	30	67	37
78	Stantec stantec.com/en	45	45	66	23
79	Analysis Group analysisgroup.com	44	49	64	19
80	Arup arup.com/en-us	44	66	30	36
81	BDP bdp.com/us	44	48	77	8
82	Lloyd's Register lr.org	44	50	62	21
83	Mott MacDonald mottmac.com	44	61	50	21
84	AlixPartners alixpartners.com	43	46	62	20
85	Brunswick Group brunswickgroup.com	43	49	67	14

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86	Heatherwick Studio heatherwick.com	43	51	70	8
87	Hymans Robertson hymans.co.uk	43	51	68	10
88	Verisk verisk.com	43	49	67	13
89	Bain & Company bain.com	42	47	60	20
90	Development Dimensions International ddi.com	42	46	66	13
91	Huron Consulting Group huronconsultinggroup.com/en	42	55	61	9
92	Snohetta snohetta.com	42	49	68	9
93	Turner & Townsend turnerandtowntsend.com	42	39	79	9
94	Boyden boyden.com	41	49	62	13
95	Bridgespan Group bridgespan.org	41	51	63	9
96	Buzzacott buzzacott.co.uk	41	42	62	19
97	Charles River Associates crai.com	41	43	62	18
98	DEKRA dekra.com/en/home	41	43	65	14
99	Deloitte deloitte.com/us/en.html	41	47	62	14
100	Genpact genpact.com	41	42	68	12
101	HDR hdrinc.com	41	43	68	11
102	Worley worley.com	41	46	68	10
103	XPS Group xpsgroup.com	41	42	68	13
104	Egis egis-group.com	40	49	62	8
105	Great Place to Work greatplacetowork.com	40	46	61	13
106	Adecco Group adeccogroup.com	39	40	61	17
107	Allegis Group allegisgroup.com	39	45	62	11

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108	Berkeley Research Group thinkbrg.com	39	47	62	9
109	Black & Veatch bv.com/en-US	39	46	62	9
110	KBR kbr.com/en	39	40	68	8
111	LHH lhh.com/en-us	39	38	64	16
112	Nash Squared nashsquared.com	39	42	60	15
113	NERA Economic Consulting nera.com	39	42	65	10
114	Ricardo ricardo.com	39	45	63	9
115	Royal HaskoningDHV haskoning.com	39	46	61	10
116	Arcadis arcadis.com/en	38	41	64	8
117	CliftonLarsonAllen claconnect.com/en	38	44	63	8
118	Fluor fluor.com	38	43	62	10
119	Forvis Mazars forvismazars.com/group/en	38	42	63	9
120	Gallup gallup.com/home.aspx	38	44	56	13
121	GHD ghd.com	38	39	68	8
122	Guidehouse guidehouse.com	38	43	63	9
123	Michael Page michaelpage.com	38	44	62	8
124	Simon-Kucher simon-kucher.com/en	38	37	68	9
125	BDO bdo.global/en-gb/home	37	36	67	9
126	Bureau Veritas group.bureauveritas.com	37	32	69	9
127	DNV dnv.com	37	47	54	9
128	Intertek intertek.com	37	40	62	8
129	TUV Rheinland tuv.com/usa/en	37	39	62	9

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130	BearingPoint bearingpoint.com/en	36	36	52	21
131	Kearney kearney.com	36	29	68	10
132	Capco capco.com	35	35	61	9
133	Grimshaw grimshaw.global	35	40	56	9
134	Heidrick & Struggles heidrick.com/en	35	31	62	11
135	Quantuma quantuma.com	35	43	54	8
136	SHL shl.com	35	33	54	18
137	UHY uhy.com	35	40	56	8
138	CohnReznick cohnreznick.com	34	36	59	8
139	PKF International pkf.com	34	36	59	8
140	Sweco sweco.com	34	34	61	8
141	Russell Reynolds Associates russellreynolds.com/error.html?aspxerrorpath=	33	40	48	11
142	Allford Hall Monaghan Morris ahmm.co.uk	32	33	56	8
143	Foster + Partners fosterandpartners.com	29	30	48	8
144	Hays hays.com	28	44	30	9
145	Aurecon aurecongroup.com	23	28	34	8
146	Interpath Advisory interpath.com	20	19	34	8

The 26 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.

PwC · refused the reader
Crowe · refused the reader
Kreston Global · refused the reader
MHA · refused the reader
Menzies · refused the reader
Arthur D. Little · refused the reader
Gartner · refused the reader
FRP Advisory · refused the reader
WSP · refused the reader

AtkinsRealis · refused the reader
Wood · refused the reader
Gleeds · refused the reader
Mace · refused the reader
Zaha Hadid Architects · refused the reader
WTW · refused the reader
SGS · refused the reader
TUV SUD · refused the reader
Robert Walters · refused the reader

SThree · refused the reader
AMS · refused the reader
McKinsey & Company · no response
Frontier Economics · no response
Alvarez & Marsal · no response
Control Risks · no response
Kincentric · no response
Moss Adams · 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

146 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.