

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

UK Ecommerce: The AI Visibility Report

Three machine reads of 142 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.

79	44	0	63
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 142 sites approached, 63 could not be measured at all: 41 refused an automated reader outright, 18 gave one no response, and 4 serve pages that are empty until scripts run. Of the 79 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 46), and identity is the collapse (Representation median 18, with 79 of 79 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 17 to 77. 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 89. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 18, range 8 to 50. 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 Riverford on 62, while Secret Sales 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	Riverford riverford.co.uk	62	77	63	45
2	Charles Tyrwhitt charlestyrwhitt.com/us/homepage	60	61	69	50
3	John Lewis johnlewis.com	60	68	77	35
4	The Works theworks.co.uk	60	60	69	50
5	Furniture Village furniturevillage.co.uk	58	70	69	34
6	Space NK spacenk.com/uk/home	58	56	89	28
7	Simba Sleep simbasleep.com	57	72	70	29
8	Boden boden.com	56	69	72	28
9	Blacks blacks.co.uk	54	63	72	27
10	Marks & Spencer marksandspencer.com	54	63	75	23
11	Millets millets.co.uk	54	62	72	28
12	Go Outdoors gooutdoors.co.uk	52	57	72	28
13	Emma Sleep UK emma-sleep.co.uk	51	63	72	18
14	Sweaty Betty sweatybetty.com	51	52	81	21
15	Halfords halfords.com	50	56	71	22
16	Home Bargains home.bargains	50	46	81	23
17	Notonthehighstreet notonthehighstreet.com	50	52	77	21
18	Seasalt Cornwall seasaltcornwall.com	50	60	63	28
19	Dreams dreams.co.uk	49	53	76	18

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	END. Clothing endclothing.com/us	49	48	76	23
21	LookFantastic lookfantastic.com	49	51	78	18
22	Cotswold Outdoor cotswoldoutdoor.com	48	50	87	8
23	Cult Beauty cultbeauty.co.uk	48	49	78	18
24	Office office.co.uk	48	42	74	28
25	Monsoon monsoon.co.uk	47	39	87	16
26	River Island riverisland.com	47	44	75	21
27	Holland & Barrett hollandandbarrett.com	46	44	72	23
28	Interflora interflora.co.uk	46	60	65	14
29	Jollyes jollyes.co.uk	46	49	72	18
30	Lakeland lakeland.co.uk	46	47	72	18
31	Matalan matalan.co.uk	46	51	69	18
32	Sigma Sports sigmasports.com	46	47	75	16
33	Hotel Chocolat hotelchocolat.com/uk	45	49	69	17
34	Moonpig moonpig.com	45	56	53	26
35	Superdry superdry.com	45	48	70	18
36	Temu temu.com/uk	45	42	71	21
37	Toolstation toolstation.com	45	49	69	18
38	B&M bmstores.co.uk	44	48	68	16
39	Card Factory cardfactory.co.uk	44	49	62	22
40	Gousto gousto.co.uk	44	53	65	13
41	IKEA UK ikea.com/gb/en	44	52	61	18

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Oak Furnitureland oakfurnitureland.co.uk	44	48	65	18
43	Dunelm dunelm.com	43	37	71	21
44	White Stuff whitestuff.com	43	38	62	28
45	JD Sports jdsports.co.uk	41	39	69	14
46	Joules joules.com	41	41	68	15
47	PrettyLittleThing prettylittlething.com	41	38	61	23
48	Ted Baker tedbaker.com	41	44	65	13
49	Abel & Cole abelandcole.co.uk	40	42	57	21
50	Dr Martens drmartens.com	40	50	49	21
51	Funky Pigeon funkypigeon.com	40	53	30	36
52	Morrisons morrisons.com	40	50	61	9
53	Naked Wines nakedwines.co.uk	40	44	62	13
54	Pets at Home petsathome.com	40	40	63	17
55	Reiss reiss.com	40	40	62	18
56	Richer Sounds richersounds.com	40	43	63	13
57	Boohoo boohoo.com	39	36	64	18
58	Wickes wickes.co.uk	39	40	67	11
59	Debenhams debenhams.com	38	34	61	18
60	Euro Car Parts eurocarparts.com	38	38	62	13
61	FatFace fatface.com	38	35	65	14
62	HelloFresh UK hellofresh.co.uk	38	39	61	15
63	Moss moss.co.uk	38	29	71	14

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Vinted UK vinted.co.uk	38	35	63	15
65	Zooplus UK zooplus.co.uk	38	43	62	10
66	Crocus crocus.co.uk	37	43	56	13
67	Harvey Nichols harveynichols.com	37	34	68	8
68	SportsShoes sportsshoes.com	36	41	56	10
69	Freemans freemans.com	35	32	63	9
70	Wayfair UK wayfair.co.uk	35	38	56	11
71	Iceland iceland.co.uk	32	24	61	10
72	Mountain Warehouse mountainwarehouse.com	32	32	56	9
73	eBay UK ebay.co.uk	31	26	57	11
74	Shein UK shein.co.uk	29	26	50	10
75	TK Maxx tkmaxx.com/landingpage	29	32	45	10
76	Machine Mart machinemart.co.uk	27	27	45	8
77	Beauty Bay beautybay.com	23	21	34	15
78	Ocado ocado.com	20	17	34	8
79	Secret Sales secretsales.com	20	18	34	8

The 63 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.

Amazon UK · refused the reader	Loaf · refused the reader	Sports Direct · no response
Tesco · refused the reader	Sofa.com · refused the reader	ASOS · no response
Sainsbury's · refused the reader	Decathlon UK · refused the reader	New Look · no response
Argos · refused the reader	Smyths Toys · refused the reader	House of Fraser · no response
Asda · refused the reader	The Entertainer · refused the reader	Harrods · no response
Next · refused the reader	LEGO UK · refused the reader	Flannels · no response
Currys · refused the reader	Waterstones · refused the reader	Evans Cycles · no response
AO · refused the reader	HMV · refused the reader	MandM Direct · no response
Very · refused the reader	Ryman · refused the reader	Game · no response
Selfridges · refused the reader	Robert Dyas · refused the reader	WHSmith · no response
Boots · refused the reader	ProCook · refused the reader	Laithwaites · no response
Superdrug · refused the reader	Majestic Wine · refused the reader	Clarks · no response
The Perfume Shop · refused the reader	Schuh · refused the reader	Oliver Bonas · no response
B&Q · refused the reader	Kurt Geiger · refused the reader	JD Williams · no response
Screwfix · refused the reader	Depop · refused the reader	Simply Be · no response
Homebase · refused the reader	Etsy UK · refused the reader	Jacamo · no response
The Range · refused the reader	OnBuy · refused the reader	Studio · no response
DFS · refused the reader	ManoMano UK · refused the reader	Gymshark · script-only page
Sofology · refused the reader	Thompson & Morgan · refused the reader	CeX · script-only page
ScS · refused the reader	Suttons · refused the reader	Bloom & Wild · script-only page
Bensons for Beds · refused the reader	Waitrose · no response	Fortnum & Mason · 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

79 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.