The monthly benchmark of how ready an organisation's website is for AI search. 21 tables, 2,162 sites, read again on the first of every month.

AI Readability Board Addendum

November 2026

PAPER FOR	PRESENTED BY	MEETING DATE
Board		

THE QUESTION FOR THE BOARD

Do we know where we stand in our table, and who is accountable for moving it?

RECOMMENDATION

The board is asked to note the month's three findings (page 2), answer the question above using the four look-ups (page 3), and record where we stand and the director accountable, to report back at the next reading on 1 December 2026.

IN THIS ADDENDUM

2 Three things to take from the month, and what each means for a business.

3 The four look-ups that answer the question, with space to record our position.

4 The leader in every table, and a link to the website, where all 2,162 sites are ranked, industry by industry.

THE 21 TABLES THIS MONTH, SO YOU CAN FIND YOURS

Automotive · Consumer Goods · Education · Energy and Utilities · Financial Services · Healthcare and Pharmaceuticals · Hospitality and Leisure · Insurance · Legal Services · Manufacturing and Industrial · Media and Entertainment · Professional Services · Real Estate and Property · Technology and Software · Telecommunications · Transport and Logistics · Travel and Tourism · the FTSE 100 · UK Airports · the UK Ecommerce 100 · UK Universities

Three things to take from November

The Index reads the signals a machine needs to find, understand and identify a business, and scores each site out of 100. It compares sites in 21 tables, one per industry or group. Every figure below was counted on the readings of 1 October and 1 November 2026, one page a site. Where we interpret, it is marked *Our reading*.

303 *up,* **217** *down*

of 2,099 sites read on both months

More sites rose than fell in November

Of 2,099 sites read at the same address both months, three in four held their score exactly; 303 rose and 217 fell.

Rises and falls this month were spread across checks; no single check accounts for most of them.



Rose 303 (15%) · Held 1,579 (75%) · Fell 217 (10%) · 2,099 sites read on both dates

OUR READING

The scoring rules did not change between readings. One comparison cannot yet separate a site changing from a change in how the Index reads it, so we treat this month's moves as provisional.

47 */ 100*

the middle score of all 2,162 sites read on 1 November

The leader in every table is far ahead of the typical business

In every table the No. 1 scores 21 to 44 points above the table's middle score. No table's middle score reaches Strong (70 or above), while 20 of the 21 No. 1s do.

OUR READING

With three in four sites unchanged month to month, a business that fixes what a machine cannot read should show the gain while most of its table stands still.

640

of the 1,090 entries that could not be read turned the Index's reader away

About a third of the entries in our tables could not be read at all

1,090 of the 3,368 entries listed, the rows in our tables, could not be read on 1 November 2026. 640 refused the Index's reader, 338 gave no response or no web page, and 112 returned an error or no readable text. A site that cannot be read has no score.

Not measured: whether the sites that turn away the Index's reader also turn away the AI assistants' own crawlers.

THE NEXT READING IS 1 DECEMBER 2026

The tables move every month, and where your business stands moves with them. **Subscribe to The Crane Index on LinkedIn** to get each month's addendum as it is published.

Four look-ups tell you where you stand

Each answer comes from your table's full ranked list on the website, where every site in the table is scored and ranked. Find your table in the appendix overleaf and follow its link.

1 Could the Index read our site on 1 November?

If not, was it refused, did it not answer, or did it return an error? A site that is not read has no score.

2 Where do we stand in our table?

Our score and rank, set against the table's middle score and its No. 1.

3 Did our score change since 1 October?

Most scores did not move this month; if ours did, read the move as provisional (page 2).

4 Which of our three measures is lowest?

The three measures are explained in the appendix. The lowest is usually where to start.

OR CHECK YOUR OWN SITE NOW

You do not have to wait for the table. The Crane Index scanner reads any site on the same three measures, free and with no sign-up, up to three sites a day: thecraneconsultancy.com/ai-readiness/. It returns an itemised score for AI search readiness, agent readiness and brand representation.

RECOMMENDATION

The board is asked to **note** the findings of the reading of 1 November 2026, **discuss** the question on the cover, and **record** our position below with the name of the director accountable, to report back at the reading of 1 December 2026.

OUR POSITION, FOR MANAGEMENT TO COMPLETE

Read on 1 November? Yes / No	Our table
Our score	Our rank, of
Table's middle score	No. 1 and their score
Change since 1 October	Our lowest measure
Accountable director	Minute reference

APPENDIX · EVERY TABLE, AND WHERE TO READ IT IN FULL

THIS PAPER IS A SUMMARY

It shows each table's leader. Whatever your industry, it is likely one of these 21 tables, and on the website every site we read is ranked, **2,162 of them across the 21 tables**, each scored on all three measures. The number in the last column is how many are ranked on that table's page. Follow any link to open the full ranking.

TABLE	NO. 1	SCORE	MIDDLE	FULL RANKING ON THE WEBSITE: THECRANECONSULTANCY.COM/RESEARCH/…
Automotive	Perodua	79	41	**104 sites** · automotive-ai-readability
Consumer Goods	Skechers	75	47	**121 sites** · consumer-goods-ai-readability
Education	Fettes College	78	49	**93 sites** · education-ai-readability
Energy and Utilities	OVO Energy	78	42	**118 sites** · energy-utilities-ai-readability
Financial Services	Fidelity Investments	76	46	**118 sites** · financial-services-ai-readability
Healthcare and Pharmaceuticals	Hologic	76	44	**126 sites** · healthcare-pharma-ai-readability
Hospitality and Leisure	Five Guys	80	44	**123 sites** · hospitality-leisure-ai-readability
Insurance	Direct Line	78	44	**121 sites** · insurance-ai-readability
Legal Services	Weightmans	80	50	**132 sites** · legal-services-ai-readability
Manufacturing and Industrial	Mondi	83	46	**127 sites** · manufacturing-industrial-ai-readability
Media and Entertainment	Faber & Faber	80	45	**122 sites** · media-entertainment-ai-readability
Professional Services	Kelly Services	78	54	**141 sites** · professional-services-ai-readability
Real Estate and Property	AppFolio	80	47	**123 sites** · real-estate-property-ai-readability
Technology and Software	Dynatrace	88	57	**124 sites** · technology-software-ai-readability
Telecommunications	Wessex Internet	78	49	**135 sites** · telecommunications-ai-readability
Transport and Logistics	c2c	75	45	**109 sites** · transport-logistics-ai-readability
Travel and Tourism	Ponant	74	51	**88 sites** · travel-tourism-ai-readability
Other benchmark tables				
FTSE 100	Mondi	83	44	**37 sites** · ftse-100-ai-readability
UK Airports	Cornwall Airport Newquay	68	47	**24 sites** · uk-airports-ai-readability
UK Ecommerce 100	Interflora	76	54	**75 sites** · uk-ecommerce-100-ai-readability
Universities	University of Kent	88	44	**117 sites** · universities-ai-readability

Middle: the table's middle score. Sites: how many are ranked on that table's page. Scores of 70 or above are Strong; 55 to 69 Emerging; 40 to 54 Weak; under 40 At risk. **Restated 2 November 2026:** a declared profile link now counts unless its page answers not found or gone, and the Index does not verify that the profile belongs to the organisation. The earlier rule credited it in full only where the page the Index's reader received named the business, and platforms answered that reader differently month to month, so every reading from 19 July 2026 was scored again from the stored results. On the earlier rule this comparison came out 271 rose, 1,335 held and 493 fell.

PLAIN TERMS

The three measures, and the three free scanners

Each site gets three scores out of 100, averaged into one. *AI Search Readiness*: can AI search tools such as ChatGPT with search work out who you are and what you sell. *Agent Readiness*: can automated software get in and find anything it can act on. *Brand Representation*: can a machine confirm from the site which real business it is. Run all three free on your own site: thecraneconsultancy.com/ai-readiness/

What a score is not

A score is a reading of the page, not of outcomes. It does not measure whether any AI assistant cites or recommends you, nor traffic or revenue.

Where the full detail lives

Every count, base and method note: thecraneconsultancy.com/research/methodology/

Readings of 1 October and 1 November 2026; next reading 1 December 2026. Prepared by Nic Crane, Founder. The Crane Consultancy is a trading name of Crane Consultancy Limited, registered in England and Wales, company number 15526285; registered office 45 Albemarle Street, Floor 3, Mayfair, London, W1S 4JL. Licence: CC BY 4.0.