

The FTSE 100: The AI Visibility Report

Three machine reads of 79 of Britain's most important websites, measured 2026-07-19. Can AI find you, can an agent act on you, does AI know who you are.

38

SITES READABLE

43

MEDIAN CRANE INDEX™

0

SITES AT 70+

41

UNMEASURABLE

Prepared by The Crane Consultancy, Bath · thecraneconsultancy.com/research/ · Every score in this report can be re-measured live at thecraneconsultancy.com/ai-readiness/

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

Of the 79 sites approached, 41 could not be measured at all: 23 refused an automated reader outright, 11 gave one no response, and 7 serve pages that are empty until scripts run. Of the 38 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 63), meaning is patchy (AI Search median 48), and identity is the collapse (Representation median 15, with 38 of 38 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.

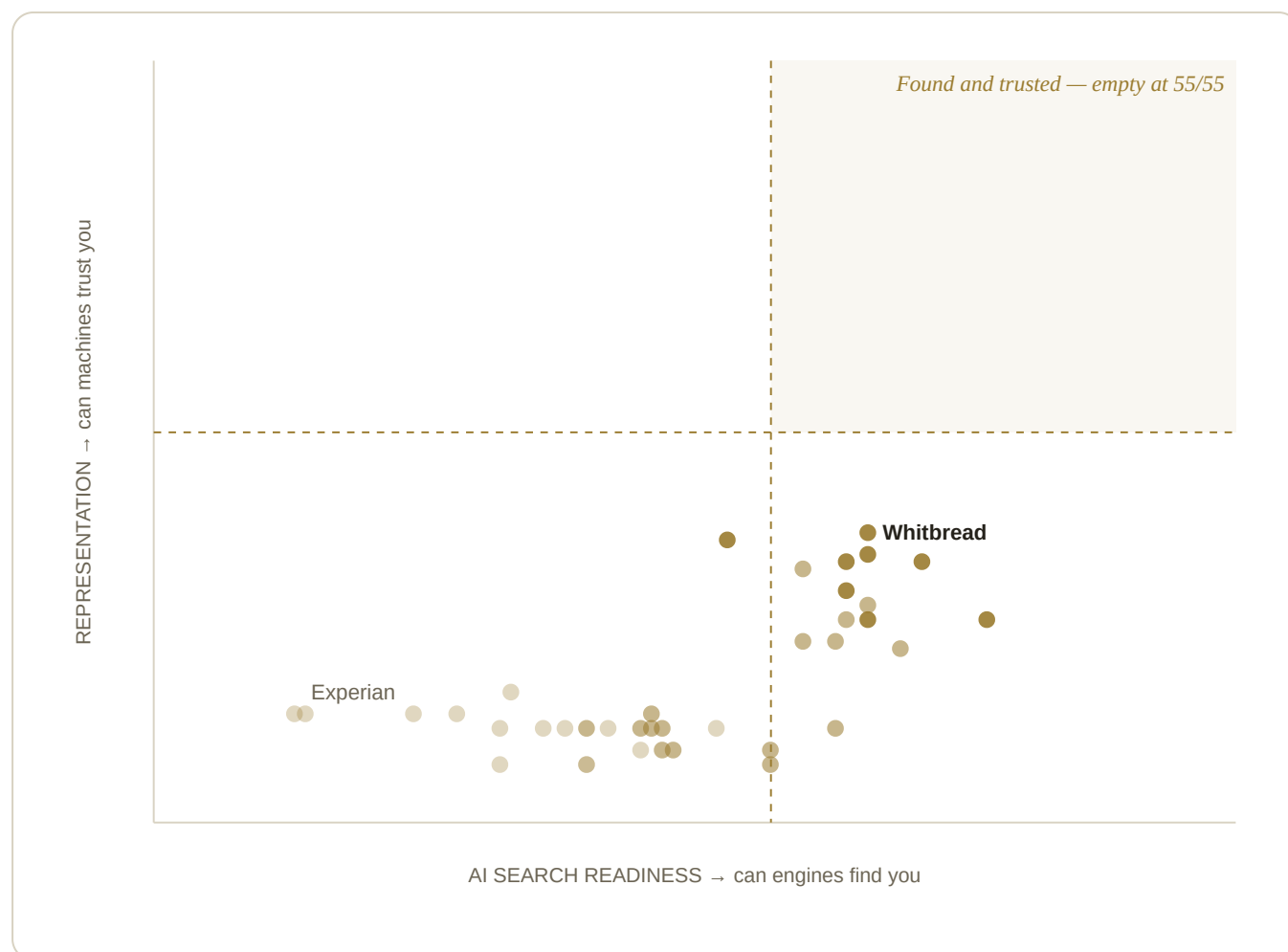
The three reads

AI Search Readiness — median 48, range 13–77. 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 63, range 30–89. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation — median 15, range 8–40. 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 Whitbread on 62, while Experian sits on 21. 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	Whitbread whitbread.co.uk	62	66	79	40
2	GSK gsk.com/en-gb	61	66	89	28
3	NatWest Group natwestgroup.com	59	71	69	36
4	Taylor Wimpey taylorwimpey.co.uk	59	64	82	32
5	Phoenix Group standardlifeplc.com	57	64	71	36
6	Reckitt reckitt.com	56	77	63	28
7	Weir Group global.weir	56	53	76	39
8	Persimmon persimmonhomes.com	55	66	62	37
9	Schroders schroders.com/en/global/individual	54	66	65	30
10	British American Tobacco bat.com	53	64	68	28
11	Kingfisher kingfisher.com	52	60	62	35
12	Ashtead Group ir.sunbeltrentals.com	49	63	58	25
13	Convatec convatecgroup.com	49	69	53	24
14	Croda International croda.com/en-gb	49	60	62	25
15	Marks & Spencer marksandspencer.com	48	45	87	13
16	Legal & General legalandgeneral.com	46	63	62	13
17	HSBC Holdings hsbc.com	45	57	68	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
18	London Stock Exchange Group lseg.com/en	44	57	68	8
19	Mondi mondigroup.com	43	47	68	13
20	Rightmove rightmove.co.uk	42	46	65	15
21	Smiths Group smiths.com	42	47	68	10
22	United Utilities unitedutilities.com	42	48	68	10
23	Spirax Group spiraxgroup.com	41	40	69	13
24	Rio Tinto riotinto.com	40	46	62	13
25	International Consolidated Airlines Group iairgroup.com	39	40	68	8
26	Intertek Group intertek.com	39	45	63	10
27	Prudential prudentialplc.com/en	39	42	62	13
28	SSE sse.com	39	36	68	13
29	Pearson pearson.com/en-us	38	38	62	13
30	Glencore glencore.com	36	32	62	13
31	Landsec landsec.com/en	36	33	56	18
32	WPP wpp.com/en	35	40	58	8
33	Beazley beazley.com	33	28	55	15
34	Severn Trent severntrent.com	33	32	59	8
35	Barclays home.barclays	32	52	30	13
36	Lloyds Banking Group lloydsbankinggroup.com	24	24	34	15
37	BAE Systems baesystems.com	21	14	34	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
38	Experian experianplc.com	21	13	34	15

The 41 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.

AstraZeneca · refused the reader

Unilever · refused the reader

BP · refused the reader

Diageo · refused the reader

National Grid · refused the reader

Rolls-Royce Holdings · refused the reader

Aviva · refused the reader

Vodafone Group · refused the reader

Tesco · refused the reader

3i Group · refused the reader

Anglo American · refused the reader

Auto Trader Group · refused the reader

Centrica · refused the reader

Halma · refused the reader

InterContinental Hotels Group · refused the reader

Informa · refused the reader

Rentokil Initial · refused the reader

Sage Group · refused the reader

St James's Place · refused the reader

J Sainsbury · refused the reader

DCC · refused the reader

Melrose Industries · refused the reader

Vistry Group · refused the reader

RELX · no response

Bunzl · no response

JD Sports Fashion · no response

M&G · no response

Next · no response

Segro · no response

Smith & Nephew · no response

Antofagasta · no response

Fresnillo · no response

Berkeley Group · no response

Admiral Group · no response

Shell · script-only page

Standard Chartered · script-only page

Compass Group · script-only page

Associated British Foods · script-only page

Coca-Cola HBC · script-only page

Haleon · script-only page

Imperial Brands · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-07-19. 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

38 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.

The Crane Consultancy · senior-led PPC, AI search and technical SEO · thecraneconsultancy.com · Speak with Nic: thecraneconsultancy.com/book/