

THE CRANE INDEX™ LEADERBOARD · JULY 2026

The most AI-readable sites, by industry

Who the machines can actually read, ranked across 2 benchmarks.

Each site is given the same three deterministic reads, whether AI search can find and cite it, whether an agent can act on it, and whether a machine can confirm who it is. This is the monthly roll of honour: the highest Crane Index™ scores in each list. The full tables, every score and every laggard, are one click away.

The finding. Across 2 benchmarks and 115 readable sites, not one has cleared 70 out of 100. The machine-readable web is early, and the gap is the opportunity.

Inside: the top 10 in each of 2 lists. The full lists at thecraneconsultancy.com/research



FTSE 100

MEASURED 19 JULY 2026 · 38 OF 79 READABLE

	ORGANISATION	BAND	INDEX
1	Whitbread whitbread.co.uk	EMERGING	62
2	GSK gsk.com	EMERGING	61
3	NatWest Group natwestgroup.com	EMERGING	59
4	Taylor Wimpey taylorwimpey.co.uk	EMERGING	59
5	Phoenix Group standardlifeplc.com	EMERGING	57
6	Reckitt reckitt.com	EMERGING	56
7	Weir Group global.weir	EMERGING	56
8	Persimmon persimmonhomes.com	EMERGING	55
9	Schroders schroders.com	WEAK	54
10	British American Tobacco bat.com	WEAK	53

The read: Whitbread leads at 62, and not one of the 38 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 38 and every score at thecraneconsultancy.com/research/ftse-100-ai-visibility/ →



UK's Biggest Online Retailers

MEASURED 20 JULY 2026 · 77 OF 142 READABLE

	ORGANISATION	BAND	INDEX
1	Riverford riverford.co.uk	EMERGING	62
2	Boden boden.com	EMERGING	61
3	Office office.co.uk	EMERGING	61
4	Simba Sleep simbasleep.com	EMERGING	61
5	The Works theworks.co.uk	EMERGING	61
6	Charles Tyrwhitt charlestyrwhitt.com	EMERGING	60
7	Dreams dreams.co.uk	EMERGING	60
8	John Lewis johnlewis.com	EMERGING	60
9	Jollyes jollyes.co.uk	EMERGING	60
10	White Stuff whitestuff.com	EMERGING	60

The read: Riverford leads at 62, and not one of the 77 readable sites reached the Strong band of 70 or above. The machine-readable web is still early here, which is exactly the opening.

See the full 77 and every score at thecraneconsultancy.com/research/uk-ecommerce-100-ai-visibility/ →

HOW TO READ THIS

The Crane Index™ measures how cleanly a machine can read a site's structure, not its brand, traffic or search rank. Every score is deterministic and can be re-run in about a minute on the free scanners at thecraneconsultancy.com/ai-readiness. Sites that refuse an automated reader are reported as unmeasured, never zeroed. Search engines and chatbot homepages are excluded by type, because a query box is not a content page to read. A leading score today still sits well short of 100, which is the point: the machine-readable web is early, and the gap is the opportunity.

Structure, not size, decides whether a machine can read you.

NIC CRANE
The Crane Consultancy