

The UK Ecommerce Top 100: The AI Visibility Report

Three machine reads of 142 of Britain's most important websites, measured 2026-07-20. Can AI find you, can an agent act on you, does AI know who you are.

77

SITES READABLE

50

MEDIAN CRANE INDEX™

0

SITES AT 70+

65

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 142 sites approached, 65 could not be measured at all: 44 refused an automated reader outright, 18 gave one no response, and 3 serve pages that are empty until scripts run. Of the 77 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 68), meaning is patchy (AI Search median 50), and identity is the collapse (Representation median 25, with 76 of 77 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.

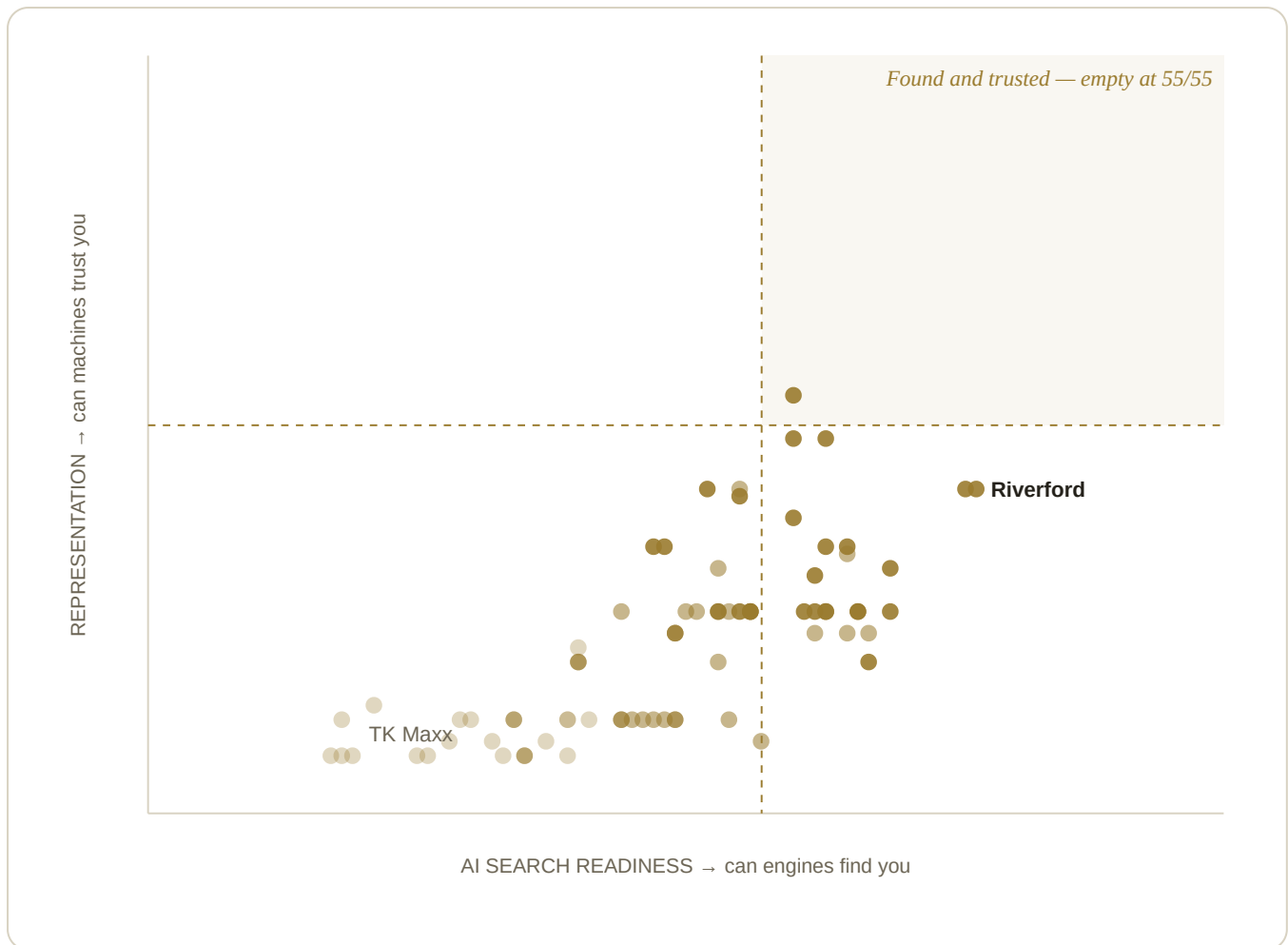
The three reads

AI Search Readiness — median 50, range 17–77. 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 68, range 30–92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation — median 25, range 8–58. 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 TK Maxx 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	Boden boden.com	61	69	85	28
3	Office office.co.uk	61	52	87	45
4	Simba Sleep simbasleep.com	61	76	61	45
5	The Works theworks.co.uk	61	63	69	52
6	Charles Tyrwhitt charlestyrwhitt.com/us/homepage	60	60	69	52
7	Dreams dreams.co.uk	60	63	89	28
8	John Lewis johnlewis.com	60	65	77	37
9	Jollyes jollyes.co.uk	60	66	86	28
10	White Stuff whitestuff.com	60	60	63	58
11	Hotel Chocolat hotelchocolat.com/uk	59	66	82	28
12	Cult Beauty cultbeauty.co.uk	58	55	92	28
13	Emma Sleep UK emma-sleep.co.uk	58	56	91	28
14	LookFantastic lookfantastic.com	58	53	92	28
15	River Island riverisland.com	58	48	89	37
16	Sigma Sports sigmasports.com	58	67	87	21
17	Space NK spacenk.com/uk/home	58	56	89	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
18	Dunelm dunelm.com	57	47	87	37
19	Furniture Village furniturevillage.co.uk	57	69	69	34
20	Halfords halfords.com	57	62	82	28
21	Matalan matalan.co.uk	57	61	83	28
22	Abel & Cole abelandcole.co.uk	56	62	72	33
23	Notonthehighstreet notonthehighstreet.com	56	63	68	37
24	PrettyLittleThing prettylittlething.com	56	55	70	44
25	Sweaty Betty sweatybetty.com	55	60	63	41
26	Card Factory cardfactory.co.uk	54	55	62	45
27	JD Sports jdsports.co.uk	54	53	87	21
28	Superdry superdry.com	54	51	83	28
29	Lakeland lakeland.co.uk	53	44	86	28
30	Seasalt Cornwall seasaltcornwall.com	53	63	69	28
31	Boohoo boohoo.com	52	54	73	28
32	Interflora interflora.co.uk	52	65	66	25
33	Pets at Home petsathome.com	52	67	63	25
34	Toolstation toolstation.com	52	49	83	25
35	Oak Furnitureland oakfurnitureland.co.uk	51	63	63	28
36	Debenhams debenhams.com	50	53	70	28
37	IKEA UK ikea.com	50	62	62	25

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
38	Reiss reiss.com	50	53	62	34
39	Temu temu.com	50	50	72	28
40	END. Clothing endclothing.com/us	49	40	85	21
41	HelloFresh UK hellofresh.co.uk	49	56	62	28
42	Monsoon monsoon.co.uk	49	40	87	21
43	Cotswold Outdoor cotswoldoutdoor.com	48	44	87	13
44	Marks & Spencer marksandspencer.com	48	45	87	13
45	FatFace fatface.com	47	49	68	25
46	Joules joules.com	47	49	68	25
47	Funky Pigeon funkypigeon.com	44	65	30	36
48	Naked Wines nakedwines.com	43	54	63	13
49	Shein UK shein.co.uk	43	34	81	13
50	Ted Baker tedbaker.com	43	49	66	13
51	Zooplus UK zooplus.co.uk	43	57	62	10
52	B&M bmstores.co.uk	42	44	68	13
53	Freemans freemans.com	42	35	82	8
54	Gousto gousto.co.uk	42	47	65	13
55	Richer Sounds richersounds.com	42	49	63	13
56	Morrisons morrisons.com	41	48	62	13
57	Mountain Warehouse mountainwarehouse.com	40	46	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
58	Euro Car Parts eurocarparts.com	38	39	62	13
59	Harvey Nichols harveynichols.com	38	39	68	8
60	Moss moss.co.uk	38	29	71	13
61	Crocus crocus.co.uk	37	41	56	13
62	eBay UK ebay.co.uk	37	39	60	13
63	Iceland iceland.co.uk	36	34	62	13
64	Vinted UK vinted.co.uk	36	32	66	10
65	Wickes wickes.co.uk	36	28	69	10
66	Home Bargains home.bargains	35	30	62	13
67	SportsShoes sportsshoes.com	34	37	56	10
68	Wayfair UK wayfair.co.uk	33	35	56	8
69	Holland & Barrett hollandandbarrett.com	32	40	34	23
70	Machine Mart machinemart.co.uk	31	33	51	8
71	Beauty Bay beautybay.com	23	21	34	15
72	Moonpig moonpig.com	23	26	34	8
73	Dr Martens drmartens.com	22	25	34	8
74	Amazon UK amazon.co.uk	20	18	30	13
75	Ocado ocado.com	20	17	34	8
76	Secret Sales secretsales.com	20	18	34	8
77	TK Maxx tkmaxx.com/landingpage	20	19	34	8

The 65 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.

Tesco · refused the reader
Sainsbury's · refused the reader
Argos · refused the reader
Asda · refused the reader
Next · refused the reader
Currys · refused the reader
AO · refused the reader
Very · refused the reader
Selfridges · refused the reader
Gymshark · refused the reader
Boots · refused the reader
Superdrug · refused the reader
The Perfume Shop · refused the reader
B&Q · refused the reader
Screwfix · refused the reader
Homebase · refused the reader
The Range · refused the reader
DFS · refused the reader
Sofology · refused the reader
ScS · refused the reader
Bensons for Beds · refused the reader
Loaf · refused the reader

Sofa.com · refused the reader
Decathlon UK · refused the reader
Go Outdoors · refused the reader
Blacks · refused the reader
Millets · refused the reader
Smyths Toys · refused the reader
The Entertainer · refused the reader
LEGO UK · refused the reader
Waterstones · refused the reader
HMV · refused the reader
Ryman · refused the reader
Robert Dyas · refused the reader
ProCook · refused the reader
Majestic Wine · refused the reader
Schuh · refused the reader
Kurt Geiger · refused the reader
Depop · refused the reader
Etsy UK · refused the reader
OnBuy · refused the reader
ManoMano UK · refused the reader
Thompson & Morgan · refused the reader
Suttons · refused the reader

Waitrose · no response
Sports Direct · no response
ASOS · no response
New Look · no response
House of Fraser · no response
Harrods · no response
Flannels · no response
Evans Cycles · no response
MandM Direct · no response
Game · no response
WHSmith · no response
Laithwaites · no response
Clarks · no response
Oliver Bonas · no response
JD Williams · no response
Simply Be · no response
Jacamo · no response
Studio · no response
CeX · script-only page
Bloom & Wild · script-only page
Fortnum & Mason · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-07-20. 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

77 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.

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