

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Energy and Utilities: The AI Visibility Report

Three machine reads of the 175 organisations in the Energy and Utilities cohort, measured 2026-09-01.
Can AI find you, can an agent act on you, does AI know who you are.

117	42	6	58
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 6 of 117 sites clear 70. The rest is unclaimed.

Of the 175 sites approached, 58 could not be measured at all: 33 refused our reader outright, 21 gave it no response, and 4 serve pages that are empty until scripts run. Of the 117 sites our reader could read, 6 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 47), and identity is the collapse (Representation median 13, with 111 of 117 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

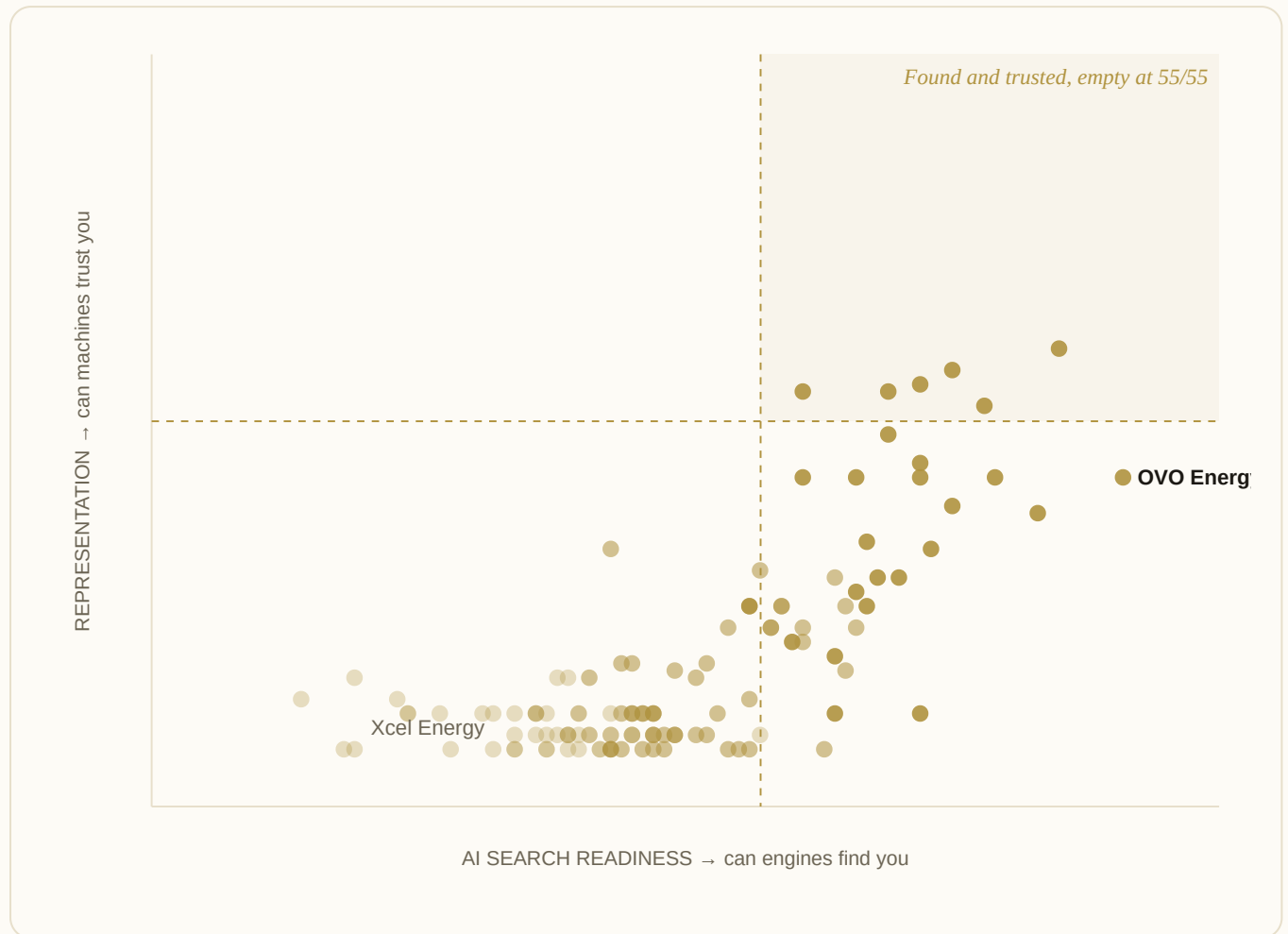
The three reads

AI Search Readiness. Median 47, range 14 to 91. 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 65, range 30 to 97. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 64. 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: this cohort is led by OVO Energy on 78, while Xcel Energy 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.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	78 of 117	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	97 of 117	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	32 of 117	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 117	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (78 of 117 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (97 of 117 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
OVO Energy ovoenergy.com · ranked 1	50	60	20	50	46
Good Energy goodenergy.co.uk · ranked 20	0	0	20	50	13

Why the pair. OVO Energy leads this cohort. Good Energy is the ordinary case, the site whose representation score sits closest to the cohort median of 13. It is ranked 20 of 117 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader 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	OVO Energy ovoenergy.com	78	91	97	46
2	Octopus Energy octopus.energy	74	75	86	61
3	Bloom Energy bloomenergy.com	72	79	90	46
4	BWX Technologies bwxt.com	72	83	91	41
5	Repsol repsol.com/es/index.cshtml	72	78	83	56
6	Sunrun sunrun.com	71	85	63	64
7	Entergy entergy.com	69	72	87	48
8	Phillips 66 phillips66.com	68	75	87	42
9	AES Corporation aes.com	67	72	69	59
10	ExxonMobil corporate.exxonmobil.com	65	69	68	58
11	Plug Power plugpower.com	63	68	88	32
12	Saudi Aramco aramco.com	63	72	70	46
13	Southern Company southerncompany.com	63	69	68	52
14	Prysmian prysmian.com/en	61	66	87	30
15	SLB slb.com	61	73	74	36
16	Williams Companies williams.com	61	67	89	28
17	ConocoPhillips conocophillips.com	58	56	89	28
18	Constellation Energy constellationenergy.com	58	66	63	46
19	Vestas vestas.com/en	58	61	68	46

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Good Energy goodenergy.co.uk	57	72	87	13
21	Schneider Electric se.com/ww/en	57	61	52	58
22	Vistra vistracorp.com	56	64	83	21
23	Drax Group drax.com	55	64	88	13
24	Engie engie.com	55	60	82	23
25	OMV omv.com/en	55	70	63	32
26	Utilita utilita.co.uk	55	67	61	37
27	Equinor equinor.com	53	64	62	32
28	Northern Gas Networks northerngasnetworks.co.uk	53	63	89	8
29	Baker Hughes bakerhughes.com	52	59	69	28
30	Kinder Morgan kindermorgan.com	52	59	68	28
31	Pentair pentair.com	52	51	87	18
32	Tata Power tatapower.com	52	57	65	33
33	Eni eni.com/it-IT/home.html	51	56	68	28
34	Fortum fortum.com	51	66	62	25
35	NuScale Power nuscalepower.com	51	61	68	25
36	Vattenfall group.vattenfall.com	51	65	68	19
37	Hitachi Energy hitachienergy.com	48	58	62	25
38	Cheniere Energy cheniere.com	47	54	62	25
39	Endesa endesa.com	47	52	69	20
40	California Water Service calwatergroup.com	46	58	56	25
41	Aggreko aggreko.com/en-us	45	56	63	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	EDF edf.fr	45	61	50	23
43	JinkoSolar jinkosolar.com/en	45	43	56	36
44	Veolia veolia.com/fr	45	55	71	8
45	Enel enel.com	43	49	62	19
46	FirstEnergy firstenergycorp.com/fehome.html	43	44	65	20
47	Harbour Energy harbourenergy.com	43	51	68	10
48	Quanta Services quantaservices.com	43	47	73	8
49	Serica Energy serica-energy.com	43	49	69	10
50	TotalEnergies totalenergies.com	43	47	68	13
51	Tullow Oil tulloil.com	43	49	69	10
52	Yorkshire Water yorkshirewater.com	43	53	62	13
53	Cadent Gas cadentgas.com	42	56	61	8
54	Cameco cameco.com	42	41	68	18
55	EnBW enbw.com	42	47	68	10
56	PG&E pge.com	42	45	69	13
57	Reliance Industries ril.com	42	44	69	13
58	So Energy so.energy	42	45	62	20
59	TC Energy tcenergy.com	42	45	68	13
60	United Utilities unitedutilities.com	42	48	68	10
61	Wales & West Utilities wwutilities.co.uk	42	48	69	8
62	CenterPoint Energy centerpointenergy.com	41	65	30	28
63	GE Vernova gevernova.com	41	46	65	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	RWE rwe.com	41	54	62	8
65	SES Water seswater.co.uk	41	47	62	13
66	SGN sgn.co.uk	41	46	69	8
67	Utility Warehouse uw.co.uk	41	52	62	10
68	Consolidated Edison coned.com/en	40	41	68	10
69	Dominion Energy dominionenergy.com	40	46	62	13
70	Edison International edison.com	40	43	68	10
71	EDP edp.com/en	40	40	68	13
72	EnQuest enquest.com	40	43	68	8
73	Halliburton halliburton.com	40	47	62	10
74	Petrofac petrofac.com	40	44	68	8
75	Valero Energy valero.com	40	43	68	8
76	American Water Works amwater.com	39	42	68	8
77	Ceres Power ceres.tech	39	39	68	10
78	DTE Energy dteenergy.com	39	37	69	10
79	Ecotricity ecotricity.co.uk	39	57	51	10
80	First Solar firstsolar.com	39	38	68	10
81	ITM Power itm-power.com	39	45	62	10
82	NextEra Energy nexteraenergy.com	39	45	62	10
83	Northumbrian Water nwl.co.uk	39	47	56	13
84	Occidental Petroleum oxy.com	39	38	62	18
85	Petronas petronas.com	39	43	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	SSE sse.com	39	36	68	13
87	Thames Water thameswater.co.uk	39	45	62	10
88	Siemens Energy siemens-energy.com/global/en/home.html	38	43	62	8
89	Uranium Energy Corp uraniumenergy.com	38	40	65	10
90	American Electric Power aep.com	37	37	62	13
91	Canadian Natural Resources cnrl.com	37	36	62	13
92	Enbridge enbridge.com	37	36	63	13
93	EQT Corporation eqt.com	37	39	62	10
94	Ithaca Energy ithacaenergy.com	37	39	62	10
95	Capricorn Energy capricornenergy.com	36	27	68	13
96	National Gas nationalgas.com	36	37	62	8
97	ONEOK oneok.com	36	36	63	10
98	WEC Energy Group wecenergygroup.com	36	32	62	13
99	APA Group apa.com.au	35	40	58	8
100	Eversource Energy eversource.com/residential	35	39	49	18
101	Galp Energia galp.com/es	35	42	56	8
102	NOV nov.com	35	34	62	8
103	NTPC ntpc.co.in	35	34	62	10
104	Ormat Technologies ormat.com/en/home/a/main	35	34	62	8
105	Enterprise Products Partners enterpriseproducts.com	34	37	56	8
106	Lukoil lukoil.com	34	34	56	13
107	Cenovus Energy cenovus.com	33	28	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Severn Trent severntrent.com	33	32	59	8
109	South East Water southeastwater.co.uk	33	24	62	13
110	Energy Transfer energytransfer.com	32	24	58	13
111	Enphase Energy enphase.com	31	39	46	8
112	EOG Resources eogresources.com	31	19	57	18
113	Rosneft rosneft.com	31	31	50	13
114	Affinity Water affinitywater.co.uk	24	23	34	15
115	South Staffs Water south-staffs-water.co.uk	21	14	34	15
116	Public Service Enterprise Group landing.pseg.com	20	18	34	8
117	Xcel Energy my.xcelenergy.com/s	20	19	34	8

The 58 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 58 sites here, 33 refused our reader, 21 gave no response and 4 served a page that is empty until scripts run.

Refused the reader (33). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (21). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (4). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

Chevron · refused the reader
BP · refused the reader
Petrobras · refused the reader
Woodside Energy · refused the reader
Marathon Petroleum · refused the reader
Suncor Energy · refused the reader
Energean · refused the reader
Wood · refused the reader
E.ON · refused the reader
Uniper · refused the reader
Iberdrola · refused the reader
Ørsted · refused the reader
Suez · refused the reader
Duke Energy · refused the reader
Sempra · refused the reader
Xylem · refused the reader
National Grid · refused the reader
Centrica · refused the reader
ScottishPower · refused the reader
Anglian Water · refused the reader

Southern Water · refused the reader
Wessex Water · refused the reader
Welsh Water · refused the reader
Scottish Water · refused the reader
Portsmouth Water · refused the reader
UK Power Networks · refused the reader
Northern Powergrid · refused the reader
Electricity North West · refused the reader
SolarEdge · refused the reader
Oklo · refused the reader
CLP Holdings · refused the reader
Origin Energy · refused the reader
AGL Energy · refused the reader
PetroChina · no response
Sinopec · no response
Gazprom · no response
ONGC · no response
Diamondback Energy · no response
TechnipFMC · no response
Naturgy · no response

Acciona · no response
Exelon · no response
Essential Utilities · no response
American States Water · no response
SJW Group · no response
Pennon Group · no response
Canadian Solar · no response
LONGi Green Energy · no response
Kazatomprom · no response
Urenco · no response
ABB · no response
Tokyo Electric Power · no response
Korea Electric Power · no response
Tenaga Nasional · no response
Shell · script-only page
Indian Oil · script-only page
Hess Corporation · script-only page
Subsea 7 · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. 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/.

How this cohort was drawn

The list of 175 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 175 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

117 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 117 sites our reader could read; how the 58 it could not would have scored is unknown, and this report does not assume they would have scored worse.

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. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 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.