

THE CRANE INDEX™ LEADERBOARD

SEPTEMBER 2026

86

of the 2,062 sites a
machine could read
scored 70 or better out of
100.

19 industry benchmarks, measured the same
way on 1 September 2026.



MOVEMENT SINCE AUGUST 2026

13 of 19

industry leaders changed
hands in a month. Six
held their position.

The Crane Index™ is re-measured every
month. Nobody owns a place on it.



Strongest and weakest, by midpoint.



STRONGEST

Technology and Software

57



WEAKEST

Automotive

40

The middle of the 19 benchmarks sits at 44 out of 100. Not one industry midpoint reaches the Strong band, 70 or above.





TECHNOLOGY AND SOFTWARE

Dynatrace

New this month

88



HOSPITALITY AND LEISURE

Orangetheory Fitness

Held since August 2026

79



LEGAL SERVICES

LegalZoom

Held since August 2026

79



ENERGY AND UTILITIES

OVO Energy

New this month

78





TELECOMMUNICATIONS

Wessex Internet

Held since August 2026

78



AUTOMOTIVE

Vertu Motors

New this month

77



INSURANCE

Everest Group

New this month

77



REAL ESTATE AND PROPERTY

MRI Software

Held since August 2026

77





FINANCIAL SERVICES

Fidelity Investments

76

New this month



HEALTHCARE AND
PHARMACEUTICALS

Hologic

76

New this month



MEDIA AND ENTERTAINMENT

Nintendo

76

New this month



PROFESSIONAL SERVICES

Mercer

76

New this month





EDUCATION

Fettes College

New this month

75



TRANSPORT AND LOGISTICS

Agility

New this month

73



TRAVEL AND TOURISM

Princess Cruises

New this month

73



MANUFACTURING AND INDUSTRIAL

Konecranes

Held since August 2026

72



CONSUMER GOODS

Levi Strauss & Co.

Held since August 2026

71



UK ECOMMERCE

Office

New this month

68



FTSE 100

GSK

New this month

64



UNMEASURED, NEVER ZEROED

1,004

of the 3,178 organisations
we asked to read could
not be read at all.

560 refused an automated reader outright

341 answered with nothing a reader could use

103 render only once a browser runs their script

A site a machine cannot read is reported as
unmeasured. It is never scored zero.



HOW TO READ THIS

The Crane Index™ measures how cleanly a machine can read a site: whether AI search can find and cite it, whether an agent can act on it, and whether a machine can confirm who it is. Not brand, not traffic, not search rank.

Find out where your own site stands.

thecraneconsultancy.com/ai-readiness

Every score is deterministic and re-runnable in about a minute on the free scanners. Search engines and chatbot homepages are excluded by type, because a query box is not a content page to read. Every score, every benchmark and every laggard is at thecraneconsultancy.com/research. Free to cite and republish with attribution (CC BY 4.0).

