

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Legal Services: The AI Visibility Report

Three machine reads of the 171 organisations in the Legal Services cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

133	46	2	38
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 2 of 133 sites clear 70. The rest is unclaimed.

Of the 171 sites approached, 38 could not be measured at all: 24 refused our reader outright, 14 gave it no response, and 0 serve pages that are empty until scripts run. Of the 133 sites our reader could read, 2 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 63), meaning is patchy (AI Search median 51), and identity is the collapse (Representation median 19, with 128 of 133 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.

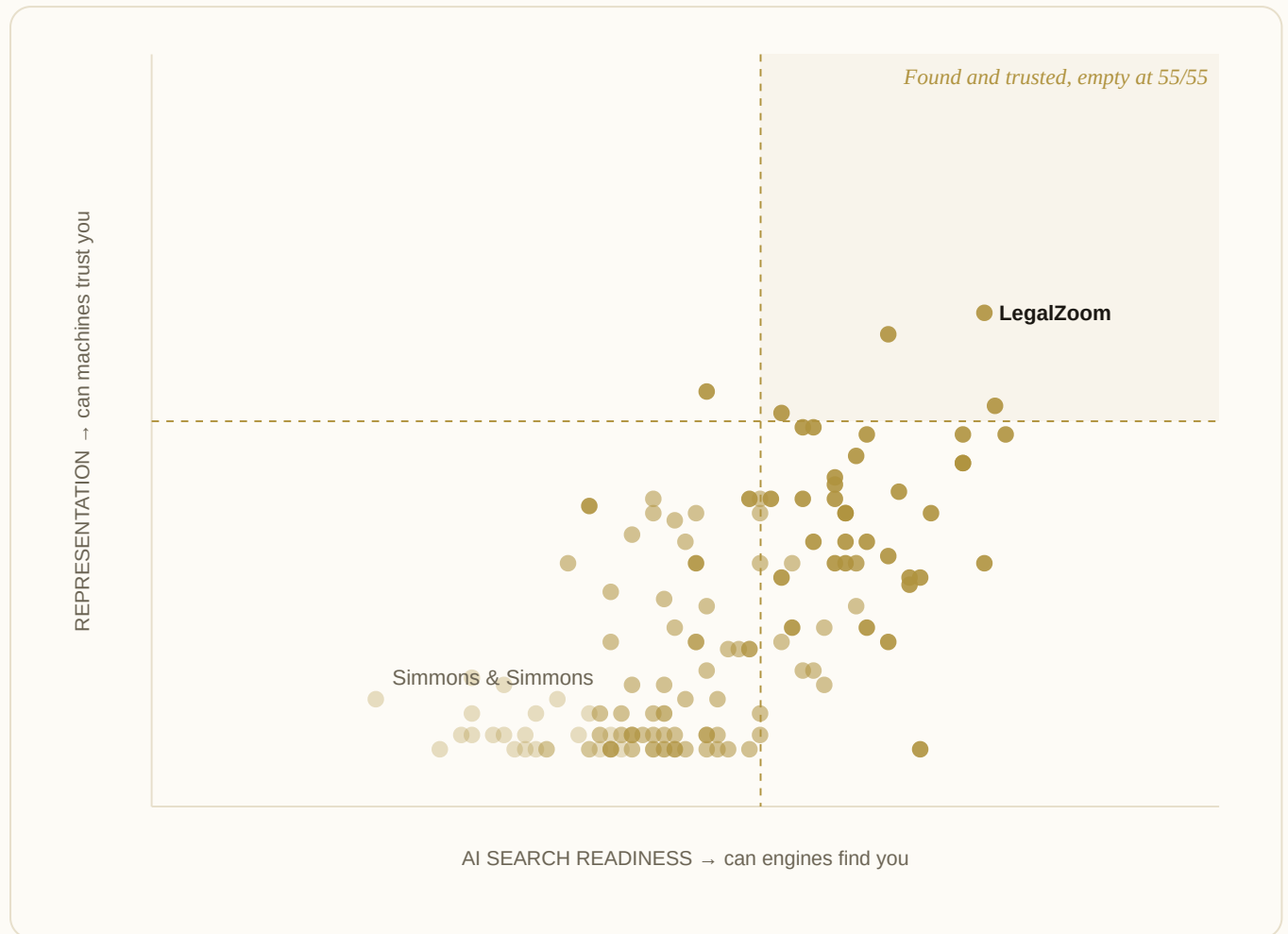
The three reads

AI Search Readiness. Median 51, range 21 to 80. 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 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 19, range 8 to 69. 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 LegalZoom on 79, while Simmons & Simmons sits on 23. 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	71 of 133	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	76 of 133	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	57 of 133	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 133	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 (71 of 133 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 (76 of 133 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
LegalZoom legalzoom.com · ranked 1	79	60	80	50	69
Troutman Pepper Locke troutman.com · ranked 54	0	30	10	50	19

Why the pair. LegalZoom leads this cohort. Troutman Pepper Locke is the ordinary case, the site whose representation score sits closest to the cohort median of 19. It is ranked 54 of 133 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	LegalZoom legalzoom.com	79	78	90	69
2	Keystone Law keystonelaw.com	73	80	87	52
3	Cuatrecasas cuatrecasas.com/en/global	69	70	92	44
4	Mishcon de Reya mishcon.com	69	69	72	66
5	McDermott Will & Emery mcdermottlaw.com	68	76	79	48
6	Schulte Roth & Zabel mcdermottlaw.com	68	76	79	48
7	De Brauw Blackstone Westbroek debrauw.com	66	79	63	56
8	Gide Loyrette Nouel gide.com	66	64	87	46
9	Gowling WLG gowlingwlg.com/en	66	73	83	41
10	Nixon Peabody nixonpeabody.com	65	64	87	43
11	Rajah & Tann rajahtannasia.com	65	69	90	35
12	Watson Farley & Williams wfw.com	65	78	83	34
13	Cooley cooley.com	64	76	63	52
14	McGuireWoods mcguirewoods.com	64	72	87	32
15	Munger, Tolles & Olson mto.com	64	65	89	37
16	Susman Godfrey susmangodfrey.com	64	67	87	37
17	CMS cms.law/en/int	63	59	76	55
18	Osler, Hoskin & Harcourt osler.com/en	63	62	90	37
19	Gibson, Dunn & Crutcher gibsondunn.com	62	65	87	34

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Weil, Gotshal & Manges weil.com	62	67	68	52
21	Fish & Richardson fr.com	61	66	68	49
22	Bracewell bracewell.com	60	67	87	25
23	Covington & Burling cov.com	60	62	66	53
24	UnitedLex unitedlex.com	60	69	87	23
25	DWF Group dwfgroup.com	59	61	63	53
26	Allens allens.com.au	58	60	89	25
27	Axiom axiomlaw.com	58	64	65	45
28	Cahill Gordon & Reindel cahill.com	58	51	89	34
29	Nelson Mullins Riley & Scarborough nelsonmullins.com	58	59	82	32
30	Cleary Gottlieb Steen & Hamilton clearygottlieb.com	57	41	87	42
31	Dechert dechert.com/	57	52	62	58
32	Garrigues garrigues.com/es_ES	57	64	72	34
33	K&L Gates klgates.com	57	56	71	43
34	Osborne Clarke osborneclarke.com	57	58	69	43
35	Paul, Weiss, Rifkind, Wharton & Garrison paulweiss.com	57	61	68	43
36	Burges Salmon burges-salmon.com	56	72	87	8
37	Pinsent Masons pinsentmasons.com	56	65	62	41
38	Goodwin Procter goodwinlaw.com/en	55	65	58	41
39	Reed Smith reedsmith.com	55	71	62	32
40	Withersworldwide withersworldwide.com/en-gb	55	71	63	31
41	Sidley Austin sidley.com/en	54	57	62	43

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Davis Polk & Wardwell davispolk.com	53	60	66	34
43	Hunton Andrews Kurth hunton.com	53	51	68	41
44	Mayer Brown mayerbrown.com/en	53	57	62	41
45	Vinson & Elkins velaw.com	53	57	68	34
46	Baker Donelson bakerdonelson.com	52	50	68	37
47	Ogletree Deakins ogletree.com	52	57	85	13
48	Thomson Reuters thomsonreuters.com/en	52	66	62	28
49	Baker Botts bakerbotts.com	51	47	62	43
50	Foley & Lardner foley.com	50	53	90	8
51	Jones Day jonesday.com/en	50	47	62	41
52	Quinn Emanuel Urquhart & Sullivan quinnemanuel.com	50	63	63	25
53	Stewarts stewartslaw.com	50	52	89	8
54	Troutman Pepper Locke troutman.com	50	62	69	19
55	Milbank milbank.com/en	49	45	65	38
56	Simpson Thacher & Bartlett stblaw.com	49	48	71	29
57	Slaughter and May slaughterandmay.com	49	61	68	19
58	Ballard Spahr ballardspahr.com	48	49	54	40
59	Fisher Phillips fisherphillips.com/en	48	63	63	17
60	Bryan Cave Leighton Paisner bcplaw.com/en-US	47	56	62	22
61	Gunderson Dettmer gunder.com/en	47	56	62	22
62	Torys torys.com	47	52	62	28
63	Ashurst ashurstperkinscoie.com	46	51	63	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Charles Russell Speechlys charlesrussellspeechlys.com	46	59	56	23
65	Cozen O'Connor cozen.com	46	46	81	10
66	Perkins Coie ashurstperkinscoie.com	46	51	63	23
67	Pillsbury Winthrop Shaw Pittman pillsburylaw.com/en	46	54	63	22
68	Seyfarth Shaw seyfarth.com	46	55	62	22
69	Clyde & Co clydeco.com/en	45	49	62	25
70	Epiq epiqglobal.com/en-us	45	54	72	8
71	WilmerHale wilmerhale.com	45	52	65	19
72	Allen & Gledhill allenandgledhill.com	44	50	66	15
73	Clifford Chance cliffordchance.com/home.html	44	52	69	10
74	Crowell & Moring crowell.com/en	44	48	68	17
75	Debevoise & Plimpton debevoise.com	44	39	58	34
76	Irwin Mitchell irwinmitchell.com	44	53	63	15
77	Lewis Silkin lewissilkin.com	44	43	58	30
78	Squire Patton Boggs squirepattonboggs.com	44	53	68	10
79	Cadwalader, Wickersham & Taft hlc.com	43	66	30	34
80	Hill Dickinson hilldickinson.com	43	57	62	10
81	Hogan Lovells hlc.com	43	66	30	34
82	Linklaters linklaters.com	43	43	62	23
83	Mintz mintz.com	43	49	69	10
84	Jackson Lewis jacksonlewis.com	42	48	71	8
85	Rocket Lawyer rocketlawyer.com	42	48	66	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Bennett Jones bennettjones.com	41	47	62	13
87	Blake, Cassels & Graydon blakes.com	41	45	68	10
88	Browne Jacobson brownejacobson.com	41	45	69	10
89	Cravath, Swaine & Moore cravath.com	41	42	68	13
90	Greenberg Traurig gtlaw.com	41	47	68	8
91	Proskauer Rose proskauer.com	41	44	68	10
92	Skadden, Arps, Slate, Meagher & Flom skadden.com	41	45	62	17
93	Stephenson Harwood stephensonharwood.com	41	52	62	10
94	A&O Shearman aoshearman.com/en	40	49	62	8
95	Bird & Bird twobirds.com/en	40	56	56	8
96	Kasowitz Benson Torres kasowitz.com	40	43	68	8
97	Katten Muchin Rosenman katten.com	40	47	62	10
98	Littler Mendelson littler.com	40	50	62	8
99	Macfarlanes macfarlanes.com	40	44	62	13
100	Morrison & Foerster mofo.com	40	48	62	10
101	RPC rpclegal.com	40	49	63	8
102	Travers Smith traverssmith.com	40	45	68	8
103	Willkie Farr & Gallagher willkie.com	40	42	69	10
104	Fenwick & West fenwick.com	39	48	57	13
105	Latham & Watkins lw.com	39	41	63	13
106	Loyens & Loeff loyensloeff.com	39	43	63	10
107	Morgan, Lewis & Bockius morganlewis.com	39	48	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Trowers & Hamlins trowers.com	39	47	62	8
109	DAC Beachcroft dacbeachcroft.com	38	38	62	15
110	Freshfields freshfields.com	38	44	62	8
111	Alston & Bird alston.com	37	40	62	10
112	Arnold & Porter arnoldporter.com/en	37	42	62	8
113	Faegre Drinker Biddle & Reath faegredrinker.com/en	37	41	62	8
114	Holland & Knight hklaw.com/en	37	41	62	8
115	NautaDutilh nautadutilh.com/en	37	33	68	10
116	Paul Hastings paulhastings.com	37	36	62	13
117	Boies Schiller Flexner bsflfp.com	36	33	59	17
118	Clayton Utz claytonutz.com	36	43	56	8
119	Kilpatrick Townsend & Stockton ktslaw.com	36	37	63	8
120	Venable venable.com	36	37	62	8
121	WongPartnership wongpartnership.com	36	43	56	8
122	Anderson Mori & Tomotsune amt-law.com	35	35	62	8
123	Bradley Arant Boult Cummings bradley.com	35	34	63	8
124	King & Spalding kslaw.com	35	36	62	8
125	Williams & Connolly wc.com	35	32	63	10
126	Stikeman Elliott stikeman.com	34	30	54	18
127	Norton Rose Fulbright nortonrosefulbright.com/en-us	33	30	60	10
128	Orrick, Herrington & Sutcliffe orrick.com	33	30	56	13
129	Addleshaw Goddard addleshawgoddard.com/en	32	27	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	Sullivan & Cromwell sullcrom.com	32	35	52	10
131	Shoosmiths shoosmiths.com	30	29	50	10
132	Winston & Strawn winstontaylor.com	27	43	30	8
133	Simmons & Simmons simmons-simmons.com	23	21	34	15

The 38 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 38 sites here, 24 refused our reader, 14 gave no response and 0 served a page that is empty until scripts run.

Refused the reader (24). 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 (14). 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.

DLA Piper · refused the reader
 Dentons · refused the reader
 White & Case · refused the reader
 Wachtell, Lipton, Rosen & Katz · refused the reader
 Ropes & Gray · refused the reader
 Fried, Frank, Harris, Shriver & Jacobson · refused the reader
 Akin Gump Strauss Hauer & Feld · refused the reader
 Wilson Sonsini Goodrich & Rosati · refused the reader
 Sheppard Mullin · refused the reader
 Jenner & Block · refused the reader
 Finnegan · refused the reader

Herbert Smith Freehills Kramer · refused the reader
 Kennedys · refused the reader
 King & Wood Mallesons · refused the reader
 MinterEllison · refused the reader
 O'Melveny & Myers · refused the reader
 Blank Rome · refused the reader
 Steptoe · refused the reader
 Buchanan Ingersoll & Rooney · refused the reader
 Gilbert + Tobin · refused the reader
 Corrs Chambers Westgarth · refused the reader
 McCarthy Tétrault · refused the reader
 Fasken · refused the reader
 Nishimura & Asahi · refused the reader

Kirkland & Ellis · no response
 Baker McKenzie · no response
 Duane Morris · no response
 Eversheds Sutherland · no response
 Taylor Wessing · no response
 Fieldfisher · no response
 Manatt, Phelps & Phillips · no response
 Uría Menéndez · no response
 Nagashima Ohno & Tsunematsu · no response
 Mori Hamada & Matsumoto · no response
 Weightmans · no response
 Mills & Reeve · no response
 Farrer & Co · no response
 LexisNexis · no response

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 171 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 171 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

133 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 133 sites our reader could read; how the 38 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.