

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

UK Ecommerce: The AI Visibility Report

Three machine reads of the 142 organisations in the UK Ecommerce cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

77	51	0	65
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Nobody in this cohort is ready. That is the opportunity.

Of the 142 sites approached, 65 could not be measured at all: 43 refused our reader outright, 18 gave it no response, and 4 serve pages that are empty until scripts run. Of the 77 sites our reader 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 69), meaning is patchy (AI Search median 53), and identity is the collapse (Representation median 28, with 74 of 77 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.

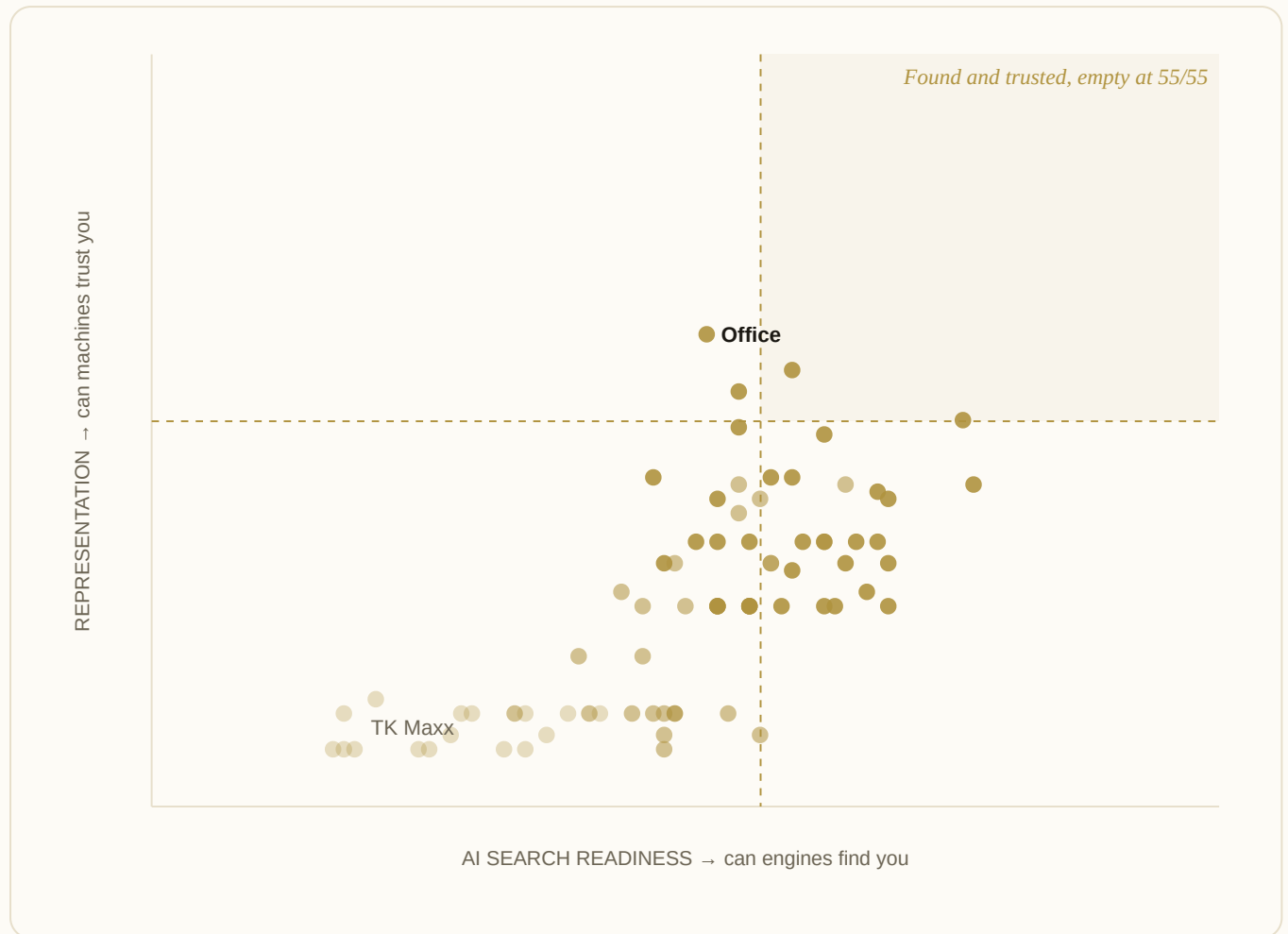
The three reads

AI Search Readiness. Median 53, range 17 to 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 69, range 30 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 28, range 8 to 66. 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 Office on 68, 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.

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%	50	27 of 77	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	45 of 77	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%	20	9 of 77	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 77	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 (27 of 77 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 (45 of 77 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
Office office.co.uk · ranked 1	79	100	20	50	66
Milletts milletts.co.uk · ranked 12	50	0	20	50	28

Why the pair. Office leads this cohort. Milletts is the ordinary case, the site whose representation score sits closest to the cohort median of 28. It is ranked 12 of 77 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	Office office.co.uk	68	52	87	66
2	Dreams dreams.co.uk	65	68	89	37
3	Simba Sleep simbasleep.com	64	76	61	54
4	Boden boden.com	63	69	85	34
5	Charles Tyrwhitt charlestyrwhitt.com/us/homepage	63	60	69	61
6	Jollyes jollyes.co.uk	63	66	86	37
7	Seasalt Cornwall seasaltcornwall.com	63	63	89	37
8	Cult Beauty cultbeauty.co.uk	62	56	92	37
9	Riverford riverford.co.uk	62	77	63	45
10	John Lewis johnlewis.com	61	60	77	46
11	LookFantastic lookfantastic.com	61	53	92	37
12	Millets millets.co.uk	61	69	85	28
13	Sigma Sports sigmasports.com	61	67	87	30
14	The Works theworks.co.uk	61	63	69	52
15	Dunelm dunelm.com	60	47	87	46
16	Furniture Village furniturevillage.co.uk	60	69	69	43
17	IKEA UK ikea.com/gb/en	60	68	69	44
18	Matalan matalan.co.uk	60	61	83	37
19	Toolstation toolstation.com	60	53	83	43

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Blacks blacks.co.uk	59	64	85	28
21	PrettyLittleThing prettylittlething.com	59	55	70	53
22	White Stuff whitestuff.com	59	55	63	58
23	Emma Sleep UK emma-sleep.co.uk	58	56	91	28
24	Halfords halfords.com	58	63	82	28
25	Space NK spacenk.com/uk/home	58	56	89	28
26	Go Outdoors gooutdoors.co.uk	57	59	85	28
27	Notonthehighstreet notonthehighstreet.com	57	58	68	46
28	River Island riverisland.com	57	48	89	34
29	Superdry superdry.com	57	51	83	37
30	Lakeland lakeland.co.uk	56	53	86	28
31	Abel & Cole abelandcole.co.uk	55	60	72	33
32	Interflora interflora.co.uk	55	65	66	34
33	Card Factory cardfactory.co.uk	54	55	62	45
34	Oak Furnitureland oakfurnitureland.co.uk	54	63	63	37
35	Reiss reiss.com	54	57	62	43
36	Joules joules.com	53	58	68	34
37	Sweaty Betty sweatybetty.com	53	55	63	41
38	Pets at Home petsathome.com	52	58	63	34
39	B&M bmstores.co.uk	51	56	68	28
40	Vinted UK vinted.co.uk	51	53	72	28
41	Boohoo boohoo.com	50	50	73	28

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Debenhams debenhams.com	50	53	70	28
43	FatFace fatface.com	50	49	68	34
44	JD Sports jdsports.co.uk	50	46	82	21
45	END. Clothing endclothing.com/us	49	44	73	30
46	HelloFresh UK hellofresh.co.uk	49	56	62	28
47	Monsoon monsoon.co.uk	49	40	87	21
48	Cotswold Outdoor cotswoldoutdoor.com	48	48	87	8
49	Holland & Barrett hollandandbarrett.com	48	53	63	28
50	Marks & Spencer marksandspencer.com	48	45	87	13
51	Funky Pigeon funkypigeon.com	47	65	30	45
52	Temu temu.com/uk	47	46	68	28
53	Iceland iceland.co.uk	46	41	83	13
54	Naked Wines nakedwines.co.uk	43	54	63	13
55	Shein UK shein.co.uk	43	34	81	13
56	Zooplus UK zooplus.co.uk	43	57	62	10
57	Gousto gousto.co.uk	42	47	65	13
58	Richer Sounds richersounds.com	42	49	63	13
59	Ted Baker tedbaker.com	42	49	65	13
60	Mountain Warehouse mountainwarehouse.com	41	48	62	13
61	Morrisons morrisons.com	40	48	62	10
62	Euro Car Parts eurocarparts.com	38	39	62	13
63	Freemans freemans.com	38	35	70	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Moss moss.co.uk	38	29	71	13
65	Crocus crocus.co.uk	37	42	56	13
66	Wickes wickes.co.uk	36	28	69	10
67	Home Bargains home.bargains	35	30	62	13
68	Wayfair UK wayfair.co.uk	35	35	56	13
69	SportsShoes sportsshoes.com	34	37	56	10
70	Machine Mart machinemart.co.uk	31	33	51	8
71	Amazon UK amazon.co.uk	24	18	42	13
72	Beauty Bay beautybay.com	23	21	34	15
73	Moonpig moonpig.com	23	26	34	8
74	Dr Martens drmartens.com	22	25	34	8
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 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 65 sites here, 43 refused our reader, 18 gave no response and 4 served a page that is empty until scripts run.

Refused the reader (43). 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 (18). 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.

eBay UK · refused the reader
 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
 Harrods · 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
 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
 Hotel Chocolat · 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
 Harvey Nichols · 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
 Gymshark · script-only page
 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 2026-09-01. 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 142 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 142 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

77 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 77 sites our reader could read; how the 65 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.