

RESEARCH FINDINGS

AI can't read **half** the Fortune 500.

We fetched 20,010 pages across 250 of America's largest companies twice. Once as the raw HTML an AI crawler receives, once fully rendered in a browser. On the median page, **27% of the content never appeared in the raw HTML**. On 46% of pages, more than a third was missing entirely.

45.2%

Of Fortune 500 domains land in the **Critical** tier

61.6%

Are **At-Risk or worse**. Typical page under 85% visible

20,010

Clean pages analyzed, raw HTML vs. rendered

250

Fortune 500 domains, current crawl

“

Nearly half the Fortune 500 shows AI crawlers less than 70% of the page. That's not a content problem. It's an infrastructure problem. And the companies most exposed are the ones with the most engineering resources.

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AVAILABLE ON REQUEST

Full report PDF · raw dataset · CEO interview window · cohort breakdowns · company logos.

Why this matters now.

§ 01

AI search referrals grew nearly 6× in 2025. Three platforms now answer billions of queries that used to start with Google. When they answer, they cite sources. To be cited, a page has to be crawlable. To be crawlable, the content has to live in the raw HTML response, not in a JavaScript bundle that renders client-side.

527%

AI search referral growth in 2025

77.97%

Of AI search referrals come from ChatGPT

15.10%

From Perplexity, plus 6.4% from Gemini

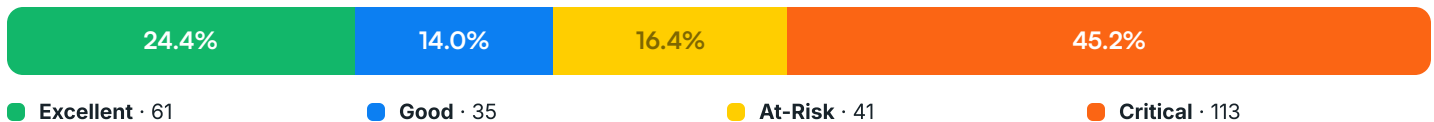
GPTBot, ClaudeBot, and PerplexityBot don't execute JavaScript. When they request a page they get whatever the server returns before a browser would hydrate it. Build on React, Vue, or Next.js without server-side rendering, and they see a near-empty shell.

The Fortune 500 splits into two webs.

§ 02

Grade every domain on its median page and the middle almost disappears. A quarter render on the server and are nearly perfect; nearly half render in the browser and are Critical. There is very little in between.

FORTUNE 500 DOMAINS BY TIER (GRADED ON MEDIAN TEXT_RATIO)



TOP 10% OF DOMAINS

1.000 median

Lose just 2.3% of links. Almost no pages Critical. Fully server-rendered.

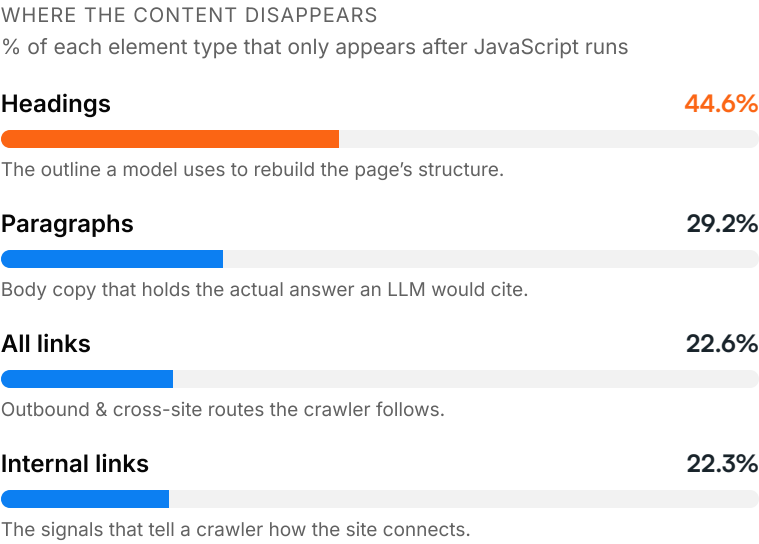
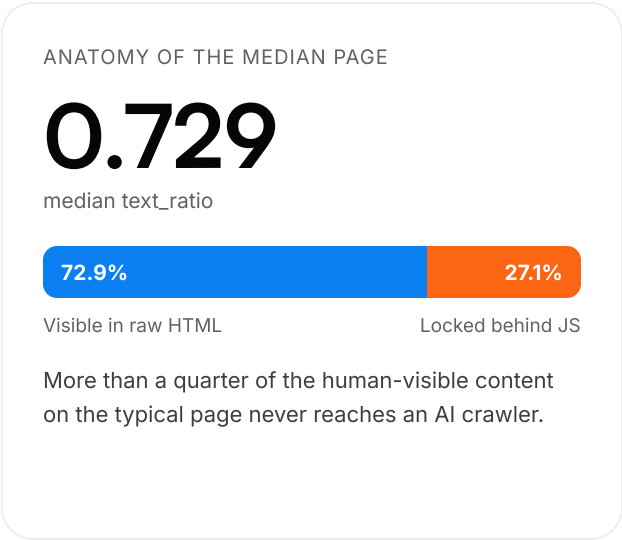
BOTTOM 10% OF DOMAINS

0.166 median

Lose 71.9% of links. 93% of pages Critical. The crawler sees about one-sixth.

What AI crawlers actually see.

§ 03



Methodology, definitions & sourcing.

§ 05

METHODOLOGY

Scope

20,935 pages crawled across 252 Fortune 500 domains; 250 with usable data. About 80 pages per domain, desktop only, one crawl in time.

Double-fetch

Each page fetched twice: the raw HTML a crawler receives, and the page after JavaScript runs in a headless Chromium browser.

Tiers

Domains tiered on their median page `text_ratio`: Excellent (≥ 0.95), Good (0.85–0.95), At-Risk (0.70–0.85), Critical (< 0.70).

Cleaning

925 pages dropped (916 where raw text exceeded rendered, a failed render, plus 9 blank). Removed as data-quality failures, not content gaps.

GLOSSARY

AI crawler

An automated agent that fetches pages for an AI platform (GPTBot, ClaudeBot, PerplexityBot). Unlike browsers, they don't run JavaScript.

`text_ratio`

The share of a page's visible text present in raw HTML: $\text{raw_text_chars} \div \text{rendered_text_chars}$. 1.0 is parity; 0.5 means half the content is JS-only.

AI Visibility Gap

The content AI crawlers can't read ($1 - \text{text_ratio}$). On the median Fortune 500 page, 27.1%.

Critical tier

A domain whose typical page shows AI crawlers less than 70% of its content. 45.2% of Fortune 500 domains fall here.

ABOUT ALLI AI

Alli AI is the world's only Onpage SEO automation platform. A 15-minute install lets agencies, ecommerce teams, and enterprises deploy thousands of SEO changes across every page they own. No developer ticket, no codebase access.

Alli's AI Search Visibility Engine detects AI-crawler requests at the edge and serves pre-rendered HTML to them, while everything else is served as normal. Sites typically become accessible to GPTBot, ClaudeBot, and PerplexityBot within 48 hours.

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