

How citable are the UK's fastest-growing tech companies to AI search?

On 11 October 2026 we scored 47 of the 50 companies on the Deloitte UK Technology Fast 50 2025 for how likely AI engines are to quote their websites.

47 of 50

company websites scored

67

median Rubric score

47

median Trusted score, the
weakest pillar

41 of 47

fail the named-author check
on most pages

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How to read this paper. Figures come from GoGoChimp's Rubric crawl of 11 October 2026, scoring version 2026-10-11. Any other source is named where it's used. Rubric scores pages from 0 to 100, and 70 is the line at which a page counts as quotable. Rubric predicts citability, it doesn't count citations. Companies are named only for what they do well. The lowest scorers are never named. This study is independent. It isn't affiliated with or endorsed by Deloitte.

We scored 47 of the 50 companies on the Deloitte UK Technology Fast 50 2025 for AI citability. Their median was 67 out of 100. Trusted, the part of the score that looks for named authors and outside sources, came out weakest, at 47.

Crawled: 11 October 2026 · **Sample:** Deloitte UK Technology Fast 50 2025 · **Tool:** Rubric, GoGoChimp's AI citability auditor, scoring version 2026-10-11 · **By:** Chris McCarron, founder of GoGoChimp · **More studies:** [GoGoChimp's research library](#)

Rubric estimates how easy a site's pages are for AI engines such as ChatGPT and Perplexity to quote. It works from signals on the pages themselves and doesn't count citations. Its quotable line is 70, the score at which it rates a page easy to quote. Fourteen of the 47 companies clear it, and none reach 80.

The technical basics are fine: no scored site failed Rubric's HTTP, indexability, canonical or robots.txt checks on most of its pages. What lets these sites down is attribution. At the median company, Rubric's named-author check fails on 92% of the pages it runs on.

MAIN FINDINGS

- 01** The median score is 67, and so is the mean. Thirty-one of the 47 companies sit between 60 and 69, and the top score is 78.
- 02** Trusted is the weakest pillar, with a median of 47. Twenty-nine companies score under 50 on it, and three reach 70.
- 03** At 25 or more of the 47 companies, six checks fail on most of the pages they run on. Named authors top the list at 41 companies, then content-type schema at 36.
- 04** The homepage beats the median inner page at 45 of 47 companies, by a median of 13 points.
- 05** Twenty-four of the 47 declare no sameAs links, so nothing in their schema ties the company to its profiles on other sites.
- 06** The Fast 50's median sits almost level with Rubric's benchmark of 244 websites, which has a median of 66 and a Trusted median of 49 (crawled 7 October on the previous scoring version).
- 07** The scores held across two crawls on 11 October. For the 44 companies scored both times, the median company moved by 1 point, up or down, and none moved by more than 3.

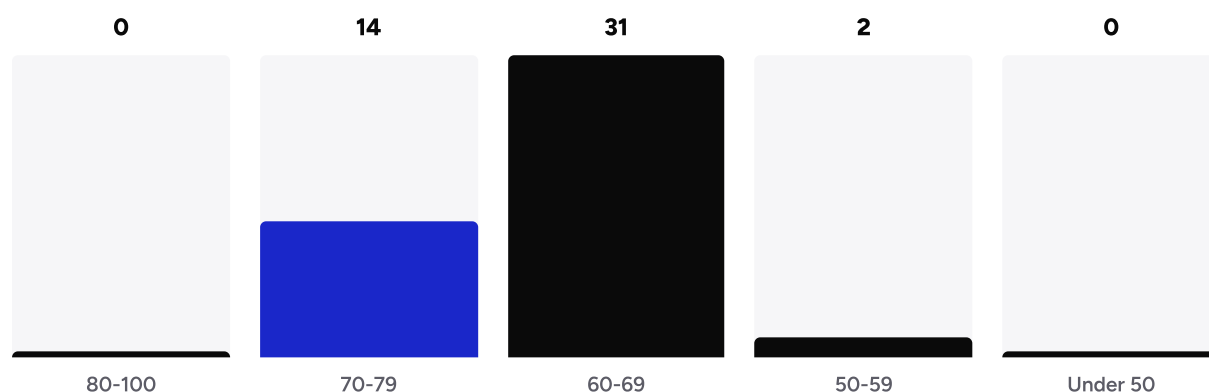
We only name companies for what they do well, and never the lowest scorers. Any company on the list can ask us for its own page-level results.

This study is independent. It isn't affiliated with or endorsed by Deloitte.

01 The median Fast 50 company scores 67 out of 100

Across the 47 companies we scored, the median score is 67 and the mean is also 67. The middle half sits between 64 and 71. We crawled up to 40 pages on each site, 1,783 pages across the 47 scored sites, and ran every page through Rubric's checks (44 in this scoring version, with the broken-link check switched off). A site's score is the average of its pages, and we only use the median to compare sites.

Fast 50 companies by score band (n=47)



14 of the 47 scored companies clear the quotable line of 70, and none reach 80. The top score is 78. Source: GoGoChimp Rubric crawl of 11 October 2026, scoring version 2026-10-11, up to 40 pages per site.

SCORE BAND	COMPANIES
80 to 100	0
70 to 79	14
60 to 69	31
50 to 59	2
Under 50	0

Thirty-three of the 47, seven in ten, score below 70. In [Rubric's benchmark of 244 websites](#), crawled on 7 October 2026, 77% did. So a slightly bigger share of the Fast 50 clears the line. The benchmark covers online shops, blogs and publishers, SaaS companies and other businesses. The medians, 67 and 66, are almost level, and the samples differ, so that's as far as the comparison goes.

In GoGoChimp's 11 October 2026 crawl, seven in ten of the Deloitte UK Technology Fast 50 2025 companies we scored, 33 of 47, fell below Rubric's quotable line of 70.

Split by Deloitte's own sector labels, the 20 B2B or B2B2C software companies have a median of 67.5 and the 16 fintechs 66. That's a small gap for groups this size. The environmental technology and B2C software groups have four companies each, and that's too few to compare.

02 Trusted is the weakest pillar, with a median of 47

Twenty-nine of the 47 companies score under 50 on Trusted, and only three reach 70. Rubric sorts its checks into three pillars and gives each its own score. Trusted is the one that asks for evidence: named authors, links to outside sources, sourced statistics and freshness.

Median pillar score, 47 companies



Trusted is the only pillar with a median below 70. 29 of the 47 companies score under 50 on it, and three reach 70. Source: GoGoChimp Rubric crawl of 11 October 2026, scoring version 2026-10-11, up to 40 pages per site.

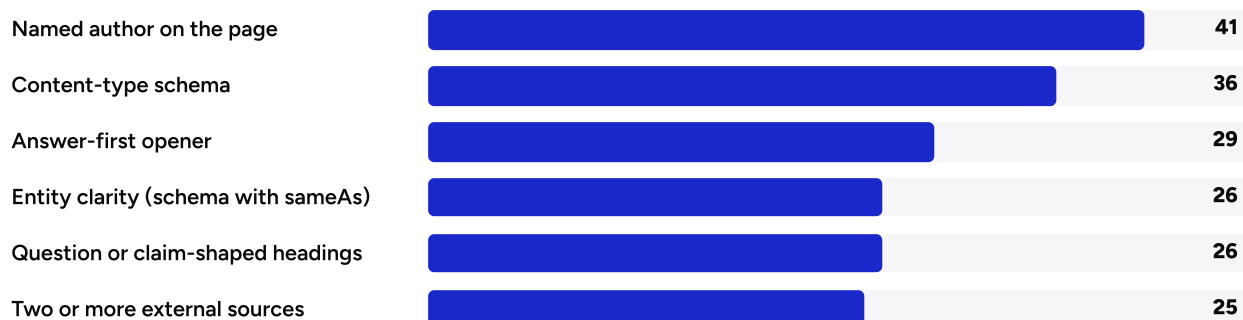
PILLAR	WHAT IT ASKS	MEDIAN	COMPANIES AT 70+	COMPANIES UNDER 50
Known	Can an engine tell what a page is and who's behind it?	72	24	0
Findable	Can an engine reach the page and lift a clean answer from it?	73	32	0
Trusted	Does the page give an engine reasons to believe it?	47	3	29

Findable edges Known as the strongest pillar. Most of these sites use one H1 per page and put their main answer where a crawler can read it without running JavaScript. They lose their Findable points on openers and headings, and both turn up in the failing checks below.

03 Which checks do Fast 50 websites fail most often?

Named authors fail most often, at 41 of the 47 companies, then content-type schema at 36. Six of Rubric's checks fail at 25 or more of the 47. A company fails a check here when it comes back bad on more than half its applicable pages. Those are the pages the check runs on, and some checks don't run on every page.

Companies failing the check on most applicable pages (of 47)



A company fails a check when it comes back bad on more than half the pages the check runs on. Source: GoGoChimp Rubric crawl of 11 October 2026, scoring version 2026-10-11, up to 40 pages per site.

CHECK	PILLAR	COMPANIES FAILING	MEDIAN SHARE OF APPLICABLE PAGES FAILING
Named author on the page	Trusted	41 of 47	92%
Content-type schema (Article, Service and similar)	Known	36 of 47	87%
Answer-first opener (40 to 70 words)	Findable	29 of 47	62%
Entity clarity (Organization or Person schema with sameAs)	Known	26 of 47	77%
Question- or claim-shaped H2 and H3 headings	Findable	26 of 47	54%
Two or more external source links	Trusted	25 of 47	55%

Named authors are the clearest gap. Rubric treats a named author as a trust signal: a real person who stands behind the page and can be checked.

In GoGoChimp's 11 October 2026 crawl, 41 of the 47 Deloitte UK Technology Fast 50 2025 companies we scored failed Rubric's named-author check on more than half the pages it applied to.

The 40 to 70 word answer-first opener is our house standard, and no engine requires it. The check asks whether a page opens with a self-contained answer that could be quoted on its own. Our guide to [content grounding in AI search](#) shows how to write sentences an AI answer can rest on.

None of the 47 failed Rubric's HTTP, indexability, canonical, robots.txt, internal linking or alt-text checks on most of their pages.

04 Homepages outscore the rest of the site at 45 of 47 companies

At 45 of the 47 companies, the homepage beats the site's median inner page, by a median of 13 points. The median homepage scores 80 and the median inner page 67. A check that stops at the homepage flatters almost every site on the list.

Median score, homepage against inner pages

Homepage		80
Median inner page		67

The homepage beat the site's median inner page at 45 of the 47 companies, by a median of 13 points. Source: GoGoChimp Rubric crawl of 11 October 2026, scoring version 2026-10-11, up to 40 pages per site.

My read is that the homepage is the page everyone fusses over. A buyer with a specific question usually lands on an inner page, like a product page or a guide. That's where these sites score lower. We've seen the same pattern in [our benchmark of SEO agency websites](#).

In GoGoChimp's 11 October 2026 crawl, the homepage outscored the median inner page at 45 of the 47 Deloitte UK Technology Fast 50 2025 companies we scored, by a median of 13 points on Rubric.

05 Most of the Fast 50's dated articles are more than a year old

Of the 169 dated articles we crawled, 87 are more than a year old, and the median one is 370 days old. Rubric's crawler labelled 197 pages across the 47 sites as articles, such as blog posts and guides. Of those, 169 carry a date. Because the crawl stops at 40 pages, a site's newest posts aren't always in it.

Seer Interactive's June 2025 log study looked at three ChatGPT bots. Nearly 65% of their hits were on content published within the past year ([Seer Interactive, 2025](#)). That's a count of what the bots fetched. It says nothing about what ChatGPT cited, and it's correlational. It backs Rubric's freshness check without proving that engines prefer newer pages.

06 Some sites serve schema that crawlers without JavaScript can't see

In our second crawl, two of the 47 companies had schema that only appeared once JavaScript ran, on 2 and 6 pages. Earlier the same night, in the first crawl, three companies showed it, on 2, 13 and 15 pages. Rubric spots it by comparing each page's raw HTML with a rendered copy.

The likeliest cause is timing. Whether a script finishes before the renderer takes its copy varies from one fetch to the next. So treat this as a check to run on your own site, and don't lean on the counts.

Vercel's December 2024 analysis found that "none of the major AI crawlers currently render JavaScript", OpenAI's crawlers, ClaudeBot and PerplexityBot included ([Vercel and MERJ, 2024](#)). A crawler that doesn't run JavaScript never sees schema a script adds. Our guide to [which AI crawlers to allow, and whether they render JavaScript](#) goes further on the crawler side.

Eight of the 47 don't have schema on any page we crawled.

07 Twenty-four of the 47 companies declare no sameAs links

Of the 47 companies, 24 don't declare any sameAs links in their schema, and two link a Wikidata entry. A sameAs link sits in Organization schema. It declares that a profile elsewhere, such as the company's LinkedIn or Crunchbase page, belongs to the same company. Rubric's entity-clarity check looks for it.

Sixteen of the 47 publish an lms.txt file, a proposed plain-text summary of a site written for AI tools. Rubric checks for it but doesn't score it.

08 Blocking AI training bots doesn't hide a site from AI search

Blocking AI training crawlers doesn't block the search bots, because the vendors run the two as separate bots. Lottie (#3 on the Fast 50) blocks six of the 15 AI crawlers Rubric checks in robots.txt, all of them training or data crawlers, GPTBot and ClaudeBot among them. It lets through the bots that fetch pages for AI search answers, including OAI-SearchBot ([OpenAI](#)), PerplexityBot ([Perplexity](#)) and Googlebot ([Google](#)). It scores 73, joint sixth on the list.

OpenAI and Anthropic both describe GPTBot and ClaudeBot as training crawlers ([OpenAI](#), [Anthropic](#)). Of the 15 AI crawlers Rubric checks, Lottie was the only company on the list to block any outright in robots.txt. It's the split to copy if you want your content kept out of model training but still reachable by AI search. Block the training crawlers by name and leave the search bots alone.

In GoGoChimp's 11 October 2026 crawl of the Deloitte UK Technology Fast 50 2025, Lottie was the only company to block any of the 15 AI crawlers Rubric checks outright in robots.txt, and it blocked training crawlers such as GPTBot and ClaudeBot while letting the AI search bots through.

We also sent the sites test requests from our own IP address, labelled with AI and search bots' user agents. One site refused all six AI and search bot user agents we sent, Googlebot included. Another refused only Googlebot and Bingbot, which looks like a firewall turning away search bots it can't verify. A third refused only ClaudeBot, Anthropic's training crawler. The engines' own verified addresses may get a different response, so treat these as signals to check. None of them proves a block.

09 Which Fast 50 companies scored highest, and why?

Summize leads on 78. City Unscripted and Econic Technologies follow on 75, and Under The Doormat and ValStream are level on 74. Econic has the highest Trusted score in the sample and City Unscripted the second highest. The scores reflect page markup and structure on the crawl date. They don't judge the companies' products.

The five highest-scoring Fast 50 companies

Summize		78
City Unscripted		75
Econic Technologies		75
Under The Doormat		74
ValStream		74

Top performers only. We never name the lowest scorers. Scores reflect page markup and structure on the crawl date, not the companies' products. Source: GoGoChimp Rubric crawl of 11 October 2026, scoring version 2026-10-11, up to 40 pages per site.

Summize (78, #10 on the Fast 50) has the sample's highest Known score, 91. It links to outside sources on 34 of the 38 inner pages where that check applied.

City Unscripted (75, #5) scores 81 on Trusted. None of the schema on its 39 inner pages needs JavaScript to appear.

Econic Technologies (75, #24) scores 84 on Trusted. It names an author on 29 of the 37 inner pages where that check applied, and links to outside sources on all 37.

The lowest four scores are 57, 59, 60 and 60, and we haven't named those companies.

10 Why weren't three of the companies scored?

Two of the three served our crawler a firewall challenge page on most of their URLs. On the third, only the homepage was crawlable. We leave a site unscored when most of its pages are challenge pages or the crawl can't get past the homepage. Neither gives a fair read of the site.

SITE	WHAT HAPPENED
1	A challenge page ("Just a moment") on 37 of 40 URLs
2	A challenge page on the only URL we could reach
3	Only the homepage was crawlable

There's nothing on a challenge page for AI to quote. From outside, we can't see whether verified AI crawlers get the same page our crawler did. If you run one of the challenged sites, check what your firewall serves the AI search bots.

11 How did we crawl and score the sites?

We crawled all 50 company websites twice on 11 October 2026 with Rubric's audit engine, at up to 40 pages a site. We scored 47 of them. The crawls ran about an hour apart. Every figure here comes from the second, which ran on a newer scoring version, except where we compare the two crawls.

- **Sample.** The [Deloitte UK Technology Fast 50 2025](#), published 7 November 2025, which ranks UK technology companies by average revenue growth over a three-year period ([Deloitte, 7 November 2025](#)). It was the latest edition when we crawled. It represents fast-growing UK tech companies, so don't read it as UK business in general.
- **Domains.** We used the website Deloitte links for each company. For the six it doesn't link, we confirmed the domain by fetching it and checking the page title.
- **Crawl.** We ran Rubric's audit engine locally, outside the hosted Rubric service, with the broken-link check off. It reached 8 pages on one scored site, 16 on another and 25 or more on the rest.
- **Two crawls.** The second crawl's scoring version (2026-10-11) corrected how Rubric treats a robots.txt block on AI training crawlers. Before the fix, Rubric counted that as a block on AI search and capped the score. That's why Lottie couldn't be scored in the first crawl.
- **Scoring.** Rubric scoring version 2026-10-11: 44 checks across three pillars (Known, Findable, Trusted), rolled into a 0 to 100 score. A site's score is the average of its pages. We use the median only to compare sites.
- **Benchmark.** The 244-site comparison is Rubric's benchmark corpus, re-crawled on 7 October 2026 at the same 40-page cap on the previous scoring version (2026-10-01). On the 44 Fast 50 sites scored under both versions, the version change barely moved the scores. The same fix does change the benchmark's make-up, though. Eleven sites it left out on 7 October, because the old rule capped their robots.txt blocks on AI training crawlers, would now be scored, at 54 to 68 with a median of 62. So its median may slip by about a point once the whole corpus is re-crawled. It's a different sample from the Fast 50, so treat the comparison as context only.
- **What the score is not.** Rubric estimates citability from on-page, structural and technical signals. It doesn't count citations a company has already earned, and it doesn't judge the company's product.

■ How stable are the scores?

The scores barely moved between the two crawls. For the 44 companies scored both times, the median company moved by 1 point, up or down, and none moved by more than 3. The median of the 44 went from 67 to 67.5. The scoring version changed between the crawls too, so the result covers that change as well.

Across GoGoChimp's two 11 October 2026 crawls of the Deloitte UK Technology Fast 50 2025, none of the 44 companies scored both times moved by more than 3 points on Rubric.

12 How do you check your own site for the same gaps?

Start with the inner pages, because that's where these sites scored lower. Pick a product or service page and a guide. Check each for the gaps this crawl found most often: a named author, content-type schema and an answer-first opener. You'll need a browser and a few minutes a page, plus a terminal for the last step.

1. Look for a byline with a real name, then search the page source for "author".
2. Type view-source: before the URL in Chrome and search for application/ld+json. You're looking for a type that says what the page is, such as Article on a guide or Service on a service page.
3. Open the same page in the browser inspector and search again. Schema that shows there but not in view-source is added by JavaScript, so a crawler that doesn't run scripts won't see it.
4. Read the headings on their own and mark each as a question, a claim or a label. Then read the first 70 words under each and ask whether they'd make sense quoted alone.
5. Count the external links in the body copy. Two is Rubric's floor.
6. Search the homepage source for "sameAs" and count the profiles it lists.
7. Open /robots.txt and see which bots it names. A block on GPTBot or ClaudeBot opts out of training. OAI-SearchBot ([OpenAI](#)) and PerplexityBot ([Perplexity](#)) are the search bots to leave alone.
8. Request a page as a bot, such as `curl -A "OAI-SearchBot" https://www.example.com/`, and see whether you get the page or a challenge. A refusal isn't proof the real bot is blocked, because your request doesn't come from its network.

If you'd rather not do it by hand, [run a free Rubric audit](#) on your own site. There's no sign-up, and it takes about a minute. Compare its failing checks with the six in the table above. Don't set its headline score against ours. Your audit may read a different number of pages from our 40, and that alone can shift the score.

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- Per-site scores: not published. Any company on the list can request its own results.



ABOUT THE AUTHOR

Chris McCarron founded GoGoChimp in Glasgow in 2013 and has 13 years of conversion rate optimisation experience. He was previously Head of Growth at Roadtrippers and FOMO, and he wrote *CITED*, a book on getting your business recommended by AI search.

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ABOUT RUBRIC

Rubric is GoGoChimp's AI-citability auditor. It crawls a site the way AI crawlers read it and runs 44 checks across three pillars, Known, Findable and Trusted, weighted for six AI engines: ChatGPT, Perplexity, Google AI Overviews, Gemini, Microsoft Copilot and Claude.

Rubric predicts citability, it doesn't count citations. 70 is the quotable line.



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