MONTHLY DATA BRIEF · OCTOBER 2026

Almost every business site lets AI in. **44% of sites** never say whose business it is.

What we read on 952 business websites in Singapore, 2 October 2026 to 20 October 2026.

8 trades · no business named · no ranking promise

01

The door is open

884 of 895 sites let the crawlers AI answer engines send fetch their pages.

02

The name is missing

380 of 855 never declare in their code which business the page is about.

03

The hours are hidden

253 of 318 sites give no opening hours an assistant can quote.

WHAT OCTOBER 2026 SHOWED

AI can reach the site. What it finds there is often too thin to quote

We read 952 business websites in Singapore in October 2026, the way an AI assistant reads them. Each line gives its own count, because not every check could run on every site.

No change claimed. Fewer than 30 of these sites were also read in September 2026, so this issue says where October 2026 stands, not how it moved.

56%
475 of 855

The business declared in markup

Without it, an assistant has to guess from the prose whose page it is reading. A guess is where a business gets left out of the answer.

99%
884 of 895

AI answer engines can reach the site

The crawlers that ChatGPT, Perplexity and Google send can fetch the pages. On these sites the door is not the problem.

53%
120 of 228

Prices a machine can read

Of the sites that show prices, the share that list them in a form a machine can lift straight into an answer.

25%
61 of 246

A price stated in text

People now ask an assistant what a first visit costs. Only a page that says it in words can be quoted.

20%
65 of 318

Opening hours in markup

"Are they open on Sunday?" An assistant can answer only from opening hours written into the page's code.

48%
153 of 318

A tap-to-call number

A number a reader can tap straight from the answer or the page: the shortest road from a question to a call.

> **WHAT THIS MEANS FOR A BUSINESS**
>
> An assistant answers from what a page states plainly. A site that lets AI in but never says, in a form a machine can read, whose business it is, what it costs and when it is open, is read and leaves the assistant little to quote.

SCAN MONTH
October 2026

REGION
Singapore

SAMPLE
952 sites, each counted once at its newest scan of the month

METHOD
A crawler-style read of public pages, without running JavaScript

LIMIT
A site where a check could not run is left out of that line, never counted as a fail

SOURCE
AlqSight scans; aggregate only, no business named. Rubric: aiqsight.com/rubric/

WHAT TO DO

Three things an owner can do this month, without an agency

Each comes from a line most sites in this issue miss, and each can be done by the owner or by whoever already maintains the site.

1 **Say who you are, in the code**

380 of 855 sites do not declare the business in structured data. Ask for an Organization or LocalBusiness label on the homepage with the name, address, phone and trade, then check it in Google's Rich Results Test.

2 **Write a price in words**

185 of 246 sites we read state no price in their text. One sentence on the service page, "from" and a figure, answers the question people now type into ChatGPT and Google AI Mode.

3 **Put your opening hours where a machine reads them**

253 of 318 sites give no opening hours in their code. The same label as step one carries them; most website builders have a field for it.

> **A TEST YOU CAN RUN ALONE, IN TWO MINUTES**
>
> Ask ChatGPT or Google AI Mode for three businesses like yours near your district, and read what it says about you. A missing name is an observation, not a diagnosis; a scan says why.

Every month we read the websites of businesses the way an AI assistant does, and publish what we find. This month is simple: the door is open, but the sign on it is often missing. A business that says in its code who it is, what it charges and when it opens gives an assistant something to quote, and that work can start this week. Our free scan runs the same checks on your own site, with no sign-up, at aiqsight.com.

Olivier Jobert, founder

AIqSight · hello@aiqsight.com

> **WHAT TO WATCH NEXT MONTH**
>
> From the next issue we read the same sites again each month, so a change in a line is a change on the same websites. We will watch whether "opening hours in markup" moves from 20%, the lowest line this month.

The sample this month

Renovation firms 257 · Accounting firms 192 · Physio clinics 143 · Law firms 109 · Dental clinics 103 · Property agencies 88 · Aesthetic clinics 55 · Other trades 5. Trades were picked from public business listings; a sample of businesses that have a website, not a census of a trade.

How we count

The business declared in markup: check EN1. AI answer engines can reach the site: check AI1. Prices a machine can read: check OF1, sites with an offer page that shows prices. A price stated in text: text read of the page. Opening hours in markup: the structured data in the page, read with its text. A tap-to-call number: text read of the page. Every figure is counted from our scan output; no survey and no borrowed statistic. Lines measured on fewer than 100 sites are left out.

What we did not measure

Rankings, traffic, enquiries, and what AI systems actually answer about a business. A line here is a reading of websites, not a verdict on the businesses. Previous issue: Quarterly brief Q4 2026, aiqsight.com/data-brief/. Every check: aiqsight.com/rubric/