

QUARTERLY DATA BRIEF · Q4 2026

98% of business sites let AI crawlers in. 45% of sites never say which business the page is about.

What we measured on 548 business websites in Singapore and Hong Kong, 13 September 2026 to 10 October 2026.

502 Singapore · 46 Hong Kong · 10 trades · no sign-up · no ranking promise

01

The door is open

539 of 548 sites allow the crawlers AI answer engines use to fetch the pages they cite.

02

The name is missing

246 of 548 do not declare the business in their code. Their median AI score is 61, against 78.7.

03

Hong Kong reads worse

Median AI score 67.4 in Hong Kong, 72.1 in Singapore (Hong Kong: 46 sites, scanned in September).

We count what a machine can read on a site, not where it ranks

Every figure in this brief comes from our own scans of public websites. No survey, no borrowed statistic, and no business is named.

What a scan is

Our scan reads 5 pages of a site, starting from the homepage, the way a crawler does: over HTTPS, from our server, without running JavaScript. It runs 104 checks and turns them into two scores from 0 to 100.

Search measures how well search engines can find, read and trust the site. **AI visibility** measures how well the systems behind ChatGPT, Google AI Mode or Perplexity can read it and tell whose business it is.

How the sites were chosen

We picked sites by trade from public business listings and web indexes, then scanned each once. A site scanned twice counts at its newest scan. This is a sample of businesses that have a website, not a census of a trade.

A score is published only when enough checks could run. 63 of 611 sites fell short and are left out of every median.

THE SAMPLE: SITES WITH BOTH SCORES, OF SITES SCANNED

TRADE	SINGAPORE	HONG KONG	SCANNED
Restaurants	20 of 20	8 of 10	13 September 2026
Dental clinics	73 of 77	10 of 10	13 September 2026 to 3 October 2026
Law firms	54 of 59	9 of 10	14 September 2026 to 3 October 2026
Medical clinics	19 of 20	9 of 10	14 September 2026
Beauty salons	16 of 20	10 of 10	17 September 2026
Aesthetic clinics	52 of 55	–	2 October 2026
Renovation firms	35 of 40	–	2 October 2026
Accounting firms	94 of 104	–	9 October 2026 to 10 October 2026
Property agencies	68 of 88	–	9 October 2026 to 10 October 2026
Physio clinics	71 of 78	–	9 October 2026 to 10 October 2026
All trades	502 of 561	46 of 50	13 September 2026 to 10 October 2026

What we held back

T4, P2, P3, S4: rules we corrected on 18 September 2026; counted only for sites scanned after that date. **I3:** depends on which pages the scan happened to sample, so its rate would claim more than it measures. Not counted anywhere.

What we did not measure

Rankings, traffic, enquiries, and what AI systems actually answer about a business. A low score is a reading of the site, not a verdict on the business.

539 of 548 sites let AI crawlers in. The door is not the problem

When an AI answer leaves a business out, a locked door is rarely why. In this sample it was the reason 9 times.

539 / 548 ALLOW THE AI CRAWLERS THAT FETCH PAGES TO CITE	539 / 548 LET SEARCH ENGINES CRAWL THE SITE	207 / 548 PUBLISH AN LLMS.TXT GUIDE FOR AI SYSTEMS
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robots.txt (the file that tells crawlers which pages they may fetch) was open to the crawlers AI answer engines send to read the pages they cite on all but 9 of 548 sites. Search engine crawlers were let in on 539.

What waits behind the door is another matter. 38% of sites publish an llms.txt (a short plain-text guide to the site, written for AI systems), and the next three findings are about what the crawlers find once inside: whether the page says which business it is, how the two cities compare, and whether the facts people ask about are written down.

In other words: the welcome mat is out. The house has no name on it.

WHAT IT MEANS FOR YOU

Do not pay anyone to unblock AI crawlers unless a scan shows they are blocked. Spend the effort on what they read once they arrive.

SCAN DATES 13 September 2026 to 10 October 2026	REGION Singapore and Hong Kong	SAMPLE 548 sites with both scores published, of 611 scanned
METHOD robots.txt read for each AI citation crawler (check AI2) and for search engines (T13); llms.txt fetched and parsed (L1)	LIMIT A crawler allowed in robots.txt can still be refused by a firewall or bot protection; we did not test that	SOURCE AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric

45% of sites never say which business the page is about

Sites that do score a median 78.7 on AI visibility. Sites that do not score 61.

246 / 548

DO NOT DECLARE THE BUSINESS IN THEIR CODE

78.7 vs 61

MEDIAN AI SCORE, DECLARED AGAINST NOT

10 points

WHAT THE FIX ALONE IS WORTH, AT THE MEDIAN



Median AI visibility score out of 100. Declared: 302 sites; not declared: 246. Singapore 283 and 219; Hong Kong 19 and 27.

Structured data (labels in the page code that tell a machine "this is an accountancy firm, this is its address") lets an AI system match a page to a business without guessing. Our check looks for one such label naming the business as the main subject of the homepage.

The gap is 17.7 points. Our scorer puts the label itself at a median 10 points; the rest travels with the other things careful sites also tend to do. So the label does not close the whole gap on its own, but it is a single change to the site's code, made once.

WHAT IT MEANS FOR YOU

Ask whoever maintains your site one question: does the homepage declare the business, with its name, address and trade, in structured data? Google's Rich Results Test shows the answer in a minute.

SCAN DATES 13 September 2026 to 10 October 2026 METHOD Check EN1: structured data on the homepage that says what the site is (Organization, LocalBusiness or a subtype). Fix value: the scorer's points if fixed alone	REGION Singapore and Hong Kong LIMIT A difference in medians, not a controlled test: sites that declare themselves differ in other ways too	SAMPLE 548 sites with both scores published SOURCE AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric
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Hong Kong sites read worse to AI than Singapore's, by 4.7 points at the median

Median AI visibility is 67.4 in Hong Kong and 72.1 in Singapore. Hong Kong trails in 4 of the 5 trades we read in both cities.

67.4	72.1	66.7	71.7
MEDIAN AI SCORE, HONG KONG (46 SITES)	MEDIAN AI SCORE, SINGAPORE (502 SITES)	MEDIAN SEARCH SCORE, HONG KONG	MEDIAN SEARCH SCORE, SINGAPORE

MEDIAN AI VISIBILITY SCORE BY TRADE, IN BOTH CITIES

TRADE	SINGAPORE SITES	SINGAPORE MEDIAN	HONG KONG SITES	HONG KONG MEDIAN
Restaurants *	20	74.4	8	69.3
Dental clinics	73	75.3	10	66.3
Law firms *	54	75.1	9	60.8
Medical clinics *	19	81.6	9	60.5
Beauty salons	16	71.2	10	71.2

* Fewer than 10 sites with both scores in one city: read the row as an indication, not a ranking.

Much of the gap is the label from finding 2. In Hong Kong, 27 of 46 sites do not declare the business in their code (59%); in Singapore, 219 of 502 (44%).

That is good news for a Hong Kong owner. The difference sits mostly in labels a developer can add, not in the quality of the business or of its writing.

WHAT IT MEANS FOR YOU

If you serve customers in both cities, or compete with Singapore firms for regional work, check the label first. It is the cheapest point of difference in this data.

SCAN DATES Hong Kong 13 September 2026 to 17 September 2026; Singapore 13 September 2026 to 10 October 2026	REGION Hong Kong and Singapore, compared	SAMPLE Hong Kong 46 of 50 scanned; Singapore 502 of 561
METHOD Median of each site's AI visibility score; trades compared only where both cities were scanned	LIMIT Hong Kong was scanned in September only, about 10 sites per trade; Singapore includes October trades Hong Kong does not have	SOURCE AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric

Few sites write down a price where a machine can read it

Of 385 sites whose text we read, 94 state a price in words. Most offer a way to call or message instead.

WHAT THE TEXT SAYS, BY TRADE AND CITY (SITES WITH THE FACT / SITES READ)

TRADE AND CITY	PRICE IN TEXT	HOURS IN CODE	BUSINESS IN CODE	WHATSAPP LINK	TAP TO CALL
Restaurants, Singapore	5/19	11/19	18/19	3/19	4/19
Restaurants, Hong Kong *	3/8	0/8	0/8	2/8	2/8
Dental clinics, Singapore	2/16	5/16	4/16	11/16	13/16
Dental clinics, Hong Kong *	0/8	2/8	1/8	6/8	5/8
Law firms, Singapore	7/19	–	16/19	11/19	17/19
Law firms, Hong Kong	0/10	–	1/10	5/10	2/10
Medical clinics, Singapore	2/20	15/20	19/20	18/20	17/20
Medical clinics, Hong Kong	0/10	0/10	1/10	9/10	6/10
Beauty salons, Singapore	10/19	4/19	6/19	13/19	6/19
Beauty salons, Hong Kong	4/10	1/10	2/10	10/10	5/10
Aesthetic clinics, Singapore	9/49	11/49	20/49	42/49	23/49
Renovation firms, Singapore	7/36	7/36	11/36	31/36	17/36
Accounting firms, Singapore	24/93	23/93	27/93	50/93	54/93
Property agencies, Singapore	–	6/72	10/72	51/72	22/72
Physio clinics, Singapore	21/68	18/68	21/68	59/68	37/68

* Fewer than 10 sites read. A dash: that trade's reading did not record the fact.

Someone who asks ChatGPT what a first visit costs can only be answered from a page that says it.

WHAT IT MEANS FOR YOU

Write one price range and your hours in plain words on the page that describes the service. A range is enough.

SCAN DATES 13 September 2026 to 10 October 2026	REGION Singapore and Hong Kong	SAMPLE 457 sites whose text we read, of 611 scanned
METHOD The text a crawler receives, read for each fact; markup facts from the JSON-LD on the page	LIMIT Not every trade's reading recorded every fact; regulated trades may restrict how prices are shown	SOURCE AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric

The checks most sites fail are housekeeping

The home page also answers at /index.html (97%), the server is slow to send the first byte (95%), the main image is not preloaded (89%). None needs a new website.

MEDIAN SCORES BY TRADE

TRADE	SINGAPORE SITES	SEARCH	AI	HONG KONG SITES	SEARCH	AI
Restaurants *	20	68.3	74.4	8	65.3	69.3
Dental clinics	73	74.1	75.3	10	69.7	66.3
Law firms *	54	73.7	75.1	9	58.8	60.8
Medical clinics *	19	76.6	81.6	9	64	60.5
Beauty salons	16	69.5	71.2	10	70.1	71.2
Aesthetic clinics	52	71.3	73.1	–	–	–
Renovation firms	35	68.9	68.3	–	–	–
Accounting firms	94	69.5	72.7	–	–	–
Property agencies	68	67.3	66.2	–	–	–
Physio clinics	71	73.2	72.1	–	–	–

* Fewer than 10 sites with both scores in one city. A dash: not scanned in that city.

THE EIGHT MOST FAILED CHECKS

CHECK	WHAT IT FINDS	SITES	SHARE
T4	The home page also answers at /index.html	402/413	97%
HD7	The server is slow to send the first byte	521/548	95%
P3	The main image is not preloaded	367/413	89%
O10	No visible date on the pages	474/548	86%
O9	Images without a text description	471/548	86%
HD4	No Referrer - Policy header	455/548	83%
P4	Images without set dimensions	451/548	82%
S4	Articles not labelled as articles	332/413	80%

SCAN DATES

13 September 2026 to 10 October 2026

REGION

Singapore and Hong Kong

SAMPLE

548 sites with both scores published, of 611 scanned

METHOD

Share of sites where a check did not pass (warn or fail), over the sites it could be counted on

LIMIT

Checks corrected on 18 September 2026 are counted only after it, so their sample is smaller

SOURCE

AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric

Three things you can do this month without an agency

Each comes from a check most sites in this brief fail, and each can be done by the owner or by whoever already maintains the site.

- 1 Say who you are, in the code**
246 of 548 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 range and your hours in words**
94 of 385 sites we read state a 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 Show a date on pages that change**
474 of 548 sites show no visible date. A reader, person or machine, cannot tell whether a price or a rule is still current. "Updated" and a month is enough.

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.

Our free scan runs the same 104 checks on one site in about ten seconds, with no sign-up, at aiqsight.com. The Dual-Score Audit lists every check for one site with the fix for each. The next brief, for Q1 2027, adds the trades we scan this quarter.

Olivier Jobert, founder

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SCAN DATES

13 September 2026 to 10 October 2026

REGION

Singapore and Hong Kong

SAMPLE

548 sites with both scores published, of 611 scanned

METHOD

Actions chosen from the most failed checks that an owner can act on without a developer project

LIMIT

We make no promise about rankings, traffic or AI answers; these are readings of the site

SOURCE

AlqSight scans, rubric 0.2.0; aggregate only, no business named. Rubric: aiqsight.com/rubric