Sample report. The business, the answers and every number below are invented to show the layout.

Fernhill Ovens

https://fernhill-ovens.example/ | UK | Measured 13 November 2026

9%

of AI answers named Fernhill Ovens
(9 of 95 answers to buyer questions)

ChatGPT	■■□□□□□□□□□□	2 of 24
Gemini	■□□□□□□□□□□□	1 of 23
Claude	■□□□□□□□□□□□	1 of 24
Perplexity	■■■■■□□□□□□□	5 of 24

We asked 12 questions a buyer in your category (wood-fired pizza ovens) would ask an AI assistant, without naming Fernhill Ovens, on 4 assistants, 2 times each. The number above is how often the answer named you.

Key findings

- Fernhill Ovens was named in 9 of 95 answers (9%) to buyer questions that did not mention it.
- Strongest on Perplexity (5 of 24), weakest on Claude (1 of 24).
- The name that came up most was Flint & Flue, in 68 of 95 answers (62 of them without you), followed by Northfold, Kesswick Ovens.
- The site the assistants read most often was ovenreview.example (68 of 95 answers). They read or cited your own pages in 4.
- robots.txt blocks crawlers that fetch pages for live answers: PerplexityBot.

Question by question

Each question was asked 2 times on each assistant. Every box is one answer. A filled box is an answer that named you or linked to your site.

#	Buyer question	ChatGPT	Gemini	Claude	Perplexity
1	What's the best wood-fired pizza oven I can buy in the UK for under £300?	□□ 0 of 2	□□ 0 of 2	□□ 0 of 2	■■ 2 of 2
2	Can you recommend a compact pizza oven as a gift for my partner?	□□ 0 of 2	□□ 0 of 2	□□ 0 of 2	□□ 0 of 2
3	Which British pizza oven makers offer a repair service?	□□ 0 of 2	■□ 1 of 2	□□ 0 of 2	□□ 0 of 2
4	I want a pizza oven that will last ten years. Which brands should I look at?	□□ 0 of 2	□□ 0 of 2	□□ 0 of 2	□□ 0 of 2
5	Where can I get a pizza peel engraved with a name in the UK?	■■ 2 of 2	□□ 0 of 2	□□ 0 of 2	■□ 1 of 2

#	Buyer question	ChatGPT	Gemini	Claude	Perplexity
6	What are good small independent pizza oven makers in England?	0 of 2	0 of 2	0 of 2	0 of 2
7	Best portable wood-fired pizza ovens right now?	0 of 2	0 of 1	0 of 2	0 of 2
8	Which pizza oven brands ship to the EU from the UK without big fees?	0 of 2	0 of 2	0 of 2	2 of 2
9	What's a good pizza oven for a 40th birthday present, around £250?	0 of 2	0 of 2	0 of 2	0 of 2
10	Names a competitor What are some alternatives to Northfold ovens that are made in the UK?	0 of 2	0 of 2	0 of 2	0 of 2
11	Names a competitor Flint & Flue vs other handmade pizza oven brands: which is better value?	0 of 2	0 of 2	1 of 2	0 of 2
12	Names a competitor Is there anything like Kesswick Ovens but cheaper?	0 of 2	0 of 2	0 of 2	0 of 2

1 request to an assistant failed and is left out of the totals. That cell shows fewer runs, or n/a when every run failed.

Assistant by assistant

Why the assistants differ: whether each one searched the web, how many pages it read, how often yours were among them, and whether you then made it into the answer.

Assistant	Pages per answer	You in answer	What this means
ChatGPT	2 cited	2 of 24	When it cites your pages you are in the answer in 1 of 1. The gap is being found: in the other answers it leaned on ovenreview.example (16) and pizzaforum.example (9). It works from a short list of pages, so the two or three sites it picks take most of the mentions.
Gemini	2 cited	1 of 23	The gap is being found: in the other answers it leaned on ovenreview.example (18) and gardenkitchen-guide.example (9). It works from a short list of pages, so the two or three sites it picks take most of the mentions.
Claude	2 cited	1 of 24	The gap is being found: in the other answers it leaned on ovenreview.example (18) and gardenkitchen-guide.example (9). It works from a short list of pages, so the two or three sites it picks take most of the mentions.
Perplexity	2.1 cited	5 of 24	When it cites your pages you are in the answer in 3 of 3. The gap is being found: in the other answers it leaned on ovenreview.example (14) and pizzaforum.example (9). It works from a short list of pages, so the two or three sites it picks take most of the mentions.

Pages per answer is the average over the answers that searched: "read" where the assistant reports the pages it fetched, "cited" where it reports only the pages it quoted. Each line is computed from the counts, not written by a model.

Who else the assistants name

"Named in" counts every answer that gave the name. "Without you" counts the answers that gave it and left you out.

Name	Named in	Without you	Assistants
Flint & Flue	68 of 95	62 of 86	ChatGPT, Gemini, Claude, Perplexity
Northfold	67 of 95	61 of 86	ChatGPT, Gemini, Claude, Perplexity
Kesswick Ovens	49 of 95	44 of 86	ChatGPT, Gemini, Claude, Perplexity
Tidewell	41 of 95	37 of 86	ChatGPT, Gemini, Claude, Perplexity
Marlow Stoveworks	40 of 95	35 of 86	ChatGPT, Gemini, Claude, Perplexity
Brackenridge	20 of 95	19 of 86	ChatGPT, Gemini, Claude, Perplexity

Questions where you never appeared

- Can you recommend a compact pizza oven as a gift for my partner?
  Recommended instead: Northfold, Flint & Flue, Kesswick Ovens, Tidewell
- I want a pizza oven that will last ten years. Which brands should I look at?
  Recommended instead: Northfold, Kesswick Ovens, Flint & Flue, Tidewell
- What are good small independent pizza oven makers in England?
  Recommended instead: Northfold, Kesswick Ovens, Flint & Flue, Marlow Stoveworks
- Best portable wood-fired pizza ovens right now?
  Recommended instead: Flint & Flue, Northfold, Tidewell, Kesswick Ovens
- What's a good pizza oven for a 40th birthday present, around £250?
  Recommended instead: Northfold, Flint & Flue, Tidewell, Kesswick Ovens
- What are some alternatives to Northfold ovens that are made in the UK?
  Recommended instead: Flint & Flue, Tidewell, Marlow Stoveworks, Kesswick Ovens
- Is there anything like Kesswick Ovens but cheaper?
  Recommended instead: Flint & Flue, Northfold, Tidewell, Marlow Stoveworks

Pages the assistants read

AI answers are assembled from pages the assistant retrieves. These are the sites the assistants read or cited most often, and under each site the pages read in more than one answer. Your own site was among them in 4 of 95 answers.

Site	Read in	Assistants
ovenreview.example ovenreview.example/guide-3 (24) ovenreview.example/guide-0 (19) ovenreview.example/guide-2 (16)	68 of 95	ChatGPT, Gemini, Claude, Perplexity

Site	Read in	Assistants
pizzaforum.example pizzaforum.example/guide-3 (13) pizzaforum.example/guide-1 (12) pizzaforum.example/guide-2 (7)	37 of 95	ChatGPT, Gemini, Claude, Perplexity
gardenkitchen-guide.example gardenkitchen-guide.example/guide-0 (12) gardenkitchen-guide.example/guide-2 (12) gardenkitchen-guide.example/guide-1 (9)	35 of 95	ChatGPT, Gemini, Claude, Perplexity
ovenbuilders-directory.example ovenbuilders-directory.example/guide-2 (9) ovenbuilders-directory.example/guide-1 (6) ovenbuilders-directory.example/guide-3 (4)	23 of 95	ChatGPT, Gemini, Claude, Perplexity
giftlist.example giftlist.example/guide-0 (8) giftlist.example/guide-1 (5) giftlist.example/guide-3 (5)	22 of 95	ChatGPT, Gemini, Claude, Perplexity
fernhill-ovens.example (your site) fernhill-ovens.example/collections/ovens (4)	4 of 95	ChatGPT, Perplexity

What AI says when asked about Fernhill Ovens by name

Assistant	Knows you	What it says	Worth checking
ChatGPT	**Yes**	Describes a small Shrewsbury workshop building stainless steel wood-fired ovens by hand from about £249, with free engraving on peels.	Nothing flagged
Gemini	**Yes**	Says it sells handmade pizza ovens online.	- Says the ovens are made in Birmingham. Your site says Shrewsbury. - Says delivery is free on all UK orders. Your site says free over £150.
Claude	**No**	Says it could not find reliable information about the brand.	Nothing flagged
Perplexity	**Yes**	Describes portable and garden ovens built in Shrewsbury, with lifetime repairs and free UK delivery over £150.	Nothing flagged

"Worth checking" lists statements that differ from what your own site says. Check them before treating them as errors.

Technical readiness

Check	Status	What we found
Crawlers that fetch pages for live answers	**Fix**	robots.txt blocks: PerplexityBot. These fetch a page when someone asks a question, so blocking them keeps you out of answers.
Crawlers that collect training data	**Your call**	Blocked: GPTBot, CCBot. This is a policy choice and does not stop live answers from citing you.
Sitemap	**OK**	A sitemap was found.
Business details as structured data	**OK**	Organization or store markup found on the pages we read.
Products as structured data	**Check**	We could not find a product page to check, and the pages we read carry no Product markup. Test one of your product pages with a structured data validator.
Questions and answers as structured data	**Optional**	No FAQ markup found on the pages we read. Useful if you have a real FAQ.
AI discovery file (agents.md)	**Present**	/agents.md is served. Published measurements show most such files are rarely requested by AI crawlers, so treat this as low priority.

What to do, in order

1. Unblock PerplexityBot in robots.txt

Impact: high | Effort: low

Why: robots.txt blocks PerplexityBot, one of the crawlers that fetches pages for live answers.
How: Open robots.txt in your theme. Remove the Disallow rule under User-agent: PerplexityBot. Re-run this check a week later.

2. Get reviewed on ovenreview.example

Impact: high | Effort: medium

Why: It was cited in 68 of 95 answers and does not mention you, while Northfold and Flint & Flue are both listed.
How: Find the editor's contact on the site. Offer the Fernhill 12 on loan for a test. Send the repair-service and Shrewsbury details they can verify.

3. Add Product markup to product pages

Impact: medium | Effort: low

Why: No Product structured data was found, so assistants cannot read price and availability reliably.
How: Enable your theme's product schema or add a JSON-LD block with name, price, currency, availability and brand to each product page.

4. Write a page that answers the repair question

Impact: medium | Effort: low

Why: You were named in 1 of 8 answers to the repair-service question although you offer lifetime repairs.
How: Create a page titled 'Oven repairs and spare parts'. State what it covers, what it costs and how to book a repair. Link it from the footer and product pages.

5. Correct the 'made in Birmingham' statement

Impact: medium | Effort: medium

Why: Gemini said your ovens are made in Birmingham and that all UK delivery is free. Your site says Shrewsbury and free delivery over £150.

How: Search for where 'Birmingham' appears alongside your name. Ask those pages to correct it. State the workshop location in the first lines of your About page.

6. Join the makers thread on pizzaforum.example

Impact: medium | Effort: low

Why: A community thread listing UK makers was cited in 37 of 95 answers and does not include you.

How: Post as the maker, say what you build and where. Answer questions there instead of posting a link and leaving.

7. List the workshop in the oven builders directory

Impact: medium | Effort: low

Why: The directory was cited in 23 of 95 answers. A listing is the kind of third-party page the assistants retrieved.

How: Submit your workshop with address, oven types and the repair service. Keep the wording consistent with your site.

8. Publish an honest comparison page

Impact: low | Effort: medium

Why: For the three questions naming a competitor you appeared in 1 of 24 answers.

How: Write one page comparing your ovens with Northfold and Flint & Flue on price, steel, heat-up time and repair policy. Keep it factual.

9. Add a gift page with a clear price range

Impact: low | Effort: low

Why: You did not appear in any of the 16 answers to the two gift questions.

How: Create a 'Gifts for pizza makers' page with the £38 to £449 range, engraving and delivery times. Link it from the home page.

10. Tidy up the agents.md file

Impact: low | Effort: low

Why: Shopify already serves agents.md for the store. It is rarely requested by AI crawlers, so this comes last.

How: Replace the default content with the draft at the end of this report through a theme template.

The fixes, part 1: sites to get onto

These are the sites by other people that the assistants read most while answering your buyers' questions. Each comes with what to ask for, a message you can send as it stands and, where the site shows one, the page to send it through. Read the message once before you send it.

1. ovenreview.example

Review site. Read in 68 of 95 answers by ChatGPT, Gemini, Claude, Perplexity.
Pages read most, with the number of answers: ovenreview.example/guide-3 (24, you are not on it); ovenreview.example/guide-0 (19, you are not on it); ovenreview.example/guide-2 (16, you are not on it)
What to do: Ask the editor to test one of your ovens for the next update of this guide.
Where to send it: https://ovenreview.example/contact
The message is about: ovenreview.example/guide-3

> Hello,
>
> We are Fernhill Ovens, a small workshop in Shrewsbury that builds wood-fired pizza ovens by hand. Your guide to home pizza ovens does not include us, and we think two things would interest your readers: our ovens start at £249, and every one comes with spare parts and a lifetime repair service.
>
> Would you consider testing the Fernhill 12 for your next update? We can send one on loan and answer any question about how it is built.
>
> [your name], Fernhill Ovens

2. pizzaforum.example

Forum or community thread. Read in 37 of 95 answers by ChatGPT, Gemini, Claude, Perplexity.
Pages read most, with the number of answers: pizzaforum.example/guide-3 (13, you are not on it); pizzaforum.example/guide-1 (12, you are not on it); pizzaforum.example/guide-2 (7, you are not on it)
What to do: Post in the thread yourself, as the maker, and answer what people there ask.
The message is about: pizzaforum.example/guide-3

> Hello all, I build the ovens at Fernhill Ovens in Shrewsbury, so take this as a maker speaking. We make two wood-fired ovens by hand, a portable 12-inch and a 16-inch garden oven, in stainless steel with a stone floor. We keep spare parts for all of them and repair them for life. Glad to answer questions about how they are built or how they compare on heat-up time: ours are ready for pizza in 20 minutes.
>
> [your name], Fernhill Ovens

3. gardenkitchen-guide.example

List or guide. Read in 35 of 95 answers by ChatGPT, Gemini, Claude, Perplexity.

Pages read most, with the number of answers: gardenkitchen-guide.example/guide-0 (12, you are not on it); gardenkitchen-guide.example/guide-2 (12, you are not on it); gardenkitchen-guide.example/guide-1 (9, you are not on it)
What to do: Ask the author to consider your ovens when the article is next updated.
Where to send it: https://gardenkitchen-guide.example/contact
The message is about: gardenkitchen-guide.example/guide-0

Hello,

We build wood-fired pizza ovens by hand in Shrewsbury, from stainless steel with a stone baking floor. We read your article on outdoor ovens worth the money and noticed it has no oven that comes with a repair service. Ours do: spare parts and repairs for as long as you own the oven. Prices run from £249 to £449, with free UK delivery over £150.

If you update the article, we would be glad to be considered, and happy to answer questions.

[your name], Fernhill Ovens

4. ovenbuilders-directory.example

Directory. Read in 23 of 95 answers by ChatGPT, Gemini, Claude, Perplexity.

Pages read most, with the number of answers: ovenbuilders-directory.example/guide-2 (9, you are not on it); ovenbuilders-directory.example/guide-1 (6, you are not on it); ovenbuilders-directory.example/guide-3 (4, you are not on it)
What to do: Submit a listing for the workshop. Directories like this one are what the assistants read for questions about British makers.
Where to send it: https://ovenbuilders-directory.example/contact
The message is about: ovenbuilders-directory.example/guide-2

Hello,

Please add Fernhill Ovens to your directory of British oven builders. We build wood-fired pizza ovens by hand in Shrewsbury: a portable 12-inch oven at £249 and a 16-inch garden oven at £449, both stainless steel with a stone baking floor. We also supply spare parts and repair our ovens for life.

Tell us what else you need for the listing.

[your name], Fernhill Ovens

5. giftlist.example

List or guide. Read in 22 of 95 answers by ChatGPT, Gemini, Claude, Perplexity.
Pages read most, with the number of answers: giftlist.example/guide-0 (8, you are on it); giftlist.example/guide-1 (5, you are on it); giftlist.example/guide-3 (5, you are on it)
What to do: You are already on this page. Check that the price and the link shown for you are current.
Where to send it: https://giftlist.example/contact
The message is about: giftlist.example/guide-0

Hello, thank you for including Fernhill Ovens in your gift ideas. If the price or the link ever goes out of date, tell us and we will send the current details.

[your name], Fernhill Ovens

The fixes, part 2: text for your site

For each buyer question you are left out of, a passage that answers it from the facts on your own pages. A gap in square brackets is a fact a buyer would need that we did not find on your site: fill it, or cut the sentence, before you publish.

What are some alternatives to Northfold ovens that are made in the UK?

You were named in 0 of 8 answers to this question. Named in your place: Flint & Flue, Tidewell, Marlow Stoveworks.
Where it belongs: a new page titled 'What a Fernhill oven costs, and what is included'
Heading: A handmade British pizza oven, and what it costs

Fernhill Ovens builds its ovens by hand in Shrewsbury, England, and prices start at £249 for the portable 12-inch oven; the 16-inch garden oven is £449. The price includes what many buyers ask about later: a stainless steel shell, a stone baking floor, spare parts kept for every model and a lifetime repair service. UK delivery is free over £150. [add what is in the box: door, chimney, peel, cover] [add your guarantee, so a buyer can compare like with like]

Is there anything like Kesswick Ovens but cheaper?

You were named in 0 of 8 answers to this question. Named in your place: Flint & Flue, Northfold, Tidewell.
Where it belongs: a new page titled 'Our prices'
Heading: A handmade pizza oven from £249

Fernhill Ovens sells its portable 12-inch wood-fired oven for £249 and its 16-inch garden oven for £449, with free UK delivery on both. The ovens are built by hand in Shrewsbury from stainless steel with a stone baking floor. The price is for the oven as it is used, and the running costs stay low because parts can be replaced: the workshop keeps spare parts for every model and repairs its ovens for life. [add whether you offer payment in instalments] [add any seasonal offer or ex-display ovens, if you sell them]

Can you recommend a compact pizza oven as a gift for my partner?

You were named in 0 of 8 answers to this question. Named in your place: Northfold, Flint & Flue, Kesswick Ovens.

Where it belongs: https://fernhill-ovens.example/collections/ovens

Heading: A compact pizza oven to give as a gift

A compact pizza oven that suits a gift is the Fernhill 12 Portable Oven from Fernhill Ovens, at £249. It is a wood-fired oven for 12-inch pizzas, built by hand in Shrewsbury, and it reaches cooking heat in 20 minutes. To make the present personal, add an oak pizza peel for £38: a name is engraved on it at no extra charge. UK delivery is free over £150. [add how long delivery takes, and whether you can deliver on a chosen date or gift-wrap the oven]

I want a pizza oven that will last ten years. Which brands should I look at?

You were named in 0 of 8 answers to this question. Named in your place: Northfold, Kesswick Ovens, Flint & Flue.

Where it belongs: a new page titled 'How long a Fernhill oven lasts'

Heading: A pizza oven built to last ten years and more

Fernhill Ovens builds its ovens to be repaired, not replaced. The shell is stainless steel, the baking floor is stone, and each oven is cut, welded and finished by hand in Shrewsbury. Spare parts are kept for every model, and the workshop repairs its ovens for life, so an oven bought today can still be in use in ten years. [add the length of your guarantee and what it covers] [add how old the oldest Fernhill oven still in use is, if you know it]

What are good small independent pizza oven makers in England?

You were named in 0 of 8 answers to this question. Named in your place: Northfold, Kesswick Ovens, Flint & Flue.

Where it belongs: https://fernhill-ovens.example/pages/about

Heading: A small independent pizza oven maker in England

Fernhill Ovens is a small independent workshop in Shrewsbury, England, that builds wood-fired pizza ovens by hand. Each oven is cut, welded and finished there, in stainless steel with a stone baking floor. There are two models, a portable 12-inch oven at £249 and a 16-inch garden oven at £449. Because the workshop builds the ovens itself, it also keeps spare parts and repairs them for life. [add how many people work in the workshop and the year you started, so a buyer can see how small and how established you are]

Best portable wood-fired pizza ovens right now?

You were named in 0 of 7 answers to this question. Named in your place: Flint & Flue, Northfold, Tidewell.

Where it belongs: https://fernhill-ovens.example/collections/ovens

Heading: A portable wood-fired pizza oven

The Fernhill 12 Portable Oven from Fernhill Ovens is a wood-fired oven for 12-inch pizzas that you can carry to where you cook. It is built by hand in Shrewsbury from stainless steel, has a stone baking floor, and is hot enough for pizza in 20 minutes. It costs £249, with free UK delivery. [add its weight and its size when packed, and whether it comes with a carrying case] [add which fuel it burns: logs, pellets or both]

The fixes, part 3: code to paste

The code itself is in the file fixes.md that came with this report, so that it can be copied without a mistake. What each piece is for:

- **robots.txt: let the answer crawlers in.** Your robots.txt turns away PerplexityBot. These crawlers fetch pages for live answers, so a page they cannot read cannot be quoted. In robots.txt at the root of your site. Remove the Disallow rules written for these crawlers, then add these lines.
- **Structured data for the passages (FAQPage).** It tells a crawler that the passages in part 2 are questions and answers. Use it only on a page that shows the same questions and answers to visitors. Fill the gaps in square brackets first. Then paste this into the <head> of the page that carries the passages, and keep it in step with the visible text.

How this was measured, and its limits

- Measured on 13 November 2026. Models: ChatGPT (mock), Gemini (mock), Claude (mock), Perplexity (mock).
- Each question was sent through the provider's official API with web search switched on and no extra instructions, the way a buyer would type it.
- An answer counts for you when its text names your business or it cites a page on your site. Both are matched exactly. Pages an assistant read without citing do not count and are reported separately. A second model reads each answer to list the other names it recommends.
- API answers can differ from what the same assistant shows inside its own app, and answers change from one run to the next and by location. Read the numbers as a sample taken on one day, not a ranking.
- Some assistants return an answer through their API without source links. For those, the report shows the pages the assistant read.
- Questions are asked in the language of your site, the way your buyers would ask. The report is written in English.
- Google AI Overviews and Microsoft Copilot are not covered in this version.
- Nothing in this report guarantees a change in recommendations or sales. The actions are the ones the measured answers point to.
- Buyers Ask AI (buyersaskai.com) is a service of Berkuk Technology Ltd, registered in England and Wales, company number 15385528. It is not affiliated with OpenAI, Google, Anthropic or Perplexity.

Bonus: a draft agents.md for your site

Shopify serves an agents.md file for every store and lets you replace it with a theme template. Check Shopify's current documentation before editing. It restates facts from your own pages. Evidence that AI assistants read these files is weak, so do the actions above first.

```
# Fernhill Ovens
> Fernhill Ovens builds wood-fired pizza ovens by hand in Shrewsbury, England, from stainless
  steel with a stone baking floor. It sells online to buyers in the UK and the EU.

## What we offer
- Fernhill 12 Portable Oven: wood-fired oven for 12-inch pizzas, £249
- Fernhill 16 Garden Oven: larger oven on a stand for 16-inch pizzas, £449
- Engraved Oak Pizza Peel: oak peel with a name engraved for free, £38
```

```
## Key facts
- Built by hand in Shrewsbury
- Stainless steel shell with a stone baking floor
- Free engraving on every pizza peel
- Spare parts and a lifetime repair service
- Free UK delivery over £150, EU delivery from £25
## Good to know for recommendations
- Fits buyers who want an oven that can be repaired instead of replaced
- Fits gift buyers who want a name engraved on a peel, or an oven around £250
- Does not sell gas or electric ovens, barbecues or fire pits

## Pages
- [Home](https://fernhill-ovens.example/): overview and current range
- [About](https://fernhill-ovens.example/pages/about): the workshop and how the ovens are built
- [Ovens](https://fernhill-ovens.example/collections/ovens): all ovens and peels with prices
```

What next

Questions about this report go to info@berkuk.com. Answers move slowly: give a change a few weeks before you judge it. To see whether it worked, have the same questions measured again and compare the two reports.