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.

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.

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# 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
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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.