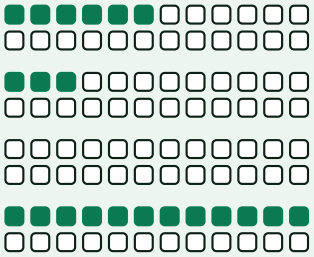
Sample of a second report. The business, the answers and every number below are invented to show the layout.

Fernhill Ovens

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

22%
of AI answers named Fernhill Ovens
(21 of 96 answers to buyer questions)



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.

What changed since 14 October 2026

We asked the same questions again. Fernhill Ovens was named in 9 of 95 answers (9%) then and in 21 of 96 (22%) now. That is 13 points more, a larger move than repeated asking usually produces on its own.

Assistant	Then	Now	Change
ChatGPT	2 of 24	6 of 24	**+4**
Gemini	1 of 23	3 of 24	**+2**
Claude	1 of 24	0 of 24	**-1**
Perplexity	5 of 24	12 of 24	**+7**

#	Buyer question	Then	Now	Change
1	What's the best wood-fired pizza oven I can buy in the UK for under £300?	2 of 8	3 of 8	+1
2	Can you recommend a compact pizza oven as a gift for my partner?	0 of 8	3 of 8	**+3**
3	Which British pizza oven makers offer a repair service?	1 of 8	6 of 8	**+5**
4	I want a pizza oven that will last ten years. Which brands should I look at?	0 of 8	0 of 8	same
5	Where can I get a pizza peel engraved with a name in the UK?	3 of 8	3 of 8	same
6	What are good small independent pizza oven makers in England?	0 of 8	1 of 8	+1

#	Buyer question	Then	Now	Change
7	Best portable wood-fired pizza ovens right now?	0 of 7	0 of 8	same
8	Which pizza oven brands ship to the EU from the UK without big fees?	2 of 8	2 of 8	same
9	What's a good pizza oven for a 40th birthday present, around £250?	0 of 8	3 of 8	**+3**
10	What are some alternatives to Northfold ovens that are made in the UK?	0 of 8	0 of 8	same
11	Flint & Flue vs other handmade pizza oven brands: which is better value?	1 of 8	0 of 8	-1
12	Is there anything like Kesswick Ovens but cheaper?	0 of 8	0 of 8	same

A single question is answered only a few times, so one answer more or fewer there says little. Moves of two answers or more are shaded. Overall, a change under about 11 points can be chance.

Other names given	Then	Now	Change
Flint & Flue	68 of 95	72 of 96	+4
Northfold	67 of 95	70 of 96	+3
Kesswick Ovens	49 of 95	50 of 96	+1
Marlow Stoveworks	40 of 95	40 of 96	same
Tidewell	41 of 95	39 of 96	-2
Brackenridge	20 of 95	17 of 96	-3

- Your own pages were read or cited in 4 of 95 answers then and in 8 of 96 now.
- Crawlers that fetch pages for live answers: "Fix" then, "OK" now.

Every line in this section is counted from the two sets of answers. None of it is written by a model.

Key findings

- Fernhill Ovens was named in 21 of 96 answers (22%) to buyer questions that did not mention it.
- Strongest on Perplexity (12 of 24), weakest on Claude (0 of 24).
- The name that came up most was Flint & Flue, in 72 of 96 answers (55 of them without you), followed by Northfold, Kesswick Ovens.
- The site the assistants read most often was ovenreview.example (66 of 96 answers). They read or cited your own pages in 8.

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?	1 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?	1 of 2	0 of 2	0 of 2	2 of 2
3	Which British pizza oven makers offer a repair service?	2 of 2	2 of 2	0 of 2	2 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
6	What are good small independent pizza oven makers in England?	0 of 2	0 of 2	0 of 2	1 of 2
7	Best portable wood-fired pizza ovens right now?	0 of 2	0 of 2	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	1 of 2	0 of 2	2 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	0 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

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	2.1 cited	6 of 24	When it cites your pages you are in the answer in 2 of 2. The gap is being found: in the other answers it leaned on ovenreview.example (15) 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	3 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 (17) 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.

Assistant	Pages per answer	You in answer	What this means
Claude	2 cited	0 of 24	The first job on this assistant is being found. It leaned on ovenreview.example (17) 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.
Perplexity	2.2 cited	12 of 24	When it cites your pages you are in the answer in 5 of 5. The gap is being found: in the other answers it leaned on ovenreview.example (16) 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.

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	72 of 96	55 of 75	ChatGPT, Gemini, Claude, Perplexity
Northfold	70 of 96	55 of 75	ChatGPT, Gemini, Claude, Perplexity
Kesswick Ovens	50 of 96	41 of 75	ChatGPT, Gemini, Claude, Perplexity
Marlow Stoveworks	40 of 96	32 of 75	ChatGPT, Gemini, Claude, Perplexity
Tidewell	39 of 96	31 of 75	ChatGPT, Gemini, Claude, Perplexity
Brackenridge	17 of 96	11 of 75	ChatGPT, Gemini, Claude, Perplexity

Questions where you never appeared

- I want a pizza oven that will last ten years. Which brands should I look at?
  Recommended instead: Northfold, Flint & Flue, Kesswick Ovens, Marlow Stoveworks
- Best portable wood-fired pizza ovens right now?
  Recommended instead: Flint & Flue, Marlow Stoveworks, Northfold, Kesswick Ovens
- What are some alternatives to Northfold ovens that are made in the UK?
  Recommended instead: Flint & Flue, Kesswick Ovens, Tidewell, Brackenridge
- Flint & Flue vs other handmade pizza oven brands: which is better value?
  Recommended instead: Kesswick Ovens, Northfold, Tidewell, Marlow Stoveworks
- 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 8 of 96 answers.

Site	Read in	Assistants
ovenreview.example ovenreview.example/guide-0 (22) ovenreview.example/guide-1 (17) ovenreview.example/guide-3 (17)	66 of 96	ChatGPT, Gemini, Claude, Perplexity
pizzaforum.example pizzaforum.example/guide-3 (13) pizzaforum.example/guide-1 (12) pizzaforum.example/guide-2 (10)	37 of 96	ChatGPT, Gemini, Claude, Perplexity
gardenkitchen-guide.example gardenkitchen-guide.example/guide-0 (13) gardenkitchen-guide.example/guide-2 (10) gardenkitchen-guide.example/guide-1 (8)	35 of 96	ChatGPT, Gemini, Claude, Perplexity
ovenbuilders-directory.example ovenbuilders-directory.example/guide-2 (8) ovenbuilders-directory.example/guide-1 (7) ovenbuilders-directory.example/guide-3 (5)	24 of 96	ChatGPT, Gemini, Claude, Perplexity
giftlist.example giftlist.example/guide-3 (9) giftlist.example/guide-0 (7) giftlist.example/guide-1 (4)	23 of 96	ChatGPT, Gemini, Claude, Perplexity
fernhill-ovens.example (your site) fernhill-ovens.example/collections/ovens (8)	8 of 96	ChatGPT, Gemini, 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	**OK**	None of the answer crawlers we checked is blocked in robots.txt.
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. Publish an honest comparison page

Impact: high | Effort: medium

Why: You did not appear in any of the 24 answers to the three questions naming a competitor.
How: Write one page comparing your ovens with Northfold and Flint & Flue on price, steel, heat-up time and repair policy. Keep it factual.

2. Write a page on how long the ovens last

Impact: medium | Effort: medium

Why: You did not appear in any of the 8 answers to the question about an oven that lasts ten years, although you offer lifetime repairs.
How: Create a page titled 'How long a Fernhill oven lasts'. Say which steel and stone you use, what wears first, and how the lifetime repair works. Link it from every product page.

3. Join the makers thread on pizzaforum.example

Impact: medium | Effort: low

Why: A community thread listing UK makers was cited in 37 of 96 answers and still 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.

4. 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.

5. Correct the 'made in Birmingham' statement

Impact: medium | Effort: medium

Why: Gemini still says 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. Give Claude pages to find

Impact: low | Effort: low

Why: Claude named you in 0 of 24 answers and said it could not find reliable information about the brand.
How: List the workshop in the oven builders directory and ask ovenreview.example to link the review to your About page. Claude answers from what it already holds more often than the others, so this one moves slowly.

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.