

AURELLE
GROVE

Monthly intelligence
Reputation **Report**
October 2026

MONTHLY INTELLIGENCE REPORT

How Aurelle Grove compares with aesthetic clinics around Cheltenham

Reviews, reputation and visibility in AI search

Google review collection, 27 wider web mentions and 40 unbranded AI answers, covering 1 to 31 October 2026. Sample report with illustrative data.

Prepared by ADProvider

— THE —

REPUTATION REPORT

OCTOBER 2026

Aurelle Grove Aesthetics
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Cheltenham GL50 2RT
01632 960418 · aurellegrove.co.uk
Report dated 12 November 2026

AURELLE
GROVE

ABOUT THIS REPORT

This report compares Aurelle Grove Aesthetics with Linden Vale Aesthetics, Kestrel Skin Studio, Orla Moss Clinic, Saltmarsh Aesthetics, Belgrave Laser and Skin and Nightingale Injectables.

It covers 1 to 31 October 2026 and draws on Google review collection, 27 wider web mentions and AI assistant answers from the 28 October run.

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> Calm, spotless and completely honest.

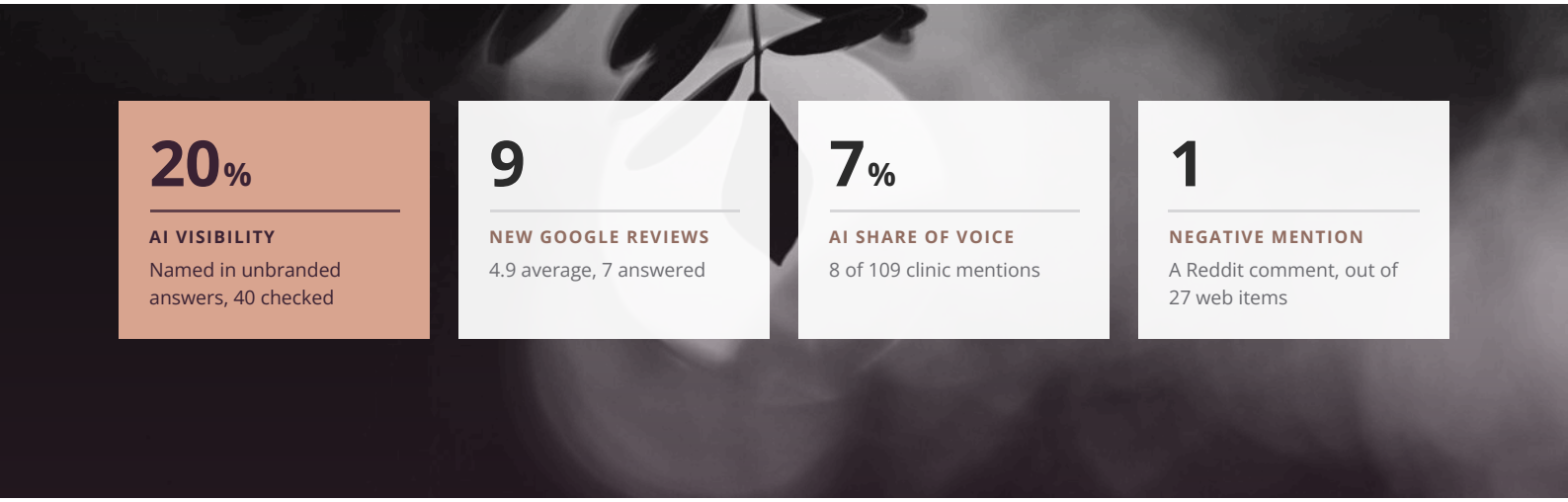
FIVE STAR GOOGLE REVIEW, 9 OCTOBER 2026

01 THE MONTH IN BRIEF

LOVED BY CLIENTS, OVERLOOKED BY AI

October added nine Google reviews at an average of 4.9, and no AI answer described the clinic negatively. The gap is visibility: assistants named Aurelle Grove in 20% of answers about Cheltenham clinics, and named Linden Vale three times as often.

Where clients speak directly, the picture is strong. The Google rating holds at 4.8 from 186 reviews, AI descriptions are positive in 6 of 9 answers and 15 of 27 web mentions read positively. The single negative item is a Reddit comment about the cancellation fee. In AI answers, Linden Vale takes 22% of clinic mentions against 7% for Aurelle Grove.



20%
AI VISIBILITY
Named in unbranded answers, 40 checked

9
NEW GOOGLE REVIEWS
4.9 average, 7 answered

7%
AI SHARE OF VOICE
8 of 109 clinic mentions

1
NEGATIVE MENTION
A Reddit comment, out of 27 web items

WHERE THE CLINIC LEADS

- **Fresh reviews.** 9 new Google reviews averaging 4.9, the second highest count after Linden Vale.
- **Warm AI tone.** Positive in 6 of 9 descriptions, and Google AI Mode positive all three times.
- **Rating above most rivals.** 4.8 beats Kestrel Skin, Orla Moss and Belgrave Laser.
- **Credentials online.** Save Face accreditation and a 4.9 Treatwell rating back up the Google score.

WHERE IT TRAILS

- **AI visibility.** A 7% share of voice against 22% for Linden Vale.
- **Review base.** 186 reviews, fewer than Linden Vale, Orla Moss and Kestrel Skin.
- **Unanswered reviews.** 2 of October's 9 reviews still have no reply.
- **Stale listing.** Yell still shows a previous address and phone number.

02 THE COMPETITIVE LANDSCAPE

SEVEN CLINICS, ONE CLEAR FRONT RUNNER

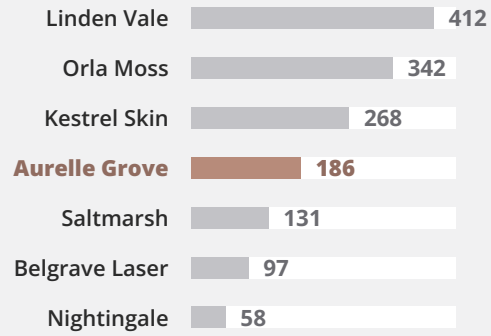
Aurelle Grove's 4.8 rating sits mid table. Three rivals score higher, though Nightingale Injectables reaches its 5.0 from only 58 reviews. Linden Vale leads on almost every measure, with the most reviews, the most new ones in October and the largest share of AI mentions.

CLINIC	GOOGLE RATING	GOOGLE REVIEWS	NEW IN OCT	AI MENTIONS	AI SHARE
Linden Vale Aesthetics	4.9 ★★★★★	412	14	24	22%
Kestrel Skin Studio	4.7 ★★★★★	268	6	15	14%
Orla Moss Clinic	4.6 ★★★★★	342	4	11	10%
Saltmarsh Aesthetics	4.9 ★★★★★	131	5	9	8%
Aurelle Grove Aesthetics YOU	**4.8 ★★★★★**	**186**	**9**	**8**	**7%**
Belgrave Laser and Skin	4.5 ★★★★★	97	2	4	4%
Nightingale Injectables	5.0 ★★★★★	58	3	2	2%

Ratings and review counts as collected on 31 October 2026. Orla Moss Clinic appears twice in the source, once under a second Google profile showing 4.2 from 19 reviews. That duplicate row is excluded here and from every chart in this report.

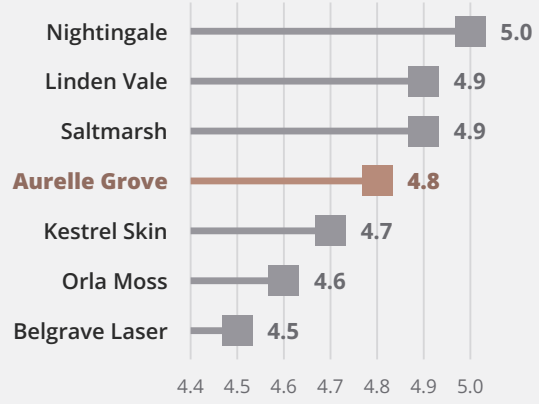
GOOGLE REVIEWS PER CLINIC

Total reviews on each Google listing



GOOGLE RATING

Headline rating, axis from 4.4



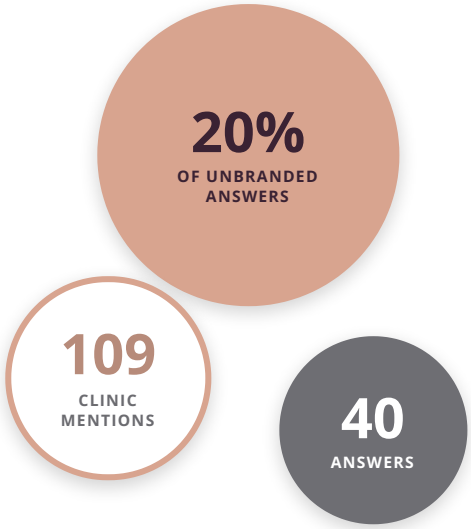
62
FIVE STAR REVIEWS

62 five star reviews to show 4.9. If the 4.8 average is exact, Aurelle Grove needs 62 consecutive five star reviews to reach a 4.85 average, the point at which a one decimal rating rounds up to 4.9. At October's pace of 9 a month, that is about seven months.

03 VISIBILITY IN AI ANSWERS

RATED WELL, RECOMMENDED RARELY

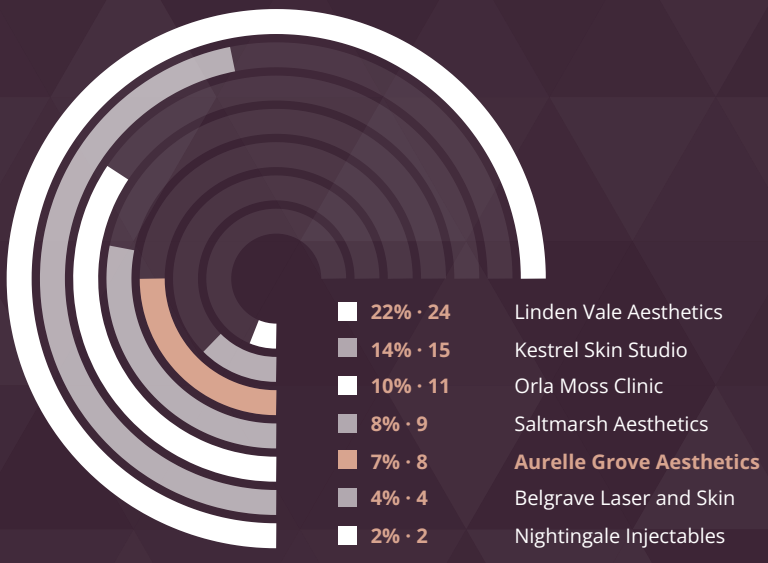
AI assistants were asked the questions clients ask when choosing an aesthetic clinic in Cheltenham, without naming one, and every clinic named in the answers was counted. Across 40 answers there were 109 clinic mentions. Aurelle Grove took 8, one behind Saltmarsh Aesthetics, while Linden Vale took 24.



Named in 20% of unbranded answers. A client asking an AI assistant for a Cheltenham clinic is far more likely to hear Linden Vale, Kestrel Skin or Orla Moss.

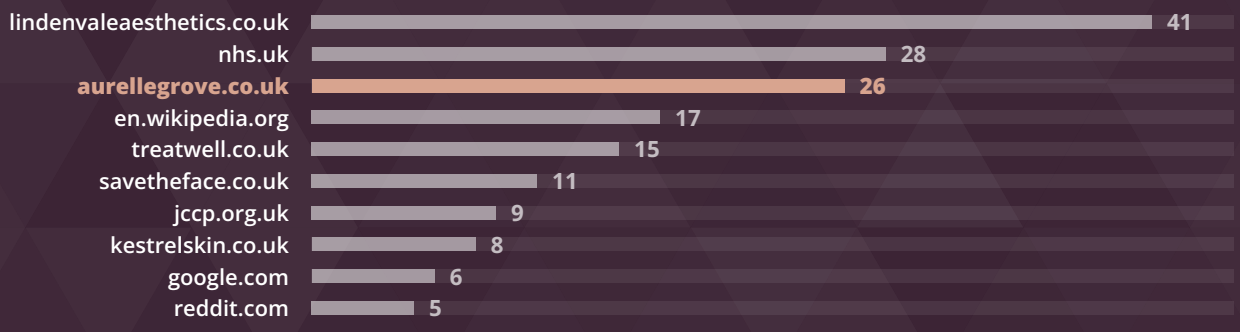
SHARE OF ALL CLINIC MENTIONS

109 clinic mentions across 40 unbranded AI answers, with two non answers excluded. Arc length is set against the most named clinic. The other 36 mentions (33%) went to clinics outside the Cheltenham area and national chains, which are not local competitors.



WEBSITES AI ASSISTANTS CITE MOST

Citations in AI answers, domains as listed in the source. Linden Vale's website leads with 25% of the 166 citations and aurellegrove.co.uk has 16%. The source does not split citations between branded and unbranded questions.



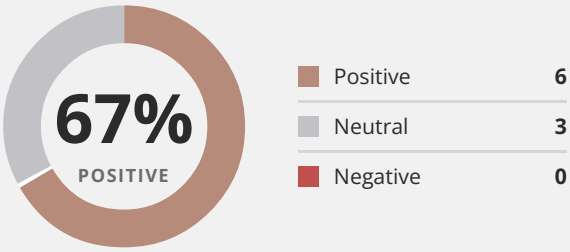
04 HOW AI DESCRIBES THE CLINIC

WARM DESCRIPTIONS, NO CRITICISM AT ALL

When an assistant describes Aurelle Grove, the tone is never negative. Of 9 answers in the 28 October run, 6 were positive and 3 neutral, a net sentiment score of 0.67. Google AI Mode was positive all three times, ChatGPT twice and Claude once.

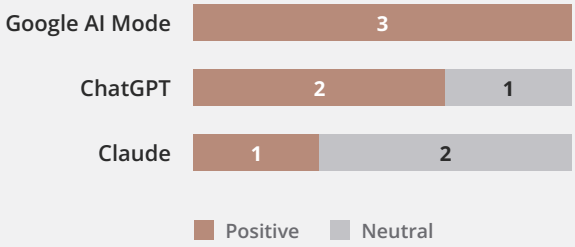
TONE OF AI DESCRIPTIONS

9 answers describing the clinic



BY AI PLATFORM

Positive and neutral descriptions per assistant



Google AI Mode positive
3 of 3

The warmest platform, praising natural results and credentials.

ChatGPT positive
2 of 3

Two positive answers and one neutral, none critical.

Claude positive
1 of 3

One positive and two neutral, using live web search.

Reading the scores fairly. These figures come from the 28 October 2026 run. Nine answers is a small sample, and tone was not measured for rival clinics. Tone is based on the 9 answers that describe the clinic, while share of voice uses 40 unbranded answers, so the two figures sit on different bases.

0.67

NET SENTIMENT SCORE, 9 ANSWERS



05 REVIEWS AND SOCIAL PROOF

NINE NEW REVIEWS, TWO STILL WAITING

Nine Google reviews arrived in October with an average of 4.9: eight five star and one four star. Clients praise natural results, unhurried consultations and aftercare, and the overall rating holds at 4.8 from 186 reviews. Seven of the nine have an owner reply; the two without one are both five star.



9	4.9	78%
NEW REVIEWS	AVERAGE	ANSWERED

SOCIAL AND BOOKING PLATFORMS

Facebook items and the Treatwell listing found in the wider web search

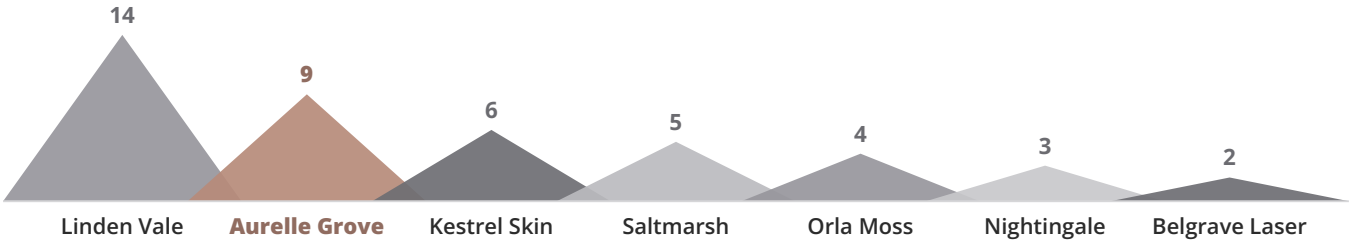
5	4.9	77
FACEBOOK ITEMS	ON TREATWELL	TREATWELL REVIEWS

Four of the five Facebook items are positive and all are the clinic's own posts, including a skin booster launch evening on 16 October. Treatwell's 4.9 from 77 reviews sits close to the Google score.



NEW GOOGLE REVIEWS IN OCTOBER

Reviews posted between 1 and 31 October for each clinic in the comparison; Orla Moss counts its main profile only.



Early warning from the source. One four star review mentions a 25 minute wait past the appointment time, and a Reddit comment criticises the £30 late cancellation fee. Neither is a pattern yet, but both are worth watching next month.

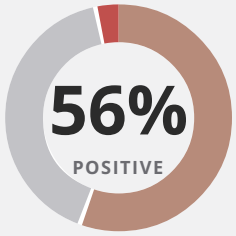
06 WIDER WEB AND LISTINGS

MOSTLY POSITIVE, ONE SHARP COMMENT

Of 27 mentions collected from forums, social media, directories, booking platforms and review sites, 15 are positive, 11 neutral and 1 negative, a net score of 0.52. Ten come from the clinic's own channels. The 17 from outside, led by Treatwell, Save Face and a local lifestyle blog, are mostly positive: 10 of 17.

WEB SENTIMENT

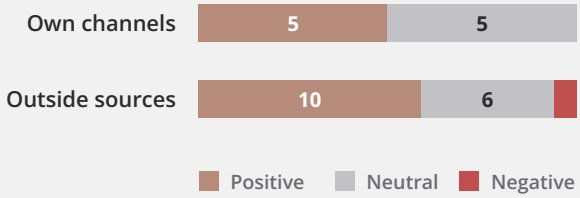
27 mentions to date



Positive	15
Neutral	11
Negative	1

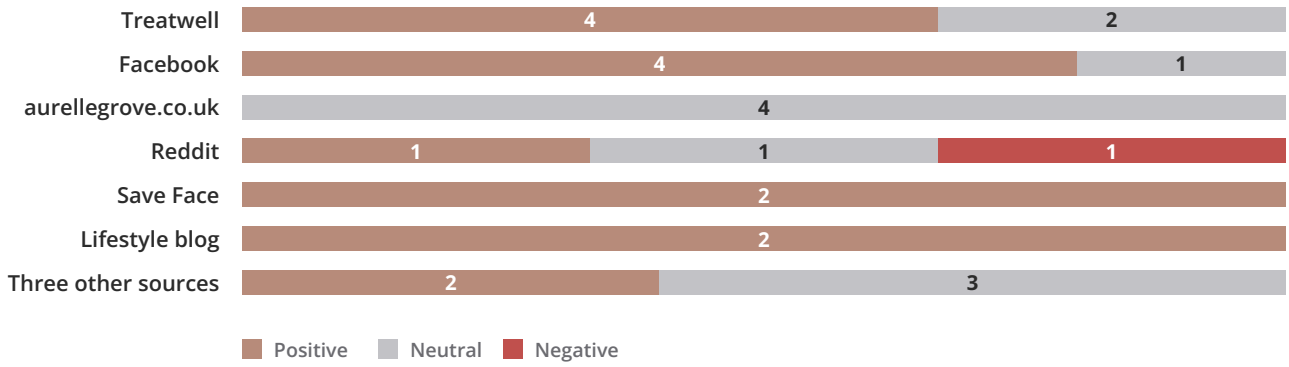
OWN CHANNELS AGAINST OUTSIDERS

Mentions by publisher type, grouped by ADProvider



WIDER WEB SENTIMENT BY SOURCE

The six largest sources, then Yell, Fresha and Instagram together



WHAT THE LISTINGS CONFIRM

Save Face lists the clinic as accredited, with Dr Imogen Hart named as lead practitioner. Treatwell shows 4.9 from 77 reviews, close to Google, and a local lifestyle blog features the skin booster menu.

LISTINGS THAT NEED ATTENTION

Yell still shows the previous address, Unit 4, Hatherley Courtyard, with an old number, 01632 960207. Treatwell lists 14 treatments against 22 on aurellegrove.co.uk, and a Reddit thread questions the cancellation fee.



"Nobody can tell, they just say I look rested."

FIVE STAR GOOGLE REVIEW, 3 OCTOBER 2026

07 CLIENT VOICES

WHAT CLIENTS SAY IN THEIR REVIEWS

"No pressure to book more than I needed, and a result that still looks like me...

FIVE STAR GOOGLE REVIEW, 14 OCTOBER 2026

REVIEW THEMES
Natural results in 6 of 9 reviews, then thorough, unhurried consultations in 5

STAFF PRAISE
Dr Imogen Hart named in 4 reviews and nurse prescriber Leah in 2

COMPLAINTS
One four star review mentions a 25 minute wait; the owner reply apologises

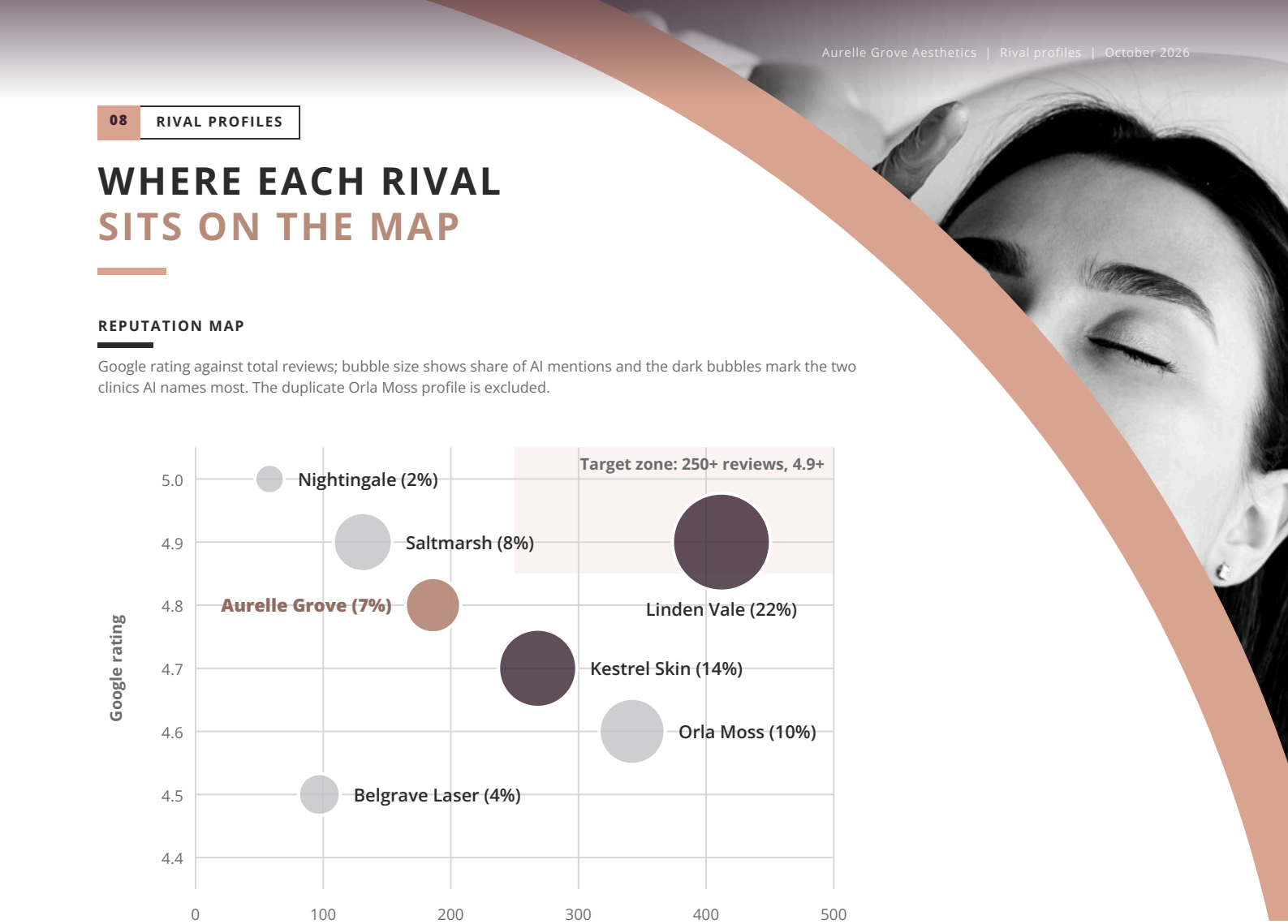
"Leah checked in two weeks later without me having to ask. That aftercare is why I keep coming back."

FIVE STAR GOOGLE REVIEW, 27 OCTOBER 2026

Why this matters: natural results and honest advice are what clients look for when they choose a clinic. These reviews are what AI tools and searchers read, so the same words belong on the website too.

08 RIVAL PROFILES

WHERE EACH RIVAL SITS ON THE MAP



REPUTATION MAP

Google rating against total reviews; bubble size shows share of AI mentions and the dark bubbles mark the two clinics AI names most. The duplicate Orla Moss profile is excluded.

LINDEN VALE AESTHETICS

Google: 4.9 from 412 **New:** 14
AI mentions: 24 **Share:** 22%

Named three times as often as Aurelle Grove. Its website is the most cited in AI answers with 41 citations, a quarter of the total, and it added the most reviews in October.

AI leader

KESTREL SKIN STUDIO

Google: 4.7 from 268 **New:** 6
AI mentions: 15 **Share:** 14%

Second in AI answers, yet its 4.7 rating sits below Aurelle Grove's 4.8. The lead it holds is visibility, not reputation.

Second in AI

ORLA MOSS CLINIC

Google: 4.6 from 342 **New:** 4
AI mentions: 11 **Share:** 10%

The second largest review base but the second lowest rating. The source lists it twice, under two Google profiles.

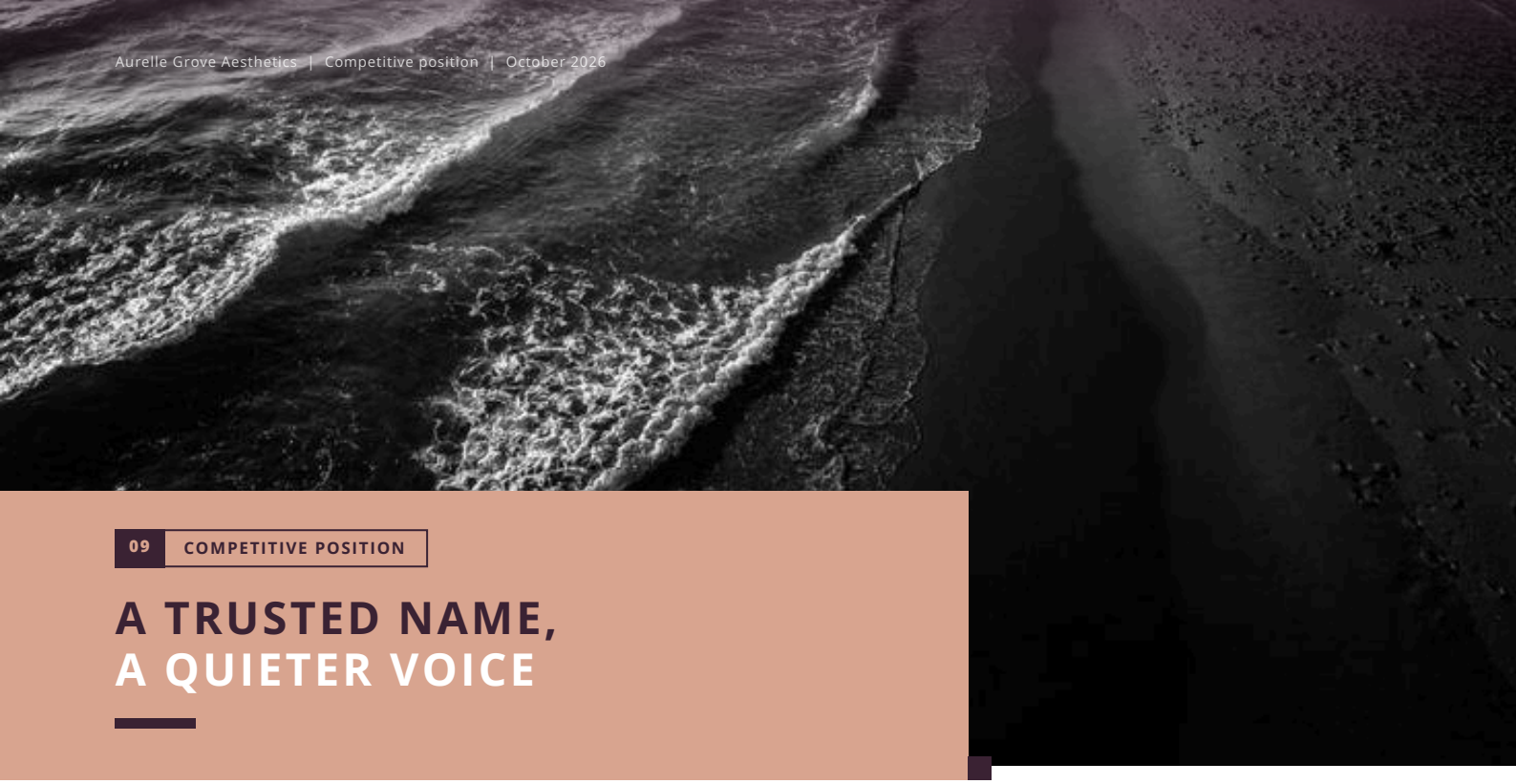
Large base, lower rating

SALTMARSH AESTHETICS

Google: 4.9 from 131 **New:** 5
AI mentions: 9 **Share:** 8%

One mention ahead of Aurelle Grove in AI answers, with a higher rating from fewer reviews. The nearest place to gain this winter.

Closest rival



09 COMPETITIVE POSITION

A TRUSTED NAME, A QUIETER VOICE

S STRENGTHS

What to protect

- A 4.8 rating from 186 Google reviews
- 9 new reviews in October, averaging 4.9
- Positive in 6 of 9 AI descriptions, none negative
- Save Face accreditation confirmed online

W WEAKNESSES

What holds it back

- Named in 20% of unbranded AI answers
- 2 of 9 new reviews still without a reply
- Fewer reviews than three rivals
- Yell shows an old address and number

O OPPORTUNITIES

Where to gain

- Treatment pages that answer unbranded questions
- Review requests at two week follow ups
- Saltmarsh only one AI mention ahead
- A clear cancellation policy page

T THREATS

What to watch

- Linden Vale holds a 22% share of AI mentions
- lindenvaleaesthetics.co.uk cited 41 times
- Linden Vale added 14 reviews to 9
- A cancellation fee complaint on Reddit

10 ACTION PLAN

SIX MOVES FOR NOVEMBER AND DECEMBER

Nothing needs repairing. The first three actions are the source's own recommendations and the rest build on its figures. Together they turn strong client feedback into visibility that AI tools and searchers can find.

	ACTION	PRIORITY	EFFORT	MEASURE OF SUCCESS
1	**Reply to every review within 48 hours** Two of October's nine reviews have no reply. Answer them now, then reply to each new review within two working days.	HIGH	Low	100% answered
2	**Build pages for unbranded questions** Add aurellegrove.co.uk pages that answer what clients ask AI without naming a clinic, such as lip filler prices in Cheltenham and how to choose a safe injector.	HIGH	Medium	Named in more than 20% of answers
3	**Correct the Yell listing** Replace the old Hatherley Courtyard address and phone number so every directory matches the website, and bring the Treatwell menu up to all 22 treatments.	MEDIUM	Low	One address and number online
4	**Ask for reviews at follow ups** Linden Vale added 14 reviews in October to Aurelle Grove's 9. A review request at each two week follow up would narrow that gap.	MEDIUM	Low	14 or more new reviews a month
5	**Publish the cancellation policy** A Reddit comment criticised the £30 late cancellation fee. A plain policy page and a line in booking emails heads off the next one.	MEDIUM	Low	No negative mentions
6	**Learn from the AI leader** lindenvaleaesthetics.co.uk earns 41 AI citations to 26 for aurellegrove.co.uk. Note the questions it answers and make sure the clinic answers them too.	LOW	Medium	Citation gap narrows

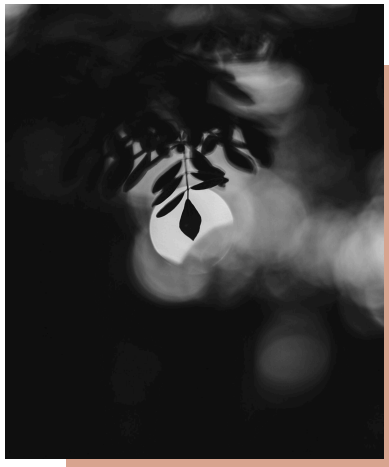


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What success looks like by the new year. Every review answered, one address and number on every listing, and Aurelle Grove named in more than the 20% of unbranded AI answers it reaches today.

METHOD AND SOURCES

HOW THIS REPORT WAS COMPILED



DATA SOURCES

Google review collection for Aurelle Grove Aesthetics and six named competitors, and 27 wider web mentions from forums, social media, directories, booking platforms and review sites, gathered through the ADProvider AI SEO Suite for 1 to 31 October 2026. Ratings and review counts were collected on 31 October 2026.

AI figures come from tracked answers on ChatGPT, Google AI Mode and Claude, with Claude queried via API with live web search, in the 28 October 2026 run: 40 unbranded answers for share of voice and 9 answers describing the clinic for tone.

Sample report. Aurelle Grove Aesthetics, its competitors and every figure in this document are invented to illustrate the format.

AURELLE GROVE

MONTHLY INTELLIGENCE REPORT

Reputation Report October 2026

Prepared by ADProvider

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aurellegrove.co.uk

12 Halcyon Mews, Cheltenham GL50 2RT

Report dated 12 November 2026