FERNMERE
VETERINARY CLINIC



Reputation **Report**

October 2026

Monthly reputation, reviews and AI visibility review

Fernmere Veterinary Clinic

A 4.8 rating from 286 reviews, and AI now names Fernmere in 36% of unbranded local answers.

Sample report with illustrative data

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About this report

Fernmere set against five nearby clinics: Rowanfold, Westerbeck, Orchardvale, Thistlecombe and Quillford, using the AI SEO Suite run for October 2026. Derived figures say so beside them.

> Kind, unhurried and honest about costs. We would not take our dogs anywhere else.
>
> Five star Google review, 3 October 2026

THE MONTH IN BRIEF

Owners rate Fernmere highly and AI names it in over a third of local answers. The gap is reach, not care.

4.8

Google rating
286 reviews in total

14

New reviews
average 4.7 stars

36%

Unbranded AI answers
that name Fernmere

+67

AI sentiment score
net of 36 answers

October 2026 at a glance

Fernmere holds a 4.8 Google rating from 286 reviews and added 14 new reviews in October, eleven of them answered.

Rowanfold still leads on review volume and on AI mentions. The only low review of the month, about the out of hours fee, has no reply yet.

Where Fernmere leads

- Highest rating among clinics with more than 200 reviews.
- Owners thank nurse Megan and Dr Ellis by name.
- Positive tone in 26 of 36 AI answers that describe it.
- Its own website is cited in nine AI answers.

Where it trails

- Rowanfold has 226 more Google reviews.
- Named in six fewer AI answers than Rowanfold.
- Three new reviews are still waiting for a reply.
- One directory listing still shows old Saturday hours.

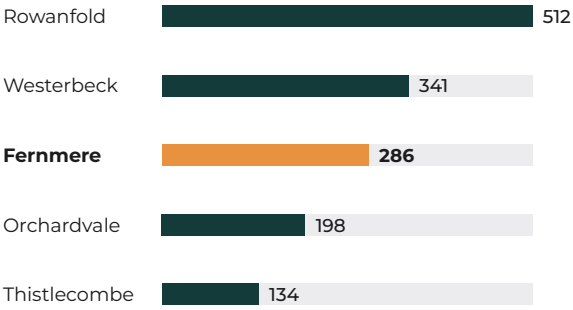
Competitive Landscape

Fernmere is second on rating and third on volume; Rowanfold's reach is the gap to close.

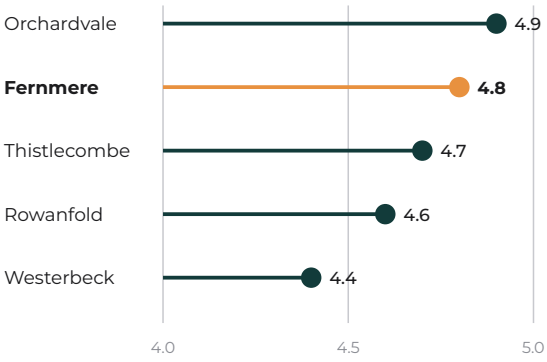
PRACTICE	GOOGLE RATING	REVIEWS	NEW THIS PERIOD	AI MENTIONS	AI SHARE
Fernmere Veterinary Clinic	**4.8**	**286**	**14**	**18**	**24%**
Rowanfold Veterinary Hospital	4.6	512	22	24	32%
Westerbeck Animal Clinic	4.4	341	12	14	19%
Orchardvale Vets	4.9	198	9	9	12%
Thistlecombe Vets	4.7	134	5	6	8%
Quillford Pet Hospital	n/a	n/a	n/a	4	5%

Quillford has no Google profile in this month's data, so its rating and reviews read n/a. Westerbeck's platform section lists 329 reviews against 341 in the competitor table; the table figure is used here.

Review volume



Google rating

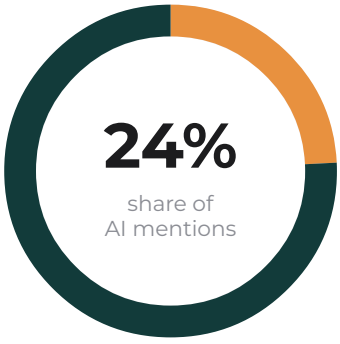


Axis starts at 4.0 so the gaps are visible.

Reviews needed to pass Rowanfold

227

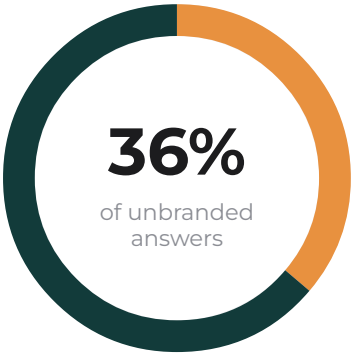
Derived: 512 minus 286, plus one, if rival counts stay the same.



Fernmere takes 18 of 75 AI mentions across the six clinics, second behind Rowanfold on 24.

Visibility In AI Answers

AI tools name Fernmere in 36% of unbranded answers, second only to Rowanfold on 48%.



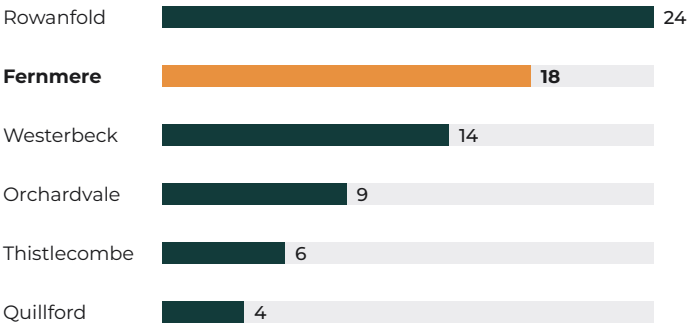
How often AI names Fernmere

Across 56 unbranded questions a pet owner near Fernmere might ask, six returned no usable answer. Fernmere was named in 18 of the remaining 50.



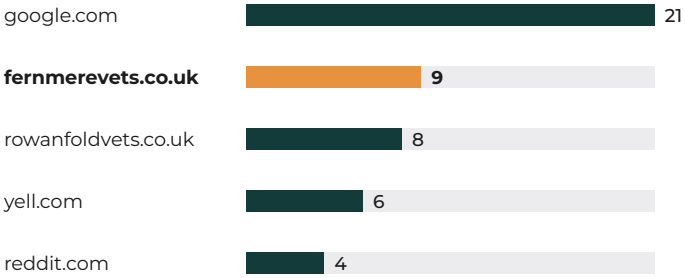
Each figure is one answer: 18 of 50 name Fernmere.

Clinics named in AI answers



A further 5 answers named clinics outside the Fernmere area.

Websites AI cites



Highlighted: Fernmere's own website.

Answers checked

56

unbranded questions this run

Non answers excluded

6

the model declined or named no clinic

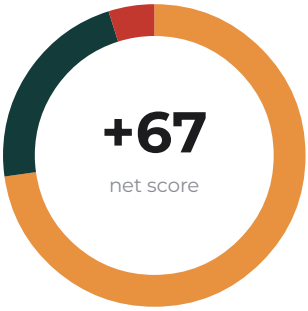
Own site citations

9

answers that cite fernmerevets.co.uk

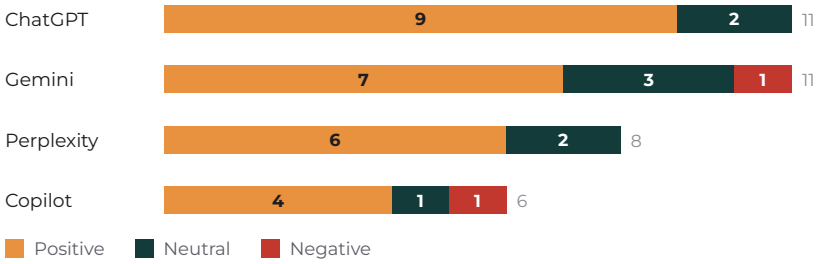
How AI Describes Fernmere

AI tools speak warmly of Fernmere; both negative answers are about out of hours fees.



Positive 26 Neutral 8
Negative 2

Tone by platform



Positive answers

26

of 36 answers that described Fernmere

Most positive platform

ChatGPT

nine of eleven answers positive

Negative answers

2

Gemini and Copilot, both on out of hours fees

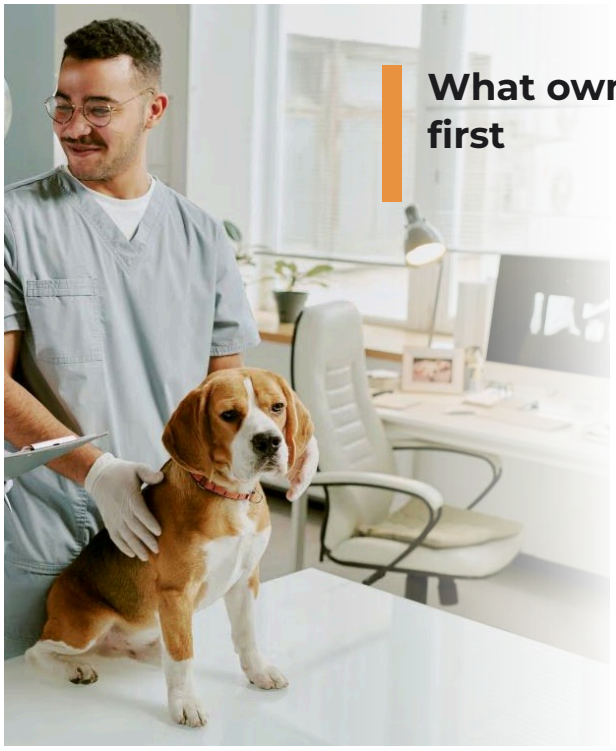
Reading the scores fairly

AI run of 28 October 2026, 36 answers that described Fernmere. The net score is derived: 26 positive minus 2 negative, as a share of 36. Samples this small can swing from month to month.



Reviews And Social Proof

Fourteen new reviews averaging 4.7, eleven answered and one low score still waiting.



What owners mention first

Six of the fourteen new reviews describe a nervous or elderly pet handled gently, and five thank nurse Megan or Dr Ellis by name. Replies come from clinic manager Joanna and arrive within two days on average.

The single two star review objects to the fee for an out of hours referral. It is one of three reviews without a reply.

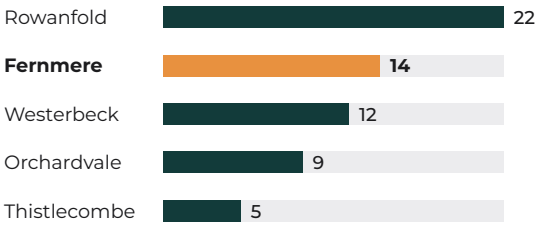
New reviews	Average new rating	Answered
14	4.7	79%
this period	out of five	eleven of fourteen replies

On social

2,140 Facebook followers
recommended by 87 people

1,310 Instagram followers
up 64 this month

New Google reviews by clinic



Early warning The out of hours fee review is unanswered after 12 days, and the same theme appears on Reddit and in two AI answers.

Wider Web And Listings

48 items across the wider web: 31 positive, and most written by outside sources.



Positive 31 Neutral 13
Negative 4

Who is talking



Own channels 18 Outside sources 30

Derived: 30 of 48 items, or 62.5%, come from outside sources, so most of what owners find about Fernmere is written by others.

Directories

14

eleven positive, three neutral

Forums and Reddit

10

four positive, three neutral, three negative

News and guides

6

five positive, one neutral

What listings confirm

- Address and phone match on Google, Yell and Facebook.
- Opening hours are current on Google.
- Two local guides list Fernmere among recommended clinics.

What needs attention

- One directory still shows Saturday afternoon opening.
- A Reddit thread on out of hours fees has no reply.
- The same directory shows 241 reviews; Google shows 286.

The stale count is flagged here; the Google figure is used throughout this report.

“

Our rescue greyhound usually shakes at the door. Megan sat on the floor with him until he settled, and Dr Ellis explained every step first.

Five star Google review, 9 October 2026



“ Brilliant with our elderly cat. A written estimate before the scan would have helped.

Four star Google review, 21 October 2026

Why this matters

The words owners use in reviews are the words AI tools repeat. Specific praise for named staff and gentle handling travels further than a star rating, and so does an unanswered complaint.

Three themes

Gentle with nervous pets

Six new reviews describe anxious or elderly animals.

Named staff

Megan and Dr Ellis are thanked by name in five reviews.

Complaints

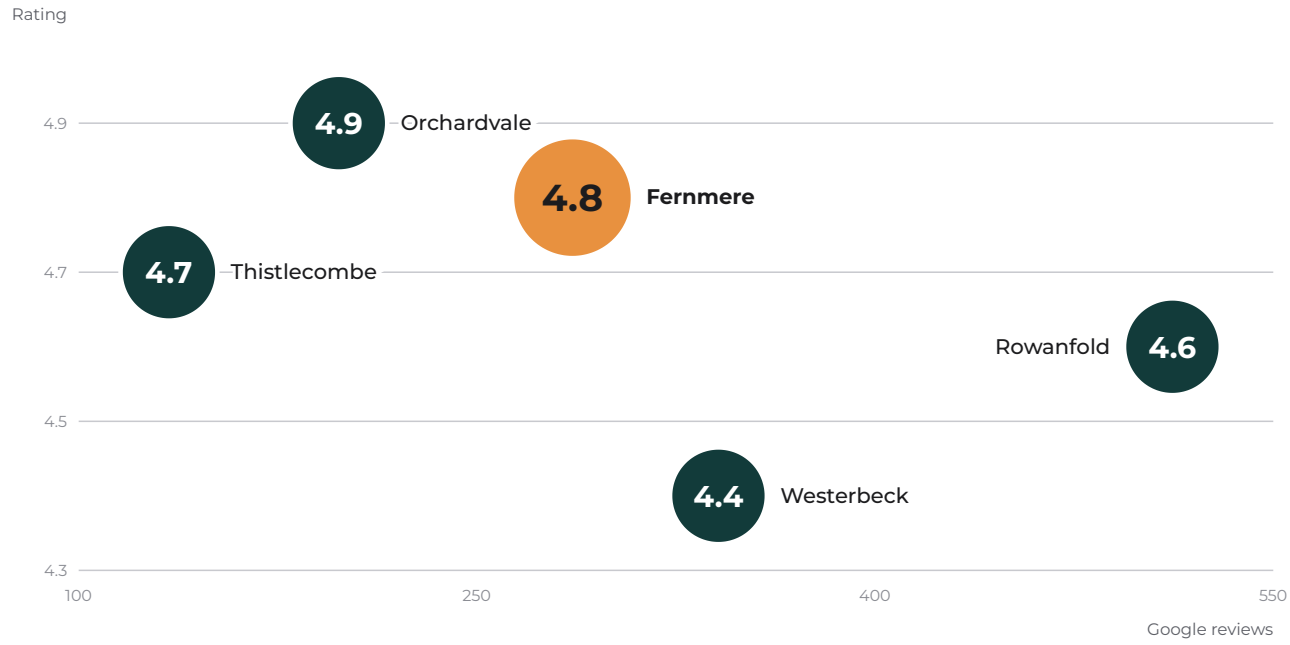
The out of hours fee is the only repeated issue.

Reply to the out of hours review this week, before it shapes more AI answers.

Rival Profiles

Rowanfold is the clinic to watch; Orchardvale beats Fernmere on rating but not on reach.

Rating against review volume



Quillford is left off the map: it has no Google profile in this month's data.

RF **Rowanfold Veterinary Hospital**

4.6 rating · 512 reviews

24 AI mentions

Leads on volume and AI share; 22 new reviews this month.

Share of AI mentions 32%

WB **Westerbeck Animal Clinic**

4.4 rating · 341 reviews

14 AI mentions

Lowest rating in the set, kept visible by volume.

Share of AI mentions 19%

OV **Orchardvale Vets**

4.9 rating · 198 reviews

9 AI mentions

Highest rating, but AI names it half as often.

Share of AI mentions 12%

TC **Thistlecombe Vets**

4.7 rating · 134 reviews

6 AI mentions

Small and steady, with five new reviews.

Share of AI mentions 8%

Competitive Position

Care is the strength and reach the weakness; the quickest wins sit in replies and listings.

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Strengths

- Highest rating among clinics with more than 200 reviews.
- Owners name staff in their reviews.
- Positive tone in 26 of 36 AI answers.
- Own site cited in nine AI answers.

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Weaknesses

- 226 fewer reviews than Rowanfold.
- Three new reviews unanswered, including the low score.
- Named in six fewer AI answers than Rowanfold.
- Out of hours cover not explained online.

O

Opportunities

- Ask for reviews after nurse clinics.
- Publish an out of hours and fees page.
- Fix the stale directory listing.
- Add staff profiles AI can quote.

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Threats

- Rowanfold adds about 8 more reviews a month.
- The fee theme spreading to AI answers.
- Outside sources write 30 of 48 items.
- Stale listing data repeated by AI.



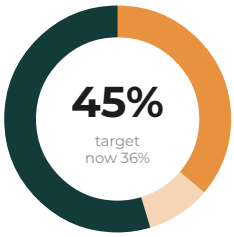
Action Plan

Six actions for November; the first two answer the out of hours theme directly.

	ACTION	PRIORITY	EFFORT	MEASURE
1	**Reply to the three open reviews** Start with the two star out of hours review.	HIGH	Low	Every review answered
2	**Publish an out of hours and fees page** Explains referral cover and typical costs.	HIGH	Low	No negative AI answers
3	**Ask for reviews after nurse clinics** Text a review link after vaccinations and checks.	HIGH	Low	25 new reviews in November
4	**Correct the stale directory listing** Saturday hours and the 241 review count.	MEDIUM	Low	All listings match
5	**Answer the Reddit thread on fees** A short, helpful reply that links the new page.	MEDIUM	Low	Thread answered
6	**Add vet and nurse profile pages** Gives AI the specifics owners already praise.	MEDIUM	Medium	Own site citations above 9



Q4 target



Lift unbranded AI visibility from 36% to 45% by the December run, about five more answers if the set stays at 50.

What success looks like

- Every new review answered within two days.
- No negative AI answers on fees.
- Every listing current, review counts included.

Method And Sources

One monthly report, four source types, run in the last week of October 2026.

SOURCE	WHAT IT COVERS	RUN DATE
Google Business Profiles	ratings, reviews, owner replies	28 Oct 2026
AI answer sampling	ChatGPT, Gemini, Perplexity, Copilot	28 Oct 2026
Wider web scan	directories, forums, news and guides	27 Oct 2026
Social platforms	Facebook and Instagram	27 Oct 2026

How this report is made

Every figure comes from the ADProvider AI SEO Suite monthly report for October 2026. Derived figures are marked where they appear, with the assumption beside them, and source inconsistencies are flagged on the page they affect.

Sample report. Fernmere Veterinary Clinic, its rivals, the web address and every figure here are fictional, created to show the format.



FERNMERE
VETERINARY CLINIC

Reputation Report

October 2026 · Prepared by ADProvider on 14 November 2026

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