

How guests and AI assistants find The Middlebury Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (6:27 pm ET) · [PDF copy](#)

The short version. The town visitor site lists a different phone number for the inn than the one on your own site. Your structured data describes a web page, not a hotel, and the page has no main heading.

What we checked

- Your home page, fetched signed out
- Your robots.txt, sitemap and llms.txt
- The structured data (JSON-LD) that search engines and AI assistants read from your home page
- Every finding below is quoted exactly, with the page it came from and the time it was fetched

What we found on your site

Experience Middlebury lists a different phone number

“14 Court Square |
(802) 560-4286”



Four Pillars Farmstead
Whiting | 802 989 0083
[Visit Website >](#)
Lodging in Whiting (close to Middlebury)



Foxglove Farm and Forest
Leicester,
Vermont | 802.247.4379
[Visit Website >](#)
GARDEN-FOREST-LODGING-GIFTS



Middlebury Inn
1827
town listing: (802) 560-4286
14 Court Square | (802) 560-4286
[Visit Website >](#)
Hotel & Restaurant



Middlebury Sweets Motel
1395 US Route 7 South | (802) 388-4935
[Visit Website >](#)
Motel

Source: <https://experiencemiddlebury.com/visit/stay/>, fetched 2026-10-30 18:27 ET

Your own site says 802-388-4961 everywhere. Directory listings are where assistants and maps cross-check a phone number; two numbers make them unsure which is right, and a guest may reach the wrong line.

Machines are not told you are a hotel

“"@type":"WebPage","@id":"https://www.middleburyinn.com/"”

```
<meta property="og:title" content="Welcome to Middlebury Inn | Historic New England Hotel in Middlebury, VT" />
<meta property="og:description" content="Middlebury Inn, a part of Vermont history since 1827. A full service hotel with 71 guestrooms, the Inn offers unparalleled food, drink and lodging with all of the comforts and modern conveniences travelers have come to expect from a grand hotel." />
<meta property="og:url" content="https://www.middleburyinn.com/" />
<meta property="og:site_name" content="Middlebury Inn, Middlebury VT" />
<meta property="article:modified_time" content="2026-10-16T17:06:28+00:00" />
<meta property="og:image" content="https://www.middleburyinn.com/wp-content/uploads/2024/02/room-pic.jpg" />
<meta name="twitter:card" content="summary_large_image" />
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":[{"@type":"WebPage", "@id":"https://www.middleburyinn.com/", "url":"https://www.middleburyinn.com/", "name":"Welcome to Middlebury Inn | Historic New England Hotel in Middlebury, VT", "isPartOf":{"@id":"https://www.middleburyinn.com/#website"}, "primaryImageOfPage":{"@id":"https://www.middleburyinn.com/#primaryimage"}, "image":{"@id":"https://www.middleburyinn.com/#primaryimage"}, "thumbnailUrl":"https://www.middleburyinn.com/wp-content/uploads/2024/02/room-pic.jpg", "datePublished":"2017-05-23T16:19:14+00:00", "dateModified":"2026-10-16T17:06:28+00:00", "description":"Middlebury Inn, a part of Vermont history since 1827. A full service hotel with 71 guestrooms, the Inn offers unparalleled food, drink and lodging with all of the comforts and modern conveniences travelers have come to expect from a grand hotel.", "breadcrumb":{"@id":"https://www.middleburyinn.com/#breadcrumb"}, "inLanguage":"en-US", "potentialAction":{"@type":"ReadAction", "target":{"@type":"ImageObject", "inLanguage":"en-US", "@id":"https://www.middleburyinn.com/#primaryimage", "url":"https://www.middleburyinn.com/wp-content/uploads/2024/02/room-pic.jpg", "contentUrl":"https://www.middleburyinn.com/wp-content/uploads/2024/02/room-pic.jpg", "width":942, "height":635, {"@type":"BreadcrumbList", "@id":"http
```

Source: <https://www.middleburyinn.com/>, fetched 2026-10-30 18:27 ET

Your structured data (from Yoast) describes a web page. It has no place for your 71 rooms, check-in time, Morgan's Tavern or 1827 founding, so assistants take those facts from booking sites.

The page has no H1; the welcome line is an H3

“<h3>WELCOME TO THE MIDDLEBURY INN</h3>”

```
<div class="et_pb_module et_pb_text et_pb_text_0 et_pb_text_align_center et_pb_bg_layout_light">
  <div class="et_pb_text_inner"><div class="ornam-border-h3-small">
    <h3>WELCOME TO THE MIDDLEBURY INN</h3>
  </div>
</div>
</div>
```

Source: <https://www.middleburyinn.com/>, fetched 2026-10-30 18:27 ET

Search engines use the H1 to decide what a page is about. Yours has none (0 H1 tags); the welcome line is set as a third-level heading.

Why it matters

Search engines and AI trip planners read the structured data block and the files at the root of your site to learn your basic facts. When those are missing or disagree with what a guest sees, machines either skip them or repeat the wrong version, and fill the gaps from booking sites instead of from you.

4 fixes, ranked

1 Correct the Experience Middlebury listing.

Ask the town visitor site to change (802) 560-4286 to 802-388-4961, or confirm which line you want public. **Front desk · 10 minutes**

2 Add a Hotel block.

Yoast can output Hotel/LodgingBusiness with 14 Court Square, 802-388-4961, 71 rooms, check-in time and the booking URL. **Web · 45 minutes**

3 Make the welcome line the H1.

Change the H3 to an H1 with your name and town. **Web · 5 minutes**

4 Test the home page in Google's Rich Results Test.

Paste the home page URL into search.google.com/test/rich-results to confirm the hotel block reads the way you want. **Web · 15 minutes**

If it's useful, I'd welcome 20 minutes to compare notes on how guests are finding independent hotels now. — Ethan Hawkes, Signalry

Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Middlebury Inn was contacted, and nothing was booked.

Method and evidence