STOCKBRIDGE, MASSACHUSETTS

How guests and AI assistants find The Red Lion Inn

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

> **The short version.** Your home page carries three structured-data blocks, but none says you are a hotel, and the address is one text string rather than a street, town and ZIP. The page also has six top-level headings, so machines cannot tell which one names the inn.

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

Machines are not told you are a hotel

“"@type":"LocalBusiness"”

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

The three blocks describe a WebSite, an Organization and a generic LocalBusiness. None is a Hotel, so there is no place for your 125 rooms, check-in time, restaurants or pet policy, and assistants take those from booking sites.

Your address is one text string

“"address":"30 Main Street\nStockbridge, MA, 01262\nUnited States"”

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

Maps and assistants match addresses field by field (street, town, ZIP). A single string with line breaks is harder to match, so your record can look less reliable than a booking site's.

Six top-level headings on the home page

“<h1”

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

The home page has six H1 headings: STAY, OFFERS & PACKAGES, DINING, GROUPS & GATHERINGS, our EXPERIENCES and FAQ’s. None of them is "The Red Lion Inn". Search engines use the main heading to understand what a page is about.

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. **Replace the empty LocalBusiness block with a Hotel block.**
   Squarespace: Settings → Business information fills Organization; add a Hotel block in Code Injection with rooms, check-in 4:00 pm, check-out 11:00 am and the booking URL. **Web · 45 minutes**

2 **Split the address into PostalAddress fields.**

streetAddress "30 Main Street", addressLocality "Stockbridge", addressRegion "MA", postalCode "01262". Web · 10 minutes

3 **Make one H1 that names the inn; turn the section titles into H2s.**

For example H1 "The Red Lion Inn, Stockbridge, Massachusetts". Web · 20 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

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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 Red Lion Inn was contacted, and nothing was booked.

Method and evidence