

How guests and AI assistants find Rabbit Hill Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (about 9:32 pm ET) · [PDF copy](#).

The short version. Your structured data names the inn correctly. The page heading does not: the only H1 is a search phrase, and the photos in your call-out panels have empty alt text.

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

Your main heading is a search phrase, not your name

“<h1 class="font-size-title">Romantic Inns Vermont</h1>”

```
<div id="page" class="hfeed">
  <main id="mainContent" >
    <a id="assistiveanchor" name="assistiveanchor" title="assistiveanchor" class="anchorlink"></a>
    <section tabindex="0" role="heading" aria-level="1">
      <div id="page-top">
        H1: "Romantic Inns Vermont" top">
        <h1 class="font-size-title">Romantic Inns Vermont</h1>
        <p class="font-size-sub-title">Vermont's Premier, Adults Only Luxury Boutique Inn</p>
      </div>
    </section>
  </div>
  <div id="main">
```

Source: <https://www.rabbithillinn.com/>, fetched 2026-10-30 21:32 ET

The H1 is what search engines and screen readers take as the page topic. "Romantic Inns Vermont" describes a category; Rabbit Hill Inn and Lower Waterford appear only in smaller text.

Call-out photos have empty alt text

“src="https://www.rabbithillinn.com/wp-content/uploads/rabbit-hill-cta.jpg" alt=""”

```
<section tabindex="0" role="article">
  <div class="wrap">
    <div class="left-content">
      <p><noscript></noscript></p>
      <a class="button" href="https://www.rabbithillinn.com/view-all-rooms">STAY</a>
    </div>
  </div>
</section>
<div class="middle-half">
```

Source: <https://www.rabbithillinn.com/>, fetched 2026-10-30 21:32 ET

An empty alt tells screen readers and image search to skip the picture. The call-out photos (rabbit-hill-cta.jpg, 24-carrot-cta.jpg and others) say nothing to either.

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.

3 fixes, ranked

1 Put the name in the H1.

Keep "Romantic Inns Vermont" as the subheading; make the H1 "Rabbit Hill Inn, Lower Waterford, Vermont". **Web · 10 minutes**

2 Describe the call-out photos.

In the WordPress media library, add a short alt text to each call-out image.

Web · 20 minutes

3 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 (about 9:32 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Rabbit Hill Inn was contacted, and nothing was booked.

Method and evidence