

How guests and AI assistants find Hotel Vermont

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

The short version. Your home page title, and the title shown when someone shares your link, both read "Home - Hotel Vermont". The only phone on the page is the 855 number; the 802 number the Chamber and booking sites list does not appear. Your structured data does not say you are a hotel.

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

The page and share titles start with "Home"

“<title>Home - Hotel Vermont</title>”

```
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1">

<link rel="preload" as="image" imagesrcset="https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-scaled.webp 2560w, https://hotelvt.c
om/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-300x125.webp 300w, https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-1024x428.webp 1024
w, https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-768x321.webp 768w, https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K
-15
-15 title starts "Home -" :tps://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-2048x857.webp 2048w" imagesizes="100vw" fetchpriority="high">
<title>Home - Hotel Vermont</title>

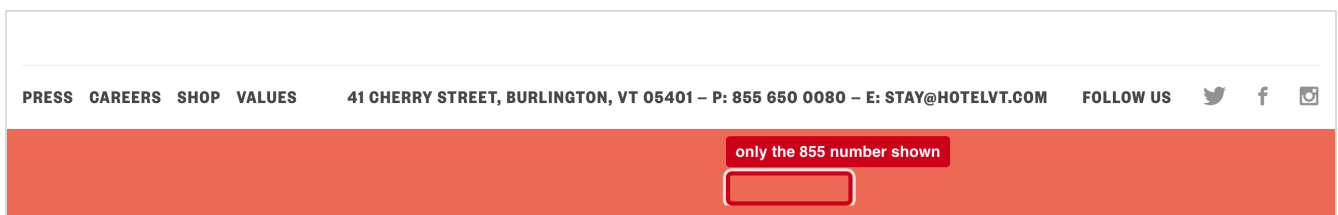
<!-- Fav and touch icons -->
<link rel="apple-touch-icon" sizes="180x180" href="/wp-content/themes/hotel-vermont/assets/images/favicons/apple-touch-icon.png">
<link rel="icon" type="image/png" sizes="32x32" href="/wp-content/themes/hotel-vermont/assets/images/favicons/favicon-32x32.png">
<link rel="icon" type="image/png" sizes="16x16" href="/wp-content/themes/hotel-vermont/assets/images/favicons/favicon-16x16.png">
```

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

This is the first line in search results and the title on every shared link (og:title is the same). "Home" uses the most valuable words on the page for nothing; "Burlington" and "Lake Champlain" are not in it.

Your local 802 number is not on your home page

“href="tel:8556500080">855 650 0080”



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

The Lake Champlain Chamber and booking sites list (802) 651-0080, which does not appear anywhere in your home page. Assistants match phone numbers across sources; one local number shown everywhere makes the match.

Machines are not told you are a hotel

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

```
<meta property="article:publisher" content="https://www.facebook.com/HotelVermont/" />
<meta property="article:modified_time" content="2026-09-15T18:46:49+00:00" />
<meta property="og:image" content="https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-scaled.webp" />
<meta property="og:image:width" content="2560" />
<meta property="og:image:height" content="1071" />
<meta property="og:image:type" content="image/webp" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:site" content="@HotelVermont" />
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":[{"@type":"WebPage",
"@id":"https://hotelvt.com/",
"url":"https://hotelvt.com/",
"name":"Home - Hotel Vermont",
"isPartOf":{"@id":"https://hotelvt.com/#organization"},
"primaryImageOfPage":{"@id":"https://hotelvt.com/#primaryimage"},
"image":{"@id":"https://hotelvt.com/#primaryimage"},
"thumbnailUrl":"https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-scaled.webp",
"datePublished":"2018-05-14T18:28:16+00:00",
"dateModified":"2026-09-15T18:46:49+00:00",
"description":"Hotel Vermont, Burlington Vermont's independent hotel, offering an authentic local experience in the heart of downtown between Burlington's Church Street Marketplace and the Waterfront.",
"breadcrumb":{"@id":"https://hotelvt.com/#breadcrumb"},
"inLanguage":"en-US",
"potentialAction":{"@type":"ReadAction",
"target":["https://hotelvt.com/"]}},
{"@type":"ImageObject",
"inLanguage":"en-US",
"@id":"https://hotelvt.com/#primaryimage",
"url":"https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-scaled.webp",
"contentUrl":"https://hotelvt.com/wp-content/uploads/2026/09/LOBBY_2_V4_PEOPLE_W4K-scaled.webp",
"width":2560,
"height":1071},
{"@type":"BreadcrumbList",
"@id":"https://hotelvt.com/#breadcrumb",
"itemListElement":{"@type":"List
```

WebPage + Organization only

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

Your structured data describes a web page and an organization. There is no Hotel block for your 125 rooms, check-in time, Juniper or the bike program, so assistants take those from booking sites.

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 Retitle the home page.

For example "Hotel Vermont | Independent Hotel in Downtown Burlington". Yoast sets both title and share title. **Web · 10 minutes**

2 Show the 802 number too.

Add (802) 651-0080 beside the 855 line in the header and footer, as a tel: link.

Web · 10 minutes

3 Add a Hotel block.

Include 41 Cherry Street, both numbers, 125 rooms, check-in time and the booking URL.

Web · 45 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 Hotel Vermont was contacted, and nothing was booked.

Method and evidence