

How guests and AI assistants find The Green Mountain Inn

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

The short version. Your Hotel block gives its web address as just "/", which machines cannot use. The newsletter sign-up is marked as a main (H1) heading alongside your welcome line, and shared links show no picture.

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 Hotel block's web address is "/"

“url": "/"”

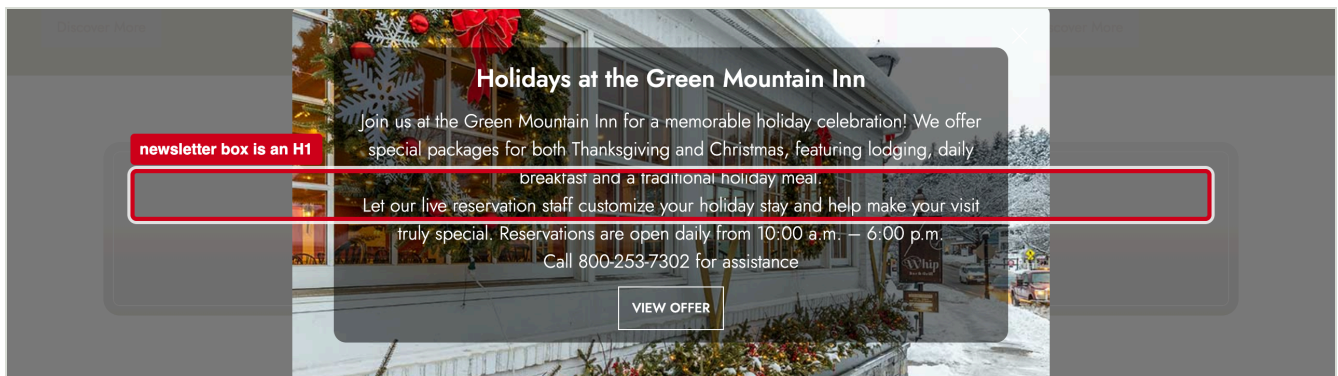
```
3e5573fa8fce2cd6_gmi-icon32.png" rel="shortcut icon" type="image/x-icon"/><link href="https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd94/68932532bf49e74688bc6a15_gmi-icon256.png" rel="apple-touch-icon"/><script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Green Mountain Inn",
  "description": "Experience timeless New England hospitality at the Green Mountain Inn, nestled in the heart of historic Stowe. Offering 101 inviting guest rooms, fully equipped apartments, and spacious townhouses.",
  "url": "/",
  "image": "https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd94/6804a1be8d47b543c1937fd4_Cozy-Bed-in-Guestroom.jpg",
  "image": "https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd94/690b24fae58b84eec875bd8d_Pool-Winter.jpg",
  "image": "https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd94/69060dff27549fa43f7ad4d8_holidays-deco.jpg"
},
  "logo": {
    "@type": "ImageObject",
    "url": "https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd94/685661a5e556a6dbd19f3939_logo-gmi-w1.png"
  }
}
```

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

Structured data needs a full address (<https://www.greenmountaininn.com/>). A bare "/" cannot be resolved by tools reading the block on its own, so the block is not tied to your site.

"Sign Up For The Latest News" is a main heading

“<h1 class="gmi-heading-medium">Sign Up For The Latest News</h1>”



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

The page has two H1s, and the second is the newsletter box. Search engines read the H1s to decide what a page is about.

Shared links show no picture

"<meta content="Stowe Hotel Rooms, Luxury Apartments, Townhouses | Green Mountain Inn" property="og:title"/>"

```
Page source of https://www.greenmountaininn.com/ — fetched 2026-10-30T23:06:05.533Z

<!DOCTYPE html><!-- This site was created in Webflow. https://webflow.com --><!-- Last Published: Thu Oct 22 2026 17:36:49 GMT+0000 (Coordinated Universal Time) --><html data-wf-domain="www.greenmountaininn.com" data-wf-page="67caf4de589e97fe2e9cdd9a" data-wf-site="67caf4de589e97fe2e9cdd9a"><head><meta charset="utf-8"/><link href="https://cdn.prod.website-files.com" rel="preconnect" crossorigin="anonymous"/><title>Stowe Hotel Rooms, Luxury Apartments, Townhouses | Green Mountain Inn</title><meta content="Rated #1 in TripAdvisor for Stowe, Vermont Hotels! The Green Mountain Inn offers over 100 guest rooms, luxury suites, apartments and townhouses. Book now." name="description"/><meta content="Stowe Hotel Rooms, Luxury Apartments, Townhouses | Green Mountain Inn" property="og:title"/><meta content="Rated #1 in TripAdvisor for Stowe, Vermont Hotels! The Green Mountain Inn offers over 100 guest rooms, luxury suites, apartments and townhouses. Book now." property="og:description"/><meta content="Stowe Hotel Rooms, Luxury Apartments, Townhouses | Green Mountain Inn" name="twitter:title"/><meta content="Rated #1 in TripAdvisor for Stowe, Vermont Hotels! The Green Mountain Inn offers over 100 guest rooms, luxury suites, apartments and townhouses. Book now." name="twitter:description"/><meta property="og:type" content="website"/><meta content="summary_large_image" name="twitter:card"/><meta content="width=device-width, initial-scale=1" name="viewport"/><meta content="Webflow" name="generator"/><link href="https://cdn.prod.website-files.com/67caf4de589e97fe2e9cdd9a/css/gmi-dev-site.webflow.shared.a47ee56d5.css" rel="stylesheet" type="text/css" integrity="sha384-pH7lbVR1DZuctYmoSst4GoRf7UgeahhdGczpVL+tLJEDhjGTMa0o29Kt7Hq+krZL" crossorigin="anonymous"/><style>@media (min-width:992px) {html.w-mod-js:not(.w-mod-ix) [data-w-id="bd29912f-84e4-e97c-28b2-084762ded3a0"] {opacity:0;-webkit-transform:translate3d(0, 40px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);-ms-transform:translate3d(0, 40px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);transform:translate3d(0, 40px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);}html.w-mod-is-not(.w-mod-ix) [data-w-id="bd29912f-84e4-e97c-28b2-084762ded3a0"] {opa
```

share tags, no og:image

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

There is a share title but 0 og:image tags, so a link texted or posted shows a blank card instead of the inn on Main Street.

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 Use the full URL in the Hotel block.
"url": "https://www.greenmountaininn.com/". **Web · 2 minutes**

- 2 Make the newsletter heading an H2.
Keep one H1, the welcome line. **Web · 5 minutes**

3 Add an og:image.

A 1200×630 photo of the inn. **Web · 10 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 Green Mountain Inn was contacted, and nothing was booked.

Method and evidence