WARREN, VERMONT

How guests and AI assistants find The Pitcher Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (7:38 pm ET) · PDF copy

> **The short version.** One phone link on your home page dials a California area code: it reads tel:tel:805-496-6350, while your number is 802-496-6350. The page also has two main headings, and the structured data does not describe a hotel.

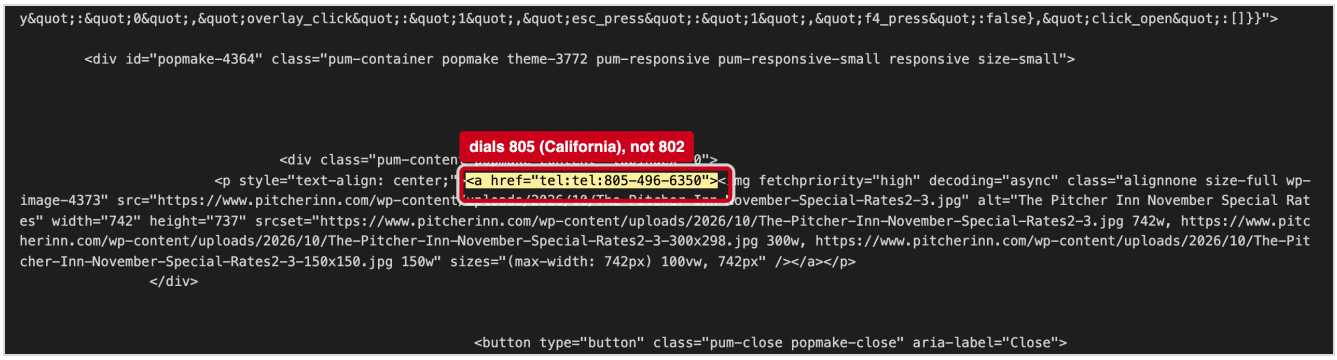
What we checked

- 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

A tap-to-call link on your home page dials 805, not 802

“<a href="tel:tel:805-496-6350">”

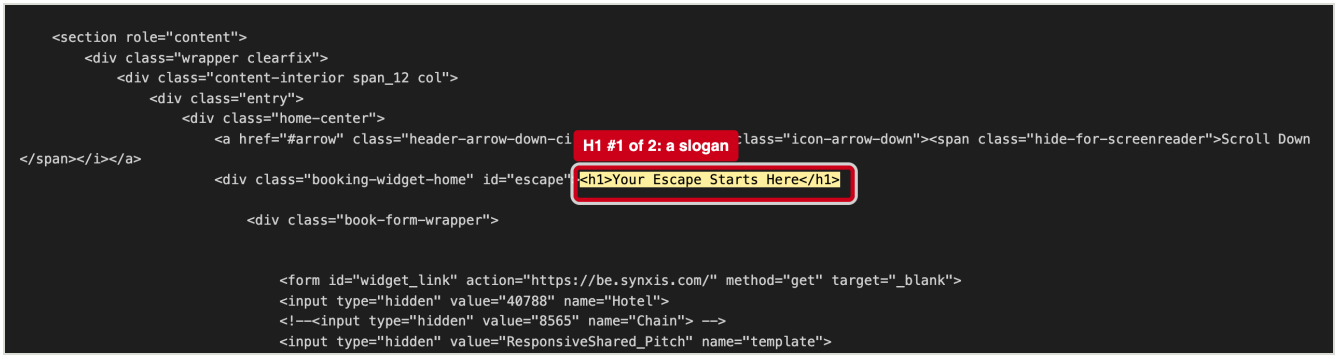


Source: https://www.pitcherinn.com/, fetched 2026-10-30 19:38 ET

805 is a California area code, and the link also has "tel:" twice. Your mobile header link correctly dials 802-496-6350, but this one wraps the November Special Rates popup image, so guests who tap the offer do not reach you.

Two H1 headings, and the first names neither the inn nor Vermont

“<h1>Your Escape Starts Here</h1>”



Source: https://www.pitcherinn.com/, fetched 2026-10-30 19:38 ET

Search engines expect one main heading. Your second H1, "Luxury Hotel & Inn in Vermont's Mad River Valley", is the stronger one; the first is a slogan.

Your structured data describes a web page, not a hotel

“"@type":"WebPage"”

Source: https://www.pitcherinn.com/, fetched 2026-10-30 19:38 ET

The JSON-LD block on your home page lists WebPage, WebSite and breadcrumb types, but no Hotel or LodgingBusiness entry. That entry is where search engines and AI trip planners read The Pitcher Inn's name, address, phone, check-in times and price range as facts.

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. **Fix the phone link.**

   Change tel:tel:805-496-6350 to tel:+18024966350. **Web · 5 minutes**

2 **Add a Hotel block to the structured data.**

Name, address, phone, geo coordinates, check-in/out times, price range and links to your Google and TripAdvisor listings. Most SEO plugins can do this from one form.

Web · 30 minutes

3 **Keep one H1.**

Make "Your Escape Starts Here" an H2 and keep the Mad River Valley line as the H1.

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

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Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (7:38 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Pitcher Inn was contacted, and nothing was booked.

Method and evidence