WESTERLY, RHODE ISLAND

How guests and AI assistants find Weekapaug Inn

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

> **The short version.** Your home page title, and the title on shared links, read "Home - Weekapaug Inn". Your llms.txt address returns the home page instead of a summary. And three different phone numbers for the inn are in public view.

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 - Weekapaug Inn</title>”

```
<script type="text/javascript">
                    let jqueryParams=[],jQuery=function(r){return jqueryParams=[...jqueryParams,r],jQuery},$=function(r){return jqueryParams=[...jqueryPara
ms,r],$};window.jQuery=jQuery,window.$=jQuery;let customHeadScripts=!1;jQuery.fn=jQuery.prototype={},$.fn=jQuery.prototype={},jQuery.noConflict=function(r){if
(window.jQuery)return jQuery=window.jQuery,$=window.jQuery,customHeadScripts=!0,jQuery.noConflict},jQuery.ready=function(r){jqueryParams=[...jqueryParams,
r]},$.ready=function(r){jqueryParams=[...jqueryParams,r]},jQuery.load=function(r){jqueryParams=[...jqueryParams,r]},$.load=function(r){jqueryParams=[...jqueryP
arams,r]},$.fn.ready=function(r){jqueryParams=[...jqueryParams,r]},$.fn.load=function(r){jqueryParams=[...jqueryParams,r]};</script>
<!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.com/product/yoast-seo-wordpress/ -->
        <title>Home - Weekapaug Inn</title>
        <meta name="description" content="Weekapaug Inn in Rhode Island radiates casual beach resort elegance. Book your next New England vacation with us toda
y." />
        <link rel="canonical" href="https://weekapauginn.com/" />
        <meta property="og:locale" content="en_US" />
        <meta property="og:type" content="website" />
        <meta property="og:title" content="Casual Luxury Beach Hotel Serving all of New England" />
        <meta property="og:description" content="Weekapaug Inn in Rhode Island radiates casual beach resort elegance. Book your next New England vacation with
us today." />
```

Source: https://weekapauginn.com/, fetched 2026-10-30 18:22 ET

This is the first line in search results and one of the two share titles (og:title) on the page says the same. "Home" spends the most valuable words on the page; "Relais & Châteaux", "Westerly" and "Rhode Island" are not in it.

Your llms.txt returns the home page

“<!DOCTYPE html>”

Source: https://weekapauginn.com/llms.txt, fetched 2026-10-30 18:22 ET

The address AI tools check for a plain-text summary ends up at your home page and returns its full HTML. Tools that read it get markup, not a short description of the inn.

Three phone numbers are in public view

“ Call Toll-Free 855-679-2995 ”

Source: https://weekapauginn.com/, fetched 2026-10-30 18:22 ET

Your home page gives 855-679-2995. TripAdvisor lists 1 (855) 790-1903, and a Rhode Island dining guide lists (401) 637-7600 for Thanksgiving bookings. Assistants match numbers across sources; when they disagree, they pick one, not necessarily yours.

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 "Weekapaug Inn | Relais & Châteaux Inn in Westerly, Rhode Island". Your SEO plugin sets the share title too. **Web · 10 minutes**

2 **Publish a real llms.txt.**

A short text file at /llms.txt with name, address, phone, rooms, season and booking link. **Web · 20 minutes**

3 **Pick one public number.**

Update TripAdvisor and listings to match, or show the local 401 line beside the toll-free one. **Marketing · 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 Weekapaug Inn was contacted, and nothing was booked.

Method and evidence