

How guests and AI assistants find Hartness House

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

The short version. The weddings block on your home page has two leftovers from a template: its "call us" button dials 777.777.7777, and the planning address it lists is on a different domain, josefinhotel.com.

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 weddings "call us" button dials a placeholder number

“call us”

```
x27;ve transformed the Inn with their signature flair, while staying true to the story and history of this peculiar place."</p><div class="all-caps">Emma S., R
ockingham VT</div></div></div></div></div><div class="arena-section hidden"><div data-w-id="8d18cec3-2033-f382-55af-33c75e2df53d" style="webkit-transform:tran
slate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);-moz-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0)
rotateZ(0) skew(0, 0);-ms-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);transform:translate3d(0, 20px, 0) scal
e3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);opacity:0" class="container with-columns"><div class="_2-columns w-row"><div class="overlapping-images
-column left w-col w-col-7"><div class="overlapping-column-image overlapping-front-weddings"></div><div class="overlapping-back-image-div overlapping-bottom-im
lass="overlapping-column-image weddings"></div></div></div><div class="column centered w-col w-col-5"><div class="centered-column-content"><h3
ed">Our History</h3><p class="left-aligned">Our courtyard is the perfect romantic location to say your vows. We have expert event coordinators
to assist you in all the planning you need for your special day.<br/><br/>weddings@josefinhotel.com<p><a href="tel:777.777.7777" class="button blue w-button">
call us</a></div></div></div></div></div><div class="arena-section c-less-padding-bottom"><div data-w-id="c33dc3a4-ec6c-d34b-43ff-8c618550789b" style="webkit
-rotateY(0) rotateZ(0) skew(0, 0);-ms-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);transform:translate3d
(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);opacity:0" class="container with-columns"><h2 class="centered wider">Discover a side
of Vermont you won't soon forget<br/></h2><div class="decorative-line-div with-padding"></div></div><div class="_3-columns w-ro
w"><div class="_3-column w-col w-col-4 w-col-stack"><div class="_3-column-image experiences-1"></div><h3>Connecticut River</h3><p class="paragraph-5">Enjoy fis
hing, boating and bird watching on the Connecticut River. You can launch your boat or fish from the dock at Hoyt's Landing, 10 minutes away.</p><a href="http
s://www.vermontvacation.com/landing-pages/byways/connecticut-river-byway" target="blank" class="button blue w-button">Learn more</a></div><div class="_3-colum
```

Source: <https://www.hartnesshouse.com/>, fetched 2026-10-30 21:31 ET

A couple tapping "call us" on a phone is sent to 777-777-7777, not to your events team.

Your real number, 802 885 8022, is elsewhere on the page.

The wedding-planning address is on another domain

“weddings@josefinhotel.com”

```
x27;ve transformed the Inn with their signature flair, while staying true to the story and history of this peculiar place."</p><div class="all-caps">Emma S., R
ockingham VT</div></div></div></div></div><div class="arena-section hidden"><div data-w-id="8d18cec3-2033-f382-55af-33c75e2df53d" style="webkit-transform:tran
slate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);-moz-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0)
rotateZ(0) skew(0, 0);-ms-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);transform:translate3d(0, 20px, 0) scal
e3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);opacity:0" class="container with-columns"><div class="_2-columns w-row"><div class="overlapping-images
-column left w-col w-col-7"><div class="overlapping-column-image overlapping-front-weddings"></div><div class="overlapping-back-image-div overlapping-bottom-im
age-left"><div class="overlapping-column-image weddings"></div></div></div><div class="column centered w-col w-col-5"><div class="centered-column-content"><h3
ed">Our History</h3><p class="left-aligned">Our courtyard is the perfect romantic location to say your vows. We have expert event coordinators
to assist you in all the planning you need for your special day.<br/><br/>weddings@josefinhotel.com<p><a href="tel:777.777.7777" class="button blue w-button">
call us</a></div></div></div></div></div><div class="arena-section c-less-padding-bottom"><div data-w-id="c33dc3a4-ec6c-d34b-43ff-8c618550789b" style="webkit
-rotateY(0) rotateZ(0) skew(0, 0);-ms-transform:translate3d(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);transform:translate3d
(0, 20px, 0) scale3d(1, 1, 1) rotateX(0) rotateY(0) rotateZ(0) skew(0, 0);opacity:0" class="container with-columns"><h2 class="centered wider">Discover a side
of Vermont you won't soon forget<br/></h2><div class="decorative-line-div with-padding"></div></div><div class="_3-columns w-ro
w"><div class="_3-column w-col w-col-4 w-col-stack"><div class="_3-column-image experiences-1"></div><h3>Connecticut River</h3><p class="paragraph-5">Enjoy fis
hing, boating and bird watching on the Connecticut River. You can launch your boat or fish from the dock at Hoyt's Landing, 10 minutes away.</p><a href="http
```

Source: <https://www.hartnesshouse.com/>, fetched 2026-10-30 21:31 ET

Every other address on the page is @hartnesshouse.com. Enquiries typed from this line go to josefinhotel.com; if that is not yours, they leave the building.

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 Point the button at your number.

Change the link to tel:+18028858022 (or your events line). **Web · 2 minutes**

2 Fix or confirm the weddings address.

Replace it with a hartnesshouse.com address, or confirm josefinhotel.com is yours and forwards to your team. **Web / events · 5 minutes**

3 Add a Hotel block to the structured data.

The home page has no JSON-LD at all. Name, address, phone, check-in times and price range, from one SEO-plugin form or a short script. **Web · 30 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 Hartness House was contacted, and nothing was booked.

Method and evidence