

How guests and AI assistants find The Grafton Inn

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

The short version. Your structured data is detailed (name, address, phone, amenities). Two lines work against it: the page title never says "The Grafton Inn", and the structured data files you as a bed and breakfast while the page calls you 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

Your page title does not include your name

“<title>Historic Southern Vermont Hotel | Accommodations in Grafton</title>”

```
s/wsm-template-northstar/library/webfonts/cormorant-infant-latin-400-italic.woff2" as="font" type="font/woff2" fetchpriority="low" crossorigin><link rel="preload"
ad" href="https://www.graftoninnvermont.com/wp-content/themes/wsm-template-northstar/library/webfonts/fontawesome.woff2" as="font" type="font/woff2" crossorigin
n><link rel="preload" as="image" href="https://www.graftoninnvermont.com/wp-content/uploads/2026/01/grafton-225-logo-white-web.png" fetchpriority="high" /> <!--
- wordpress head functions --><link rel="preload" as="image" fetchpriority="high" imagesrcset="https://www.graftoninnvermont.com/wp-content/uploads/2026/09/LJT
1KYnA-2920x1600.jpeg 2920w, https://www.graftoninnvermont.com/wp-content/uploads/2026/09/LJT1KYnA-730x400.jpeg 730w, https://www.graftoninnvermont.com/wp-conte
nt/uploads/2026/09/LJT1KYnA-1460x800.jpeg 1460w, https://www.graftoninnvermont.com/wp-content/uploads/2026/09/LJT1KYnA-1095x600.jpeg 1095w" imagesizes="100vw">
title: no "Grafton Inn"
ref="https://www.graftoninnvermont.com/wp-includes/js/jquery/jquery.min.js" as="script" /><link rel="preload" href="https://www.graftoninn
es/is/inquery/inquery-migrate.min.js" as="script" /><meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max
-video-preview:-1" /> <!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.com/product/yoast-seo-wordpress/ --><title>Historic Southern
Vermont Hotel | Accommodations in Grafton</title><link rel="preload" as="font" href="https://www.graftoninnvermont.com/wp-content/themes/wsm-template-northsta
f="https://www.graftoninnvermont.com/wp-content/uploads/siteground-optimizer-assets/siteground-optimizer-combined-css-52eec7aececb38cf193cfc99b74f310.css" med
ia="all" /><meta name="description" content="The historic Grafton Inn is a quintessential Southern Vermont hotel with luxurious accommodations, farm fresh dini
ng, and the ideal location in Grafton, VT." /><link rel="canonical" href="https://www.graftoninnvermont.com/" /><meta property="og:locale" content="en_US" /><m
eta property="og:type" content="website" /><meta property="og:title" content="Historic Southern Vermont Hotel | Accommodations in Grafton" /><meta property="o
g:description" content="The historic Grafton Inn is a quintessential Southern Vermont hotel with luxurious accommodations, farm fresh dining, and the ideal loc
ation in Grafton, VT." /><meta property="og:url" content="https://www.graftoninnvermont.com/" /><meta property="og:site_name" content="Grafton Inn" /><meta pro
perty="article:publisher" content="https://www.facebook.com/GraftonInnVermont" /><meta property="article:modified_time" content="2026-09-08T14:18:36+00:00" /><
```

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

This is the line search results show first and the default name for a saved bookmark. A guest scanning results sees "Historic Southern Vermont Hotel", not The Grafton Inn.

Machines are told you are a bed and breakfast

“"@type": "BedAndBreakfast"”

```
--customizer-social-links-color: #415b5b;
} </style> <script type="text/javascript" src="//script.crazyegg.com/pages/scripts/0010/7559.js" async="async"></script><link rel="icon" href="https://www.gr
aftoninnvermont.com/wp-content/uploads/2022/10/cropped-grafton-fav-icon-32x32.png" sizes="32x32" /><link rel="icon" href="https://www.graftoninnvermont.com/wp-
content/uploads/2022/10/cropped-grafton-fav-icon-192x192.png" sizes="192x192" /><link rel="apple-touch-icon" href="https://www.graftoninnvermont.com/wp-conte
nt/uploads/2022/10/cropped-grafton-fav-icon-180x180.png" /><meta name="msapplication-TileImage" content="https://www.graftoninnvermont.com/wp-content/uploads/20
22/10/cropped-grafton-fav-icon-270x270.png" /> <!-- end of wordpress head --><meta name="author" content="White Stone Marketing"> <script type="application/ld+
schema type: BedAndBreakfast
"@type": "BedAndBreakfast",
"address": {
"@type": "PostalAddress",
"streetAddress": "92 Main Street",
"addressLocality": "Grafton",
"addressRegion": "VT",
"postalCode": "05146",
"addressCountry": "US"
```

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

Your title and H1 call you a historic hotel; your structured data classifies you as a BedAndBreakfast. Search and AI trip planners use that type to decide which questions ("hotels in southern Vermont") you are an answer to.

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 Put your name in the title.

For example "The Grafton Inn | Historic Southern Vermont Hotel in Grafton Village".

Web · 5 minutes

2 Match the schema type to how you sell.

Use "Hotel" (or list both types) so the structured data agrees with the page.

Web · 10 minutes

3 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 (7:38 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Grafton Inn was contacted, and nothing was booked.

Method and evidence