EXETER, NEW HAMPSHIRE

How guests and AI assistants find The Exeter Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (12:18 pm ET) · PDF copy

> **The short version.** The structured data on your home page tells search engines and AI assistants that the Inn is "Unrated", leaves phone, email and check-in times blank, and one block is broken outright. Your /contact/ page also returns a 404.

What we checked

- Your home page and contact page, fetched signed out
- Your robots.txt and sitemap
- 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

> **Hotel facts are blank or placeholder**
>
> “"ratingValue":"Unrated"},"priceRange":"$ 119.00" … "telephone":"","email":""”
>
> Source: https://www.theexeterinn.com/, fetched 2026-10-30 12:18 ET
>
> Blank phone and email, and a single "$ 119.00" price, are what machines read as your facts.

Check-in and check-out times are empty

“"checkinTime": "", "checkoutTime": ""”

Source: https://www.theexeterinn.com/, fetched 2026-10-30 12:18 ET

Check-in time is one of the most common guest questions, and this is where assistants look for it.

One data block is broken

“Unexpected token '<'”

Source: https://www.theexeterinn.com/, fetched 2026-10-30 12:18 ET

A third JSON-LD block starts with a nested <script type="application/ld+json"> tag, so the parser rejects the whole block.

Why it matters

Search engines and AI trip planners read the structured data block on your home page to learn your hotel's basic facts. When that block says "Unrated", has an empty description or image, or a single placeholder price, they either ignore it or repeat it, and they fill the gaps from booking sites instead of from you.

5 fixes, ranked

1. **Remove the nested script tag from the third data block.**
   The block opens with a second <script> tag inside the first. Deleting the inner tag makes it parse. **Web · 30 minutes**

2. **Fill in the hotel facts in your structured data.**
   Replace "Unrated" and the empty fields with real values: description, a photo, phone, email, check-in and check-out times. This is usually one settings screen in the website platform. **Web · 1–2 hours**

3 **Replace the single placeholder price with a real range.**

A one-number "priceRange" reads as your actual rate. Use a range that matches what guests see on your booking page, or remove it. **Revenue + web · 30 minutes**

4 **Test the page in Google's Rich Results Test.**

Paste your home page URL into search.google.com/test/rich-results. It shows each block, what parses, and what's missing, and it's the quickest way to confirm the fixes took. **Web · 15 minutes**

5 **Restore or redirect /contact/.**

https://www.theexeterinn.com/contact/ returned 404 at 12:18 pm ET. Redirect it to your contact page. **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 (12:18 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Exeter Inn was contacted, and nothing was booked.

Method and evidence