

How guests and AI assistants find Edson Hill

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

The short version. The Hotel block in your structured data spells its name field "Name" with a capital N, which machines do not recognise, so the hotel has no name there. Shared links are titled with a description that does not include "Edson Hill".

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 Hotel block's name field is not recognised

“Name: "Edson Hill",”

```
ontainer #event-gallery .et_pb_promo .et_pb_promo_button.et_pb_button:empty::after{content:"view all"!important;display:inline!important;position:static!important;opacity:1!important;margin:0!important;font-family:inherit!important;font-size:inherit!important;line-height:inherit!important}</style> <meta name="facebook-domain-verification" content="8bx28ya3f2wdl1svpx9akmnk6imdsh" />
<!-- Schema Start -->
<script type="application/ld+json">
{
  "Name" should be "name".org",
  "Name": "Edson Hill",
  "url": "https://edsonhill.com/wp-content/uploads/2020/07/luvlens_commercial_edsonhill_summer2019-27.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1500 Edson Hill Road",
    "addressLocality": "Stowe",
    "addressRegion": "Vermont",
    "postalCode": "05672",
    "addressCountry": "United States"
  }
}
```

Source: <https://edsonhill.com/>, fetched 2026-10-30 18:58 ET

Structured-data field names are case-sensitive. "Name" is not "name", so to Google and AI tools your Hotel block, with your address and description, has no name attached.

Shared links do not say Edson Hill

“<meta property="og:title" content="Luxury Boutique Hotel and Historic Private Estate" />”

```
<!-- This site is optimized with the Yoast SEO Premium plugin v28.7 (Yoast SEO v28.7) - https://yoast.com/product/yoast-seo-premium-wordpress/ -->
<title>Edson Hill | Luxury Inn & Historic Estate in Stowe, VT</title>
<meta name="description" content="A secluded 38-acre hilltop estate in Stowe with fireplace rooms, private guest houses, Nordic trails and acclaimed farm-to-table dining. Book direct." />
<link rel="canonical" href="https://edsonhill.com/" />
<link rel="alternate" hreflang="en_US" content="en_US" />
<link rel="alternate" hreflang="website" content="website" />
<meta property="og:title" content="Luxury Boutique Hotel and Historic Private Estate" />
<meta property="og:description" content="A secluded 38-acre hilltop estate in Stowe with fireplace rooms, private guest houses, Nordic trails and acclaimed farm-to-table dining. Book direct." />
<meta property="og:url" content="https://edsonhill.com/" />
<meta property="og:site_name" content="Edson Hill" />
<meta property="article:publisher" content="https://facebook.com/edsonhillvt" />
<meta property="article:modified_time" content="2026-10-20T17:06:29+00:00" />
<meta property="og:image" content="https://edsonhill.com/wp-content/uploads/2024/04/Manor-House.jpg" />
<meta property="og:image:width" content="800" />
```

Source: <https://edsonhill.com/>, fetched 2026-10-30 18:58 ET

This is the title shown when someone texts or posts your link. It describes you but never names you.

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 Change "Name" to "name".

One character in the Hotel block; then add telephone 802-253-7371 and the booking URL while you are there. **Web · 10 minutes**

2 Add your name to the share title.

"Edson Hill | Luxury Boutique Hotel and Historic Estate, Stowe VT". **Web · 5 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 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Edson Hill was contacted, and nothing was booked.

Method and evidence