MANCHESTER VILLAGE, VERMONT

How guests and AI assistants find The Wilburton Inn

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

> **The short version.** The headline that sells group retreats has a typo ("t0" with a zero), and the page has three H1 headings, two of them the logo image.

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

A typo in your group-retreat headline

“We specialize in GROUP Retreats FROM 6 t0 100 guests.”

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

"t0" is typed with a zero. It is the one heading on the page that states what you sell to groups, so it is the line planners read and copy.

Three H1 headings, two of them the logo

“<h1 class="logo" data-content-field="site-title">”

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

Your template wraps the logo image in an H1, twice, so the page has three main headings and two have no text. Search engines expect one H1 that says what the page is about.

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. **Fix the typo.**
   Change "6 t0 100" to "6 to 100". **Web · 2 minutes**

2. **Keep one text H1.**
   In the Squarespace header settings, stop using the logo as the site-title heading, and make the main H1 "The Wilburton Inn, Manchester Village, Vermont". **Web · 20 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 Wilburton Inn was contacted, and nothing was booked.

Method and evidence