

How guests and AI assistants find Simsbury 1820 House

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

The short version. The hotel data block on your home page describes the house as "Unrated", with a single placeholder price and a description that is just your web address. That block is what search engines and AI assistants read first.

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 placeholder

```
"starRating":{"@type":"Rating","ratingValue":"Unrated"},"priceRange":"$179.00","description":"simsbury1820house.com\r\n"
```

Source: <https://www.simsbury1820house.com/>, fetched 2026-10-30 12:18 ET

The description field holds your domain name and a line break, not a description of the house.

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.

3 fixes, ranked

1 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**

2 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**

3 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**

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 (12:18 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Simsbury 1820 House was contacted, and nothing was booked.

Method and evidence