

How guests and AI assistants find The Deerfield Inn

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

The short version. Your home page title starts and ends with three asterisks and never says "Deerfield Inn". The page calls you a hotel, the description calls you a bed and breakfast, and the structured data says BedAndBreakfast.

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 page title is wrapped in asterisks and has no inn name

“<title>*** Deerfield, MA Hotel *** Top Rated Hotel & Restaurant</title>”

```
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-M3KXVDZ');</script> <!-- End WSM Google Tag Manager --> <!-- Google Tag Manager --> <script>(function(w,d,s,l,i){w
[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-M3KXVDZ');</script> <!-- End Google Tag Manager --> <!-- wordpress head functions --><meta name='robots' content
='index, follow, max-image-preview:large, max-video-preview:-1' /> <!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.
com/product/yoast-seo-wordpress/ --> <!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.
ic.com/' crossorigin/><link rel="preconnect" href="https://fonts.gstatic.com/" /><link rel="preconnect" href="https://fonts.gstatic.com/" /><style type="text/css">@font-face {
font-family: 'Philosopher';
font-style: normal;
font-weight: 400;
font-display: swap;
src: url(https://fonts.gstatic.com/s/philosopher/v21/vEFV2_50CwIS4_Dhez5jcWBUt0g.ttf) format('truetype');
} </style><meta name="description" content="Experience classic luxury at our Deerfield, MA hotel and restaurant. Our bed and breakfast near Greenfield, MA is t
he perfect base to explore northern Mass. Book now!" /><link rel="canonical" href="https://www.deerfieldinn.com/" /><meta property="og:locale" content="en_US"
```

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

This is the first line in search results and, because og:title is the same, the title on every shared link. Search engines often rewrite titles that look like this, and "Deerfield Inn" is not in it.

Three different labels for what you are

“"@type": "BedAndBreakfast"”

```
border: none;
padding-top: 0;
display: none;
}
.btn-secondary {
background-color: #576886;
}
schema: BedAndBreakfast
"@type": "BedAndBreakfast",
"address": {
"@type": "PostalAddress",
"streetAddress": "81 Old Main Street",
"addressLocality": "Deerfield",
"addressRegion": "MA",
"postalCode": "01342"
},
}
```

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

The title and H1 say hotel, the description says "Our bed and breakfast near Greenfield", and the structured data type is BedAndBreakfast. Historic Deerfield describes a 24-room inn with Champney's Restaurant. Machines pick one label; it should be the one you want.

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.

4 fixes, ranked

1 Retitle the home page.

For example "The Deerfield Inn | Historic Inn & Champney's Restaurant, Deerfield MA". **Web · 10 minutes**

2 Pick one category.

Use Hotel (or Inn) in the structured data and the description, matching the title.

Web · 15 minutes

3 Add rooms and check-in to the block.

Include 24 rooms, check-in time, the restaurant and the booking URL. **Web · 30 minutes**

4 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 The Deerfield Inn was contacted, and nothing was booked.

Method and evidence