

How guests and AI assistants find The Essex Resort & Spa

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

The short version. Your two machine-facing files give your town two different ways: the structured data says Essex Junction, and your llms.txt says Essex. Shared links show no picture, and the home page has no main heading.

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

Your structured data and llms.txt name different towns

“addressLocality": "Essex Junction",”

```
{
  "@context": "http://schema.org",
  "@type": "Hotel",
  "name": "The Essex Resort & Spa",
  "url": "https://www.essexresort.com/",
  "address": {
    "schema": "Essex Junction",
    "addressLocality": "Essex Junction",
    "addressRegion": "Vermont",
    "postalCode": "05452",
    "addressCountry": "US"
  },
  "telephone": "+1-802-878-1100",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 44.4934,
```

Source: <https://www.essexresort.com/>, fetched 2026-10-30 18:27 ET

Your llms.txt, the summary written for AI tools, says "70 Essex Way, Essex, VT 05452". Booking sites already split the same way (TripAdvisor says Essex, Orbitz says Essex Junction). Picking one and using it everywhere stops assistants guessing.

Shared links show no picture

“content="The Essex Resort & Spa, A Luxury Resort & Spa in Vermont"
property="og:title"/>”

```
Page source of https://www.essexresort.com/ — fetched 2026-10-30T22:59:54.162Z

<!DOCTYPE html><!-- Last Published: Mon Oct 26 2026 17:13:20 GMT+0000 (Coordinated Universal Time) --><html data-wf-domain="www.essexresort.com" data-wf-page="66b9ce9f749b84f7e344aaba" data-wf-site="6634da73ce21a56619cebb21" lang="en"><head><meta charset="utf-8"/><link href="https://cdn.prod.website-files.com" rel="preconnect" crossorigin="anonymous"/><title>The Essex Resort & Spa, A Luxury Resort & Spa in Vermont</title><meta content="Enjoy a stay in one of our culinary-themed guest rooms, featuring décor inspired by the colors and textures of food, or book a studio or suite with a kitchenette to enjoy all the comforts of home while staying at our Burlington, VT accommodations." name="description"/><meta content="The Essex Resort & Spa, A Luxury Resort & Spa in Vermont" property="og:title"/><meta content="Enjoy a stay in one of our culinary-themed guest rooms, featuring décor inspired by the colors and textures of food, or book a studio or suite with a kitchenette to enjoy all the comforts of home while staying at our Burlington, VT accommodations." name="twitter:description"/><meta property="og:type" content="website"/><meta content="summary_large_image" name="twitter:card"/><meta content="width=device-width, initial-scale=1" name="viewport"/><meta content="2x63Z3ad3lQm3J7yRzeFnIa0RQrN8hyq3xBwCnENjXo" name="google-site-verification"/><link href="https://cdn.prod.website-files.com/6634da73ce21a56619cebb21/css/essex-resort.webflow.shared.7c29dc864.min.css" rel="stylesheet" type="text/css" integrity="sha384-fCnckZkU5003tu5pVimNkj8khAPyEl16tCDWyoZrvYQ2N01rfZtMJDVaQ1hP" crossorigin="anonymous"/><link href="https://fonts.googleapis.com" rel="preconnect"/><link href="https://fonts.gstatic.com" rel="preconnect" crossorigin="anonymous"/><script src="https://ajax.googleapis.com/ajax/libs/webfont/1.6.26/webfont.js" type="text/javascript"></script><script type="text/javascript">WebFont.load({ google: { families: ["Varela:400", "Oswald:200,300,4
```

Source: <https://www.essexresort.com/>, fetched 2026-10-30 18:27 ET

The page sets a share title and description but no og:image (0 og:image tags), so links shared by text, Slack or social show a blank card instead of the resort.

The home page has no H1

“<h2 class="h2_heading-inside bm-0">Your Vermont Vacation Starts Here</h2>”



Source: <https://www.essexresort.com/>, fetched 2026-10-30 18:27 ET

The main line is an H2 and the page has no H1 (0 tags). Search engines use the H1 to decide 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.

4 fixes, ranked

1 Pick one town name.

Use the same locality in the Hotel block, llms.txt, Google Business Profile and footer.

Marketing · 20 minutes

2 Add an og:image.

Use a 1200×630 photo of the resort. Web · 10 minutes

3 Make the main line an H1.

For example "The Essex Resort & Spa, Vermont". **Web · 5 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 Essex Resort & Spa was contacted, and nothing was booked.

Method and evidence