

How guests and AI assistants find The Copper Beech Inn

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

The short version. When someone shares your home page, the preview title reads just "Home". The browser tab says "The Copper Beech Inn - Home", the page has no main heading, and there is no structured data telling search engines or AI tools that you are an inn.

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

Shared links to your site are titled "Home"

“<meta property="og:title" content="Home" />”

```
Page source of https://www.copperbeechinn.com/ — fetched 2026-10-30T22:59:42.417Z

<!DOCTYPE html>
<html lang="en">
  <head>
    <title>The Copper Beech Inn - Home</title><meta property="og:site_name" content="The Copper Beech Inn" />
    <meta property="og:title" content="Home" />
    <meta property="og:description" content="A country inn and renowned award-winning restaurant in Essex Connecticut, located in the beautiful Connecticut River V
alley and along the Long Island Sound shoreline. This fine, luxury Ivoryton bed and breakfast is close to charming historic towns, shops," />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/img-0491.jpg" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/20210406-151645.jpg?1648308682" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/ivoryton-playhouse.jpg?1648914081" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/gillettestatepark-1024x605.jpg?1648914078" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/editor/chester-facebook-800x445.jpg?1648308597" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/comstock-christmas.jpg?1666291113" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/cbi-logo.jpg?1646237627" />
    <meta property="og:url" content="https://www.copperbeechinn.com/" />
```

Source: <https://www.copperbeechinn.com/>, fetched 2026-10-30 18:22 ET

This is the title Facebook, iMessage, Slack and most email apps show when someone shares your link. A guest forwarding your page to a partner sees "Home" instead of your name.

The page title ends in "Home" and names no town

“<title>The Copper Beech Inn - Home</title>”

```
Page source of https://www.copperbeechinn.com/ — fetched 2026-10-30T22:59:43.741Z

<!DOCTYPE html>
<html lang="en">
  <head>
    <title>The Copper Beech Inn - Home</title>
    <meta property="og:site_name" content="The Copper Beech Inn" />
    <meta property="og:description" content="A country inn and renowned award-winning restaurant in Essex Connecticut, located in the beautiful Connecticut River V
alley and along the Long Island Sound shoreline. This fine, luxury Ivoryton bed and breakfast is close to charming historic towns, shops," />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/img-0491.jpg" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/20210406-151645.jpg?1648308682" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/ivoryton-playhouse.jpg?1648914081" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/gillettestatepark-1024x605.jpg?1648914078" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/editor/chester-facebook-800x445.jpg?1648308597" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/comstock-christmas.jpg?1666291113" />
    <meta property="og:image" content="https://www.copperbeechinn.com/uploads/1/3/7/4/137473542/published/cbi-logo.jpg?1646237627" />
    <meta property="og:url" content="https://www.copperbeechinn.com/" />
```

Source: <https://www.copperbeechinn.com/>, fetched 2026-10-30 18:22 ET

Search results show this line first. It does not say Ivoryton, Essex or "inn and restaurant", which are the words people search with.

Your biggest heading is "Welcome", set with font tags, and there is no H1

“ Welcome ”

```
eight":"533"}, {"url":"6/4/2/5/6425577/room323-009.jpg", "width":"800", "height":"532"}, {"url":"6/4/2/5/6425577/copper-beech.jpg", "width":"850", "height":"581"}]
}
jQuery(document).ready(init);
})(window.jQuery)
</script>

<div style="height:20px;overflow:hidden"></div></div>

<h2 class="wsite-content-title" style="text-align:left;"><em><font size="7">Welcome</font></em></h2>

<div class="paragraph" style="text-align:left;"><font color="#2a2a2a">A country inn and renowned award-winning <a href="/dining.html" target="_blank"><font col
or="#2a2a2a">restaurant</font></a> in Essex Connecticut, located in the beautiful Connecticut River Valley and along the Long Island Sound shoreline. This fine
Ivoryton, CT bed and breakfast luxury inn is close to charming historic towns, shops, attractions and many outdoor activities. While enjoying this romantic get
away, you will appreciate easy access to the coastal towns of Mystic and the Essex area and just two hours from New York City or Boston.&nbsp;  Children 16 and
over are welcome at Copper Beech Inn. Seasonal packages available.&nbsp; </font><br /><br /></div>

<h2 class="wsite-content-title" style="text-align:center;"><em>History Meets Today</em> <br /><font size="5">Luxury Accommodations</font></h2>
```

Source: <https://www.copperbeechinn.com/>, fetched 2026-10-30 18:22 ET

Search engines and AI tools use the main (H1) heading to decide what a page is about. Your page has none (0 H1 tags), and no structured-data block at all, so they fall back to booking sites for your facts.

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 Set the share title.

Change og:title to "The Copper Beech Inn | Country Inn & Restaurant, Ivoryton CT". In Weebly this is the page SEO title field. **Web · 10 minutes**

2 Retitle the home page.

The same line works as the page title. **Web · 5 minutes**

3 Add one H1 and a Hotel block.

Make the opening line an H1 with your name and town, and add a Hotel JSON-LD block with 46 Main St, (860) 767-0330 and the booking link. **Web · 45 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 Copper Beech Inn was contacted, and nothing was booked.

Method and evidence