NEWPORT, RHODE ISLAND

How guests and AI assistants find Castle Hill Inn

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

> **The short version.** Your page title, your share title and your only main heading all say "Home". Your structured data is good; these three lines are the ones search results and shared links show first.

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" />”

```
<meta name="robots" content="index, follow, max-image-preview:large" />
<link rel="shortlink" href="https://www.castlehillinn.com/" />
<link rel="canonical" href="https://www.castlehillinn.com/" />
<link rel="image_src" href="https://www.castlehillinn.com/sites/default/files/styles/social_share/public/2026-06/803a96418c4ec40f41a719ae6a515fa5ba53bfa9.jpg?itok=vmihSiQ3" />
<meta property="og:site_name" content="Castle Hill Inn" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://www.castlehillinn.com/" />
<meta property="og:title" content="Home" />
<meta property="og:image" content="https://www.castlehillinn.com/sites/default/files/styles/social_share/public/2026-06/803a96418c4ec40f41a719ae6a515fa5ba53bfa9.jpg?itok=vmihSiQ3" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta property="og:image:alt" content="Couple walking on a dock towards a wooden boat on a sunny day." />
<meta name="twitter:card" content="summary_large_image" />
<meta name="Generator" content="Drupal 11 (https://www.drupal.org)" />
```

share title is "Home"

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

This is the title Facebook, iMessage and email apps show when someone shares your link. A guest forwarding your page sees "Home" over your photo instead of Castle Hill Inn.

The page title starts with "Home"

“<title>Home | Castle Hill Inn</title>”

```
      href="https://fonts.googleapis.com/css2?family=Kumbh+Sans:wght@300;400;500;600;700&amp;family=Literata:ital,wght@0,300;0,500;1,300&amp;family=Playfair+Display:ital,wght@0,400;0,500;1,400;1,500&amp;display=swap"
      as="style"
      onload="this.onload=null;this.rel='stylesheet'">
<noscript>
    <link rel="stylesheet" href="https://fonts.googleapis.com/css2?family=Kumbh+Sans:wght@300;400;500;600;700&amp;family=Literata:ital,wght@0,300;0,500;1,300&amp;family=Playfair+Display:ital,wght@0,400;0,500;1,400;1,500&amp;display=swap">
</noscript>
      <title>Home | Castle Hill Inn</title>
      <link rel="stylesheet" media="all" href="/sites/default/files/css/css_YubRuB9YhhFSYAEGN4BT039rjtzvrtXFp_RbAs4hbcQ.css?delta=0&amp;language=en&amp;theme=origin&amp;include=eJx9kdFuxiAIhV-o1kdqaGWWDcGAZumefv5p_mw39orA-Tg5KFAE2jLrDrwcDO5XLOgOGX051DAeWqoKSvNVjTJJCLvqF0kO35Qytil2gKUnUbsjzwGVNgYhG81dTi1YR9YpQGWoAZwSDsd6zUFpplO1aOqM4URIaFOqmhZ9PvtGGoI_-Ph4XH7l5V7kX2xRK8D0g8tnpwMt3mXDsmNa7u14l3fnDa7wQfKKXcEgG9TTY7Jegde_ydql9p3Jz-Hk1HD8LW7AaC2SUFv88oYl7iP4LynK2K4" />
<link rel="stylesheet" media="all" href="/sites/default/files/css/css_F_d_n8qZ90-M7pSL3jDpGX8i726Fa3pMEUZF_e5DQyM.css?delta=1&amp;language=en&amp;theme=origin&amp;include=eJx9kdFuxiAIhV-o1kdqaGWWDcGAZumefv5p_mw39orA-Tg5KFAE2jLrDrwcDO5XLOgOGX051DAeWqoKSvNVjTJJCLvqF0kO35Qytil2gKUnUbsjzwGVNgYhG81dTi1YR9YpQGWoAZwSDsd6zUFpplO1aOqM4URIaFOqmhZ9PvtGGoI_-Ph4XH7l5V7kX2xRK8D0g8tnpwMt3mXDsmNa7u14l3fnDa7wQfKKXcEgG9TTY7Jegde_ydql9p3Jz-Hk1HD8LW7AaC2SUFv88oYl7iP4LynK2K4" />
```

title starts "Home |"

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

Search results show this line first; a web search at 7:10 pm ET returned your home page titled "Castle Hill Inn: Home". "Newport" and "Ocean Drive" are not in it.

Your only H1 is hidden and says "Home"

“<h1 class="visually-hidden">Home</h1>”




```
                    <div class="region region-content">
    <div id="block-origin-content" class="origin--content block block-system block-system-main-block">


      <div class="node node--type-homepage node--view-mode-full has-hero-image">
    <article id="node-59"  class="node node--type-homepage node--view-mode-full has-hero-image node-59 path-frontpage overflow-hidden " data-component-id="orig
in:home
      <h1 class="visually-hidden">Home</h1>

    <div data-drupal-messages-fallback class="hidden"></div>

    <div id="block-sitewide-alert" class="sitewide--alert block block-sitewide-alert-block">


      <div data-sitewide-alert aria-live="polite"></div>
```

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

Search engines and screen readers read this hidden heading as the page's main topic. It is the only H1 on the page.

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.

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4 fixes, ranked

1. **Set the share title.**
   For example "Castle Hill Inn | Oceanfront Inn on Ocean Drive, Newport RI".
   Web · 5 minutes

2. **Retitle the home page.**
   Use the same line as the page title. Web · 5 minutes

3 **Change the hidden H1 text.**

Keep it hidden if you like, but make it "Castle Hill Inn, Newport, Rhode Island".

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

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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 Castle Hill Inn was contacted, and nothing was booked.

Method and evidence