

How guests and AI assistants find Mountain Top Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (7:32 pm ET) · [PDF copy](#)

The short version. Your page title calls you Mountain Top Inn and repeats "Official Site | Official Website"; the main heading and the structured data call you Mountain Top Resort. Search results and AI summaries pick one, and right now the site gives them two.

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 says "Official Site" and "Official Website" back to back

“<title>Mountain Top Inn | Official Site | Official Website</title>”

[illegible]

Source: <https://www.mountaintopinn.com/>, fetched 2026-10-30 19:32 ET

This is the line search results show first, and it is also your share title. The repeat uses the space where "Chittenden, Vermont" or "lakefront resort" could go.

The heading says Mountain Top Resort; the title says Mountain Top Inn.

“MOUNTAIN TOP RESORT”

```
<section id="intro-content" class="intro-content with-hero">
  <div class="sub-menu_hold">
    main heading (H1): MOUNTAIN TOP RESORT
    <div class="container flex-box i-between ">
      <div class="flex-item">
        <h1 class="seoheadline">
          MOUNTAIN TOP RESORT
        </h1>
      </div>
      <div class="flex-item">
        <div class="main-title"><span>Peak Joy</span> ALL YEAR-ROUND</div>
      </div>
    </div>
    <div class="intro-content_left flex-box j-center animate-fade top">
      <div class="text"><p>In Vermont's Green Mountains, Mountain Top Resort spans 700 lakefront acres shaped by land, seasons, and generations with roots as a working turnip farm and once a summer retreat for New York socialites, it welcomes families back year-round for the landscape and Vermont traditions.</p></div>
    </div>
  </div>
</section>
```

Source: <https://www.mountaintopinn.com/>, fetched 2026-10-30 19:32 ET

Your only H1 and your structured data ("name": "Mountain Top Resort") use one name; your page title and email domain use the other. Machines that build a listing from your site have to guess which is the business name.

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 name for machines.

Use the same name in the page title, the H1 and the structured data "name", and list the other as "alternateName". **Web · 15 minutes**

2 Rewrite the page title.

For example "Mountain Top Resort | Lakefront Resort in Chittenden, Vermont".

Web · 5 minutes

3 Check your bot filter.

Ask whoever runs your firewall or CDN whether plain requests for the home page are being refused while robots.txt allows them. **Web host · 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 (7:32 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Mountain Top Inn was contacted, and nothing was booked.

Method and evidence