

How guests and AI assistants find Stage Neck Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (6:11 pm ET) · [PDF copy](#).

The short version. The hotel facts block on your home page points machines to a 2019 logo on an old hosting address that no longer serves a valid certificate, lists a personal mailbox as the hotel email, and has a stray comma in your street address.

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 logo in the hotel facts block points to a dead staging host

"image": "https://secureservercdn.net/45.40.149.159/4p6.43e.myftpupload.com/wp-content/uploads/2019/06/SNI_Logo_RGB.png"

```
mlrpc.php?rsd" /> <link rel='shortlink' href='https://stageneckinn.com/' /> <template data-nitro-marker-id="82214eac6d227f88dec1dc8f16474b42-1"></template>
<template data-nitro-marker-id="00fd5b587722187a82c76aeb2de93ec-1"></template> <noscript>  <template data-nitro-marker-id="04bd03f7fdc16512f5bc81810247ae46-1"></template> <template dat
a-nitro-marker-id="7b32641a619e11cb39d0cd7346444e5d-1"></template> <script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Hotel",
  "name": "Stage Neck Inn",
  "image": "https://secureservercdn.net/45.40.149.159/4p6.43e.myftpupload.com/wp-content/uploads/2019/06/SNI_Logo_RGB.png",
  "@id": "https://stageneckinn.com/",
  "url": "https://stageneckinn.com/",
  "telephone": "207-363-3850",
  "priceRange": "$$$",
  "email": "mailto:peterfoster@stageneck.com",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "8 Stage Neck Road ,",

```

logo URL on old staging host

myftpupload.com

Source: <https://stageneckinn.com/>, fetched 2026-10-30 18:11 ET

That address failed at 6:13 pm ET with a certificate name mismatch, so anything that reads your structured data gets no image for the hotel.

The hotel email is a personal mailbox, written as a link

"email": "mailto:peterfoster@stageneck.com"

```
"@context": "https://schema.org",
"@type": "Hotel",
"name": "Stage Neck Inn",
"image": "https://secureservercdn.net/45.40.149.159/4p6.43e.myftpupload.com/wp-content/uploads/2019/06/SNI_Logo_RGB.png",
"@id": "https://stageneckinn.com/",
"url": "https://stageneckinn.com/",
"telephone": "207-363-3850",
"priceRange": "$",
"email": "mailto:peterfoster@stageneck.com",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "8 Stage Neck Road ,",
  "addressLocality": "York Harbor",
  "addressRegion": "ME",
  "postalCode": "03911",
  "addressCountry": "US"
},

```

personal mailbox as hotel email

peterfoster@stageneck.com

Source: <https://stageneckinn.com/>, fetched 2026-10-30 18:11 ET

The email field expects a plain address. A personal mailbox on a different domain (stageneck.com, not stageneckinn.com) becomes the inn's official contact to machines, and goes stale when roles change.

Your street address has a stray comma

“"streetAddress": "8 Stage Neck Road ,”

```
"image": "https://secureservercdn.net/45.40.149.159/4p6.43e.myftpupload.com/wp-content/uploads/2019/06/SNI_Logo_RGB.png",
"@id": "https://stagenekinn.com/",
"url": "https://stagenekinn.com/",
"telephone": "207-363-3850",
"priceRange": "$$$",
"email": "mailto:peterfoster@stagenekinn.com",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "8 Stage Neck Road ,",
  "addressLocality": "Stage Neck",
  "addressRegion": "ME",
  "postalCode": "03911",
  "addressCountry": "US"
},
"geo": {
  "@type": "GeoCoordinates",
  "latitude": 43.13078429999999,
```

Source: <https://stagenekinn.com/>, fetched 2026-10-30 18:11 ET

Small, but address strings are matched against maps and listings; a trailing " ," is the kind of mismatch that makes a record look unreliable.

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 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 Point the schema image at a logo on stagenekinn.com.

Upload the logo to your current media library and use that URL. **Web · 15 minutes**

2 Use a role address for the hotel email.

Replace "mailto:peterfoster@stagenekinn.com" with a plain front-desk or reservations address. **Web · 10 minutes**

3 Remove the trailing comma from streetAddress.

It should read "8 Stage Neck Road". **Web · 5 minutes**

4 Test the home page in Google's Rich Results Test.

Paste <https://stagenekinn.com/> into search.google.com/test/rich-results to confirm the block parses with the new values. **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 (6:11 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Stage Neck Inn was contacted, and nothing was booked.

Method and evidence