

How guests and AI assistants find The Inn at Mystic

Prepared by Ethan Hawkes · checked 30 October 2026 (6:24 pm ET) · [PDF copy](#)

The short version. Your home page has no phone number a guest can see or tap, no structured data that says you are a hotel, and no share image, so links to it show without a picture.

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

No phone number on the home page

“<title>Inn at Mystic | Mystic Hotel and Events | Connecticut</title>”

```
css">.IT88M3(position:absolute;inset:0).LXgYyC(cursor:pointer).iL7Pq5{-webkit-tap-highlight-color:#0000;opacity:var(--opacity);fill:var(--corvid-fill-color,var(--fill));fill-opacity:var(--fill-opacity);stroke:var(--corvid-stroke-color,var(--stroke));stroke-opacity:var(--stroke-opacity);stroke-width:var(--stroke-width);transform:var(--flip);filter:var(--drop-shadow,none);position:absolute;inset:0}.iL7Pq5 svg{width:var(--svg-calculated-width,100%);height:var(--svg-calculated-height,100%);padding:var(--svg-calculated-padding,0);margin:auto;position:absolute;inset:0}.iL7Pq5 svg:not([data-type=ugc]){overflow:visible}@media (forced-colors:active){.iL7Pq5 svg:not([data-type=ugc]):not([data-type=color]){fill:currentColor}.gx51wo *(vector-effect:non-scaling-stroke)</style>
<style data-href="https://static.parastorage.com/services/wix-thunderbolt/dist/group_7.c472a333.chunk.min.css">.QrIus{height:auto!important}.bsFmQ{overflow:hidden!important}
home page: no phone number
parastorage.com/services/wix-thunderbolt/dist/group_7.c472a333.chunk.min.css.map*/</style>
<title>Inn at Mystic | Mystic Hotel and Events | Connecticut</title>
<meta name="description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic views and the best of Mystic nearby."/>
<link rel="canonical" href="https://www.innatmystic.com"/>
<meta property="og:title" content="Inn at Mystic | Mystic Hotel and Events | Connecticut"/>
<meta property="og:description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic views and the best of Mystic nearby."/>
<meta property="og:url" content="https://www.innatmystic.com"/>
<meta property="og:site_name" content="Inn at Mystic"/>
```

Source: <https://www.innatmystic.com/>, fetched 2026-10-30 18:24 ET

The home page code fetched at 6:24 pm ET contains no tel: link and no phone number in its text. Booking sites list the inn's number, so guests who want to call are sent there first.

Machines are not told you are a hotel

“"@type":"WebSite","name":"Inn at Mystic","url":"https://www.innatmystic.com"”

```
he best of Mystic nearby."/>
<link rel="canonical" href="https://www.innatmystic.com"/>
<meta property="og:title" content="Inn at Mystic | Mystic Hotel and Events | Connecticut"/>
<meta property="og:description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic views and the best of Mystic nearby."/>
<meta property="og:url" content="https://www.innatmystic.com"/>
<meta property="og:site_name" content="Inn at Mystic"/>
<meta property="og:type" content="website"/>
<script type="application/ld+json">{"@context":"https://schema.org/","@type":"WebSite","name":"Inn at Mystic","url":"https://www.innatmystic.com"}</script>
<meta name="msvalidate.01" content="CF198708E5176D86389E9237227EF0B3" />
<meta name="google-site-verification" content="2DdgjkI060SmEuzEaYgTbykZEBTP2R7US0631ljgkj0"/>
<meta name="twitter:card" content="summary_large_image"/>
<meta name="twitter:title" content="Inn at Mystic | Mystic Hotel and Events | Connecticut"/>
<meta name="twitter:description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic views and the best of Mystic nearby."/>
<script>(function(){function isSamePageAnchor(e) {
  const target = e.target;
```

Source: <https://www.innatmystic.com/>, fetched 2026-10-30 18:24 ET

That is the only structured data on the page. There is no Hotel block with your address, phone, rooms or check-in time, so assistants fill those gaps from booking sites.

Links to your site share without a picture

“<meta property="og:title" content="Inn at Mystic | Mystic Hotel and Events | Connecticut"/>”

```
colors:active){.il7Pq5 svg:not([data-type=ugcl]):not([data-type=color]){fill:currentColor}}.gx5lwo *{vector-effect:non-scaling-stroke}</style>
<style data-href="https://static.parastorage.com/services/wix-thunderbolt/dist/group_7.c472a333.chunk.min.css">.QrIus{height:auto!important}.bsFmQ{overflow:hid
den!important}
/** sourceMappingURL=https://static.parastorage.com/services/wix-thunderbolt/dist/group_7.c472a333.chunk.min.css.map*/</style>
<title>Inn at Mystic | Mystic Hotel and Events | Connecticut</title>
<meta name="description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic views and t
he best of Mystic nearby."/>
<link rel="canonical" href="https://www.innatmystic.com"/>
<meta property="og:title" content="Inn at Mystic | Mystic Hotel and Events | Connecticut"/>
<meta property="og:description" content="Discover Inn at Mystic, a hotel in Mystic, CT, perfect for getaways, weddings, and special events. Enjoy scenic view
s and the best of Mystic nearby."/>
<meta property="og:url" content="https://www.innatmystic.com"/>
<meta property="og:site_name" content="Inn at Mystic"/>
<meta property="og:type" content="website"/>
<script type="application/ld+json">{"@context":"https://schema.org/","@type":"WebSite","name":"Inn at Mystic","url":"https://www.innatmystic.com"}</script>
<meta name="msvalidate.01" content="CF198708E5176D86389E9237227EF0B3"/>
<meta name="google-site-verification" content="2DdgjkI0605mEuzEaYgTbykZEBTP2R7US0631Jgkj0"/>
```

Source: <https://www.innatmystic.com/>, fetched 2026-10-30 18:24 ET

The page sets og:title and og:description but no og:image, so when someone shares your link in a text, Facebook or Slack, it shows without a photo of the inn.

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 Put your phone number in the header as a tap-to-call link.

Wix: add a Text element with the number and link it as Phone. **Web · 10 minutes**

2 Add a Hotel block.

Wix: Settings → SEO → Structured data markup; add Hotel with address 3 Williams Avenue, phone, check-in 3:00 pm. **Web · 30 minutes**

3 Set a social share image.

Wix: Settings → SEO → Social share; upload a harbor-view photo. **Web · 10 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 (6:24 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Inn at Mystic was contacted, and nothing was booked.

Method and evidence