

How guests and AI assistants find Pelham House Resort

Prepared by Ethan Hawkes · checked 30 October 2026 (7:38 pm ET) · [PDF copy](#)

The short version. Your page title is clear, but the structured data does not describe a hotel, and the only H1 is a slogan.

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 structured data describes a web page, not a hotel

“"@type":"WebPage"”

```
<meta property="og:image:width" content="1373" />
<meta property="og:image:height" content="856" />
<meta property="og:image:type" content="image/png" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Pelham House Resort | Oceanfront Hotel in Cape Cod, MA" />
<meta name="twitter:description" content="Stay at Pelham House Resort, Cape Cod's top oceanfront hotel. Enjoy luxury rooms, private beach access, and rooftop dining. Book your getaway today!" />
<meta name="twitter:image" content="https://pelhamhouserestort.com/wp-content/uploads/2026/02/homepage-thumb" />
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":[{"@type":"WebPage",
  "url":"https://pelhamhouserestort.com/",
  "name":"Pelham House Resort | Oceanfront Hotel in Cape Cod, MA",
  "description":"Stay at Pelham House Resort, Cape Cod's top oceanfront hotel. Enjoy luxury rooms, private beach access, and rooftop dining. Book your getaway today!",
  "image":"https://pelhamhouserestort.com/wp-content/uploads/2026/02/homepage-thumb",
  "about":{"@id":"https://pelhamhouserestort.com/#organization"},
  "primaryImageOfPage":{"@id":"https://pelhamhouserestort.com/#primaryImageOfPage"}
}]}
```

schema: WebPage only, no Hotel

Source: <https://www.pelhamhouserestort.com/>, fetched 2026-10-30 19:38 ET

The JSON-LD block on your home page lists WebPage, WebSite and breadcrumb types, but no Hotel or LodgingBusiness entry. That entry is where search engines and AI trip planners read Pelham House's name, address, phone, check-in times and price range as facts.

The only H1 is a slogan

“<h1>Where Cape Cod Comes Alive</h1>”

```
t;Your Upscale Oceanfront Hotel in Dennis Port&lt;\h2&gt;&quot;;&quot;phone&quot;:&quot;&lt;h2&gt;Your Upscale Oceanfront Hotel &lt;br&gt;in Dennis Port&lt;\h2&gt;&quot;}}&quot;;slug&quot;:&quot;et_pb_text&quot;}}" data-et-multi-view-load-phone-hidden="true"><h2>Your Upscale Oceanfront Hotel in Dennis Port</h2></div>

</div><div class="et_pb_module et_pb_text et_pb_text_1 allText et_animated et_pb_text_align_left et_pb_bg_layout_light">

    <div class="et_pb_text_inner"><h1>Where Cape Cod Comes Alive</h1></div>
</div><div class="et_pb_module dsm_bu" data-cs="4" data-kind="parent"><div class="et_pb_bg_layout_light">

    <div class="et_pb_module_inner">
```

Source: <https://www.pelhamhouseressort.com/>, fetched 2026-10-30 19:38 ET

Search engines and screen readers read the H1 as the page's main topic. It does not say Pelham House or Dennis Port.

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.

3 fixes, ranked

1 Add a Hotel block to the structured data.

Name, address, phone, geo coordinates, check-in/out times, price range and links to your Google and TripAdvisor listings. Most SEO plugins can do this from one form.

Web · 30 minutes

2 Put the name in the H1.

Keep the slogan as a subheading; make the H1 "Pelham House Resort, Dennis Port, Cape Cod". **Web · 10 minutes**

3 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 (7:38 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Pelham House Resort was contacted, and nothing was booked.

Method and evidence