

How guests and AI assistants find Inn at Hastings Park

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

The short version. Your structured data describes a web page, not a hotel. Shared links show no picture, and the Forbes badge on your home page is a 2026 image labelled "2025" for screen readers and machines.

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

Machines are not told you are a hotel

“@type":"WebPage", "@id":"https://www.innathastingspark.com/”

```
<meta property="og:type" content="website" />
<meta property="og:title" content="Historic Luxury Inn Near Boston | Inn at Hastings Park" />
<meta property="og:description" content="Stay at a historic luxury inn near Boston in Lexington, MA, where New England heritage, boutique style, and personalized service define your getaway." />
<meta property="og:url" content="https://www.innathastingspark.com/" />
<meta property="og:site_name" content="Inn at Hastings Park" />
<meta property="article:modified_time" content="2026-10-29T13:33:03+00:00" />
<meta name="twitter:card" content="summary_large_image" />
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org", "@graph":[{"@type":"WebPage", "@id":"https://www.innathastingspark.com/", "url":"https://www.innathastingspark.com/", "name":"Historic Luxury Inn Near Boston | Inn at Hastings Park", "partOf":{"@id":"https://www.innathastingspark.com/#website"}, "about":{"@id":"https://www.innathastingspark.com/#organization"}, "datePublished":"2025-01-30T15:27:15+00:00", "dateModified":"2026-10-29T13:33:03+00:00", "description":"Stay at a historic luxury inn near Boston in Lexington, MA, where New England heritage, boutique style, and personalized service define your getaway.", "breadcrumb":{"@id":"https://www.innathastingspark.com/#breadcrumb"}, "inLanguage":"en-US", "potentialAction":[{"@type":"ReadAction", "target":["https://www.innathastingspark.com/"]}], {"@type":"BreadcrumbList", "@id":"https://www.innathastingspark.com/#breadcrumb", "itemListElement":[{"@type":"ListItem", "position":1, "name":"Home"}], {"@type":"WebSite", "@id":"https://www.innathastingspark.com/#website", "url":"https://www.innathastingspark.com/", "name":"Inn at Hastings Park", "description":"", "publisher":{"@id":"https://www.innathastingspark.com/#organization"}, "potentialAction":[{"@type":"SearchAction", "target":{"@type":"EntryPoint", "urlTemplate":"https://www.innathastingspark.com/?s={search_term_string}"}, "query-input":{"@type":"Textbox"}}
```

WebPage only, no Hotel type

Source: <https://www.innathastingspark.com/>, fetched 2026-10-30 18:58 ET

The structured data (from Yoast) has a WebPage and an Organization, with no Hotel block. Your Relais & Châteaux membership, Four Diamond rating, Town Meeting Bistro and check-in time are not stated where assistants read first.

Shared links show no picture

“<meta property="og:title" content="Historic Luxury Inn Near Boston | Inn at Hastings Park" />”

```
<meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1" />
<!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.com/product/yoast-seo-wordpress/ -->
<meta name="description" content="Stay at a historic luxury inn near Boston in Lexington, MA, where New England heritage, boutique style, and personalized service define your getaway." />
<link rel="canonical" href="https://www.innathastingspark.com/" />
<meta property="og:locale" content="en_US" />
<meta property="og:site_name" content="website" />
<meta property="og:title" content="Historic Luxury Inn Near Boston | Inn at Hastings Park" />
<meta property="og:description" content="Stay at a historic luxury inn near Boston in Lexington, MA, where New England heritage, boutique style, and personalized service define your getaway." />
<meta property="og:url" content="https://www.innathastingspark.com/" />
<meta property="og:site_name" content="Inn at Hastings Park" />
<meta property="article:modified_time" content="2026-10-29T13:33:03+00:00" />
<meta name="twitter:card" content="summary_large_image" />
```

share tags, no og:image

Source: <https://www.innathastingspark.com/>, fetched 2026-10-30 18:58 ET

The page sets a share title and description but 0 og:image tags, so a link texted or posted shows a blank card instead of the inn.

Your 2026 Forbes badge is labelled 2025

“”

```
<div class="col-12 col-lg-6 text-left mb-5 mb-lg-0 footer-content">

    <div class="footer-brand-logos d-flex align-items-center">
        <a href="https://approved.aaa.biz/aaa-diamond-program" target="_blank">
            
        </a>
        <a href="https://www.forbes.com/forbes-travel-guide/?sh=21dc9f344700" targ
            
        </a>
        <a href="https://www.relaischateaux.com/" target="_blank">
            
        </a>
        <a href="https://guide.michelin.com/us/en/article/travel/all-the-key-hotels-united-states-michelin-guide-2024"
            target="_blank">
```

Source: <https://www.innathastingspark.com/>, fetched 2026-10-30 18:58 ET

The image file is the 2026 Four-Star logo, but its alt text, which is what screen readers and AI tools read, says "2025 Forbes Travel Guide" and does not say Four-Star.

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 Fix the badge alt text.

"Forbes Travel Guide 2026 Four-Star". **Web · 2 minutes**

2 Add an og:image.

A 1200×630 photo of the Main House or Barn. **Web · 10 minutes**

3 Add a Hotel block.

Include 2027 Massachusetts Avenue, 781.301.6660, rooms, check-in time, the restaurant and the booking URL. **Web · 45 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 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Inn at Hastings Park was contacted, and nothing was booked.

Method and evidence