BEDFORD, NEW HAMPSHIRE

How guests and AI assistants find The Bedford Village Inn

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

> **The short version.** Your home page has no phone number anywhere, not even beside the address in the footer. Shared links carry no title or picture of their own, and the structured data on the page is a one-item breadcrumb, so nothing tells search engines or AI tools that you are a hotel.

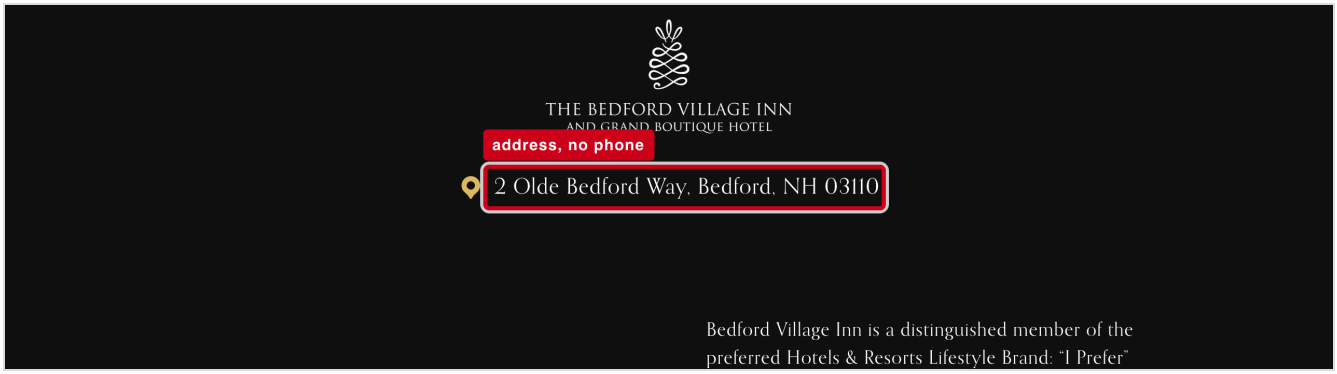
What we checked

- 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

There is no phone number on your home page

“2 Olde Bedford Way, Bedford, NH 03110”



Source: https://bedfordvillageinn.com/, fetched 2026-10-30 18:58 ET

The footer gives the address and stops. There are 0 tel: links and no phone number in the page text. Wedding planners and guests who want to call have to leave the page; your Contacts page and The Knot list (603) 472-2001.

The only structured data is a one-item breadcrumb

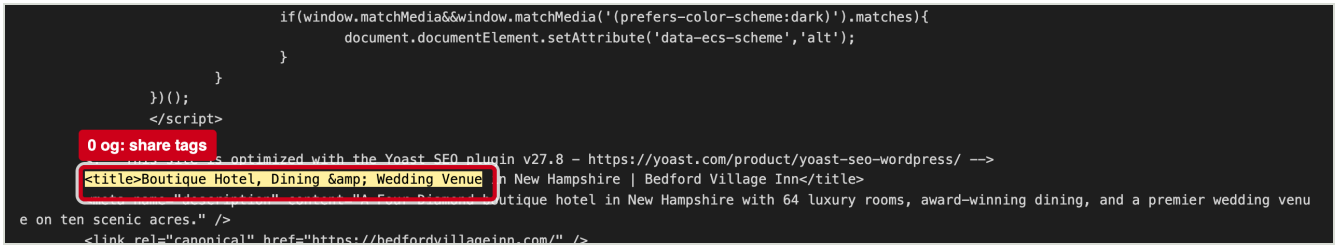
“"@type":"BreadcrumbList","@id":"https:\/\/bedfordvillageinn.com\/#breadcrumb","itemListElement":[{"@type":"ListItem","position":1,"name":"Home"}]”

Source: https://bedfordvillageinn.com/, fetched 2026-10-30 18:58 ET

There is no Hotel or Restaurant block, so your 64 rooms, Four Diamond rating, restaurant and wedding venue are not stated anywhere machines read first. Assistants fill those gaps from booking and wedding sites.

Shared links have no title or picture of their own

“<title>Boutique Hotel, Dining & Wedding Venue in New Hampshire | Bedford Village Inn</title>”



Source: https://bedfordvillageinn.com/, fetched 2026-10-30 18:58 ET

The page has 0 Open Graph (og:) and 0 Twitter-card tags. When a couple texts your link to family, the app has to guess a title and usually shows no photo.

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 the phone in the header and footer.**
   Add (603) 472-2001 as a tel: link next to the address. **Web · 10 minutes**

2. **Turn on share tags.**
   Your SEO plugin can output og:title, og:description and a 1200×630 og:image for every page. **Web · 15 minutes**

3. **Add Hotel and Restaurant blocks.**
   Include 2 Olde Bedford Way, the phone, 64 rooms, check-in time 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 The Bedford Village Inn was contacted, and nothing was booked.

Method and evidence