

How guests and AI assistants find Ocean House

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

The short version. Your home page title reads "Home - Ocean House", and the structured data describes an Organization rather than a Five-Star hotel, so machines get no address, rooms or ratings from you. The header and footer also show two different phone numbers.

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 home page title is "Home - Ocean House"

“<title>Home - Ocean House</title>”

```
</script>

<meta name="viewport" content="width=device-width, initial-scale=1.0"/>

<meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />
<script>window._wca = window._wca || [];</script>

<!-- This document was generated with the Yoast SEO plugin v27.9 - https://yoast.com/product/yoast-seo-wordpress/ -->
<title>Home - Ocean House</title>
<meta name="description" content="Ocean House is a historic Rhode Island beachfront hotel that has been reconstructed to pay tribute to its storied past as one of the best New England resorts." />
<link rel="canonical" href="https://www.oceanhouser.com/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Home - Ocean House" />
<meta property="og:description" content="Ocean House is a historic Rhode Island beachfront hotel that has been reconstructed to pay tribute to its storied past as one of the best New England resorts." />
```

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

This is the text search engines and browsers show first. It leads with a generic word instead of what makes you unusual: Watch Hill, the oceanfront and the Forbes Five-Star ratings.

Machines are not told you are a hotel

“"@type":"Organization", "@id":"https://www.oceanhouser.com/#organization", "name":"Ocean House Hotel"”

```
been reconstructed to pay tribute to its storied past as one of the best New England resorts.", "breadcrumb": {"@id": "https://www.oceanhouser.com/#breadcrumb", "inLanguage": "en-US", "potentialAction": [{"@type": "ReadAction", "target": "https://www.oceanhouser.com/"}]}, {"@type": "ImageObject", "inLanguage": "en-US", "@id": "https://www.oceanhouser.com/#primaryimage", "url": "https://www.oceanhouser.com/wp-content/uploads/2021/07/6987af0cc01a62cae031a8c2e6ae84fb.jpg", "contentUrl": "https://www.oceanhouser.com/wp-content/uploads/2021/07/6987af0cc01a62cae031a8c2e6ae84fb.jpg", "width": 2400, "height": 1800, "caption": "An aerial view of Ocean House Hotel."}, {"@type": "BreadcrumbList", "@id": "https://www.oceanhouser.com/#breadcrumb", "itemListElement": [{"@type": "ListItem", "position": 1, "name": "Home"}]}, {"@type": "WebSite", "@id": "https://www.oceanhouser.com/#website", "url": "https://www.oceanhouser.com/", "name": "Ocean House", "description": "Rhode Island Beach Hotels", "publisher": {"@id": "https://www.oceanhouser.com/#organization", "potentialAction": [{"@type": "SearchAction", "target": {"@type": "EntryPoint", "urlTemplate": "https://www.oceanhouser.com/?q={search_term_string}", "query-input": {"@type": "PropertyValueSpecification", "valueRequired": true, "valueName": "search_term_string"}}, {"@type": "ImageObject", "inLanguage": "en-US", "@id": "https://www.oceanhouser.com/#organization", "name": "Ocean House Hotel", "url": "https://www.oceanhouser.com/", "logo": {"@type": "ImageObject", "inLanguage": "en-US", "@id": "https://www.oceanhouser.com/#schema/logo/image", "url": "https://www.oceanhouser.com/wp-content/uploads/2021/07/logo.svg", "contentUrl": "https://www.oceanhouser.com/wp-content/uploads/2021/07/logo.svg", "width": 243, "height": 51, "caption": "Ocean House Hotel", "image": {"@id": "https://www.oceanhouser.com/#/schema/logo/image"}]}]}]}</script>
<!-- Yoast SEO plugin. -->

<script type='application/javascript' id='pys-version-script'>console.log('PixelYourSite Free version 11.2.0.7');</script>
```

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

The home page describes a WebPage, a WebSite and an Organization, but no Hotel or Resort. There is no place in it for your address, rooms, awards or check-in time, so assistants take those from booking sites.

Two different phone numbers on the home page

“”

```
=>heading">
Watch Hill, RI 02891
<p>
<span>Address</span>
1 Bluff Avenue<br />
</p>
<span>Phone</span>
<a href="tel:(855) 678-0364">(855) 678-0364</a>
</p>
</div>
<a class=" c-btn c-btn-tertiary c-btn-color-normal" href="https://www.oceanhouseri.com/getting-here/" aria-label="Learn More About Getting Here"><span class
="c-btn-text">Learn More About Getting Here</span></a>
</div>
```

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

The header links 401-584-7000; the footer "Phone" line links (855) 678-0364. Neither number is in structured data, so an assistant has no way to know which one is for reservations.

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 Retitle the home page.

For example "Ocean House | Forbes Five-Star Resort in Watch Hill, Rhode Island".

Web · 10 minutes

2 Add a Hotel (or Resort) block.

Include address, both numbers as labelled contactPoints, check-in 4:00 pm / check-out 12:00 pm (from your FAQ), and the booking URL. **Web · 45 minutes**

3 Label the phone numbers on the page.

For example "Reservations" and "Destination Services", so guests and machines read them the same way. **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 Ocean House was contacted, and nothing was booked.

Method and evidence