SALEM, MASSACHUSETTS

How guests and AI assistants find Hawthorne Hotel

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

> **The short version.** Your /llms.txt address returns your full home page instead of a file AI tools can read, your phone number is written "+978-744-4080" and is not tappable, and nothing in your structured data says you are a hotel.

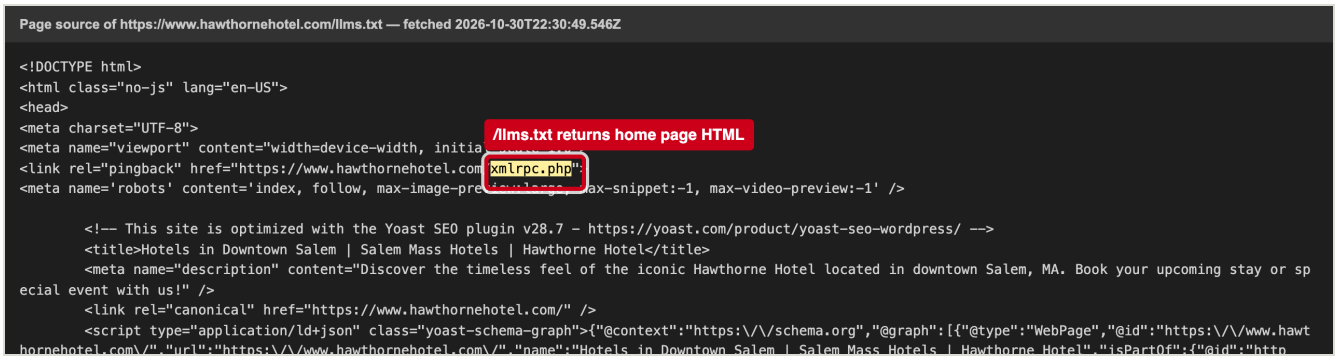
What we checked

- 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

/llms.txt serves your home page

“<link rel="pingback" href="https://www.hawthornehotel.com/xmlrpc.php">”



Source: https://www.hawthornehotel.com/llms.txt, fetched 2026-10-30 18:27 ET

llms.txt is a plain-text summary some AI tools look for. Yours returns the full home page HTML with a 200 status, which reads as a broken file rather than a missing one.

Your phone number is not a tap-to-call link, and its format reads as international

“+978-744-4080”

Source: https://www.hawthornehotel.com/, fetched 2026-10-30 18:27 ET

The home page code fetched at 6:27 pm ET has no tel: link. The number is printed as "+978-744-4080"; a leading "+" means a country code follows, so phones and parsers can misread 978 as one. US numbers are written +1-978-744-4080.

Machines are not told you are a hotel

“"@type":"WebPage","@id":"https:\/\/www.hawthornehotel.com\/""

```
<link rel="pingback" href="https://www.hawthornehotel.com/xmlrpc.php">
<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 v28.7 - https://yoast.com/product/yoast-seo-wordpress/ -->
	<title>Hotels in Downtown Salem | Salem Mass Hotels | Hawthorne Hotel</title>
	<meta name="description" content="Discover the timeless feel of the iconic Hawthorne Hotel located in downtown Salem, MA. Book your upcoming stay or sp
ecial event with us!" />
	<link rel="canonical" href="https://www.hawthornehotel.com/" />
	<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https:\/\/schema.org","@graph":[{"@type":"WebPage","@id":"https:\/\/www.hawt
hornehotel.com\/","url":"https:\/\/www.hawthornehotel.com\/","name":"Hotels in Downtown Salem | Salem Mass Hotels | Hawthorne Hotel","isPartOf":{"@id":"http
s:\/\/www.hawthornehotel.com\/#website"},"primaryImageOfPage":{"@id":"https:\/\/www.hawthornehotel.com\/#primaryimage"},"image":{"@id":"https:\/\/www.hawthorne
hotel.com\/#primaryimage"},"thumbnailUrl":"https:\/\/www.hawthornehotel.com\/wp-content\/uploads\/2023\/01\/Hawthorne-Hotel-Entrance.jpg","datePublished":"2023
-01-12T04:08:36+00:00","dateModified":"2026-05-28T17:00:57+00:00","description":"Discover the timeless feel of the iconic Hawthorne Hotel located in downtown S
alem, MA. Book your upcoming stay or special event with us!","breadcrumb":{"@id":"https:\/\/www.hawthornehotel.com\/#breadcrumb"},"inLanguage":"en-US","potenti
alAction":[{"@type":"ReadAction","target":["https:\/\/www.hawthornehotel.com\/"]}]},{"@type":"ImageObject","inLanguage":"en-US","@id":"https:\/\/www.hawthorneh
otel.com\/#primaryimage","url":"https:\/\/www.hawthornehotel.com\/wp-content\/uploads\/2023\/01\/Hawthorne-Hotel-Entrance.jpg","contentUrl":"https:\/\/www.hawt
hornehotel.com\/wp-content\/uploads\/2023\/01\/Hawthorne-Hotel-Entrance.jpg","width":1080,"height":718},{"@type":"BreadcrumbList","@id":"https:\/\/www.hawthorn
```


Source: https://www.hawthornehotel.com/, fetched 2026-10-30 18:27 ET

The structured data on your home page describes a web page, not a hotel. There is no Hotel block with your address on Washington Square, your 93 rooms, Nathaniel's or check-in time, so assistants take those from booking sites.

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. **Publish a real /llms.txt or let the path return 404.**
   Your SEO plugin or host is sending the home page for unknown paths; a short plain-text file fixes it. **Web · 30 minutes**

2. **Write the number as +1-978-744-4080 and link it.**
   Use <a href="tel:+19787444080"> in the header and footer. **Web · 10 minutes**

3 **Add a Hotel block.**

Include address, phone, rooms, restaurants and check-in/out, plus 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

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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 Hawthorne Hotel was contacted, and nothing was booked.

Method and evidence