

How guests and AI assistants find Inn by the Sea

Prepared by Ethan Hawkes · checked 30 October 2026 (6:58 pm ET) · [PDF copy](#)

The short version. Your structured data is in good shape (Resort, address, coordinates, phone). The share title leaves out your name, and the page carries its main heading twice.

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

Shared links to your site do not say "Inn by the Sea"

“<meta property="og:title" content="Voted Best Resort in Maine | Near Portland, ME"/>”

```
<head>
  <meta charset="utf-8"/>
  <meta http-equiv="x-ua-compatible" content="ie=edge"/>
  <meta name="viewport" content="width=device-width, initial-scale=1"/>
  <title>Voted Best Resort in Maine | Near Portland, ME | Inn by the Sea</title>
  <meta name="description" content="Inn By The Sea Is A Luxury Boutique Oceanfront Beach Resort Near Portland, ME. Our Pet-Friendly Inn Is Perfect For Waterfront Dining, Event Venues, Spa Days And More. Located On A Mile Of Sandy Beach, It's The Best Resort In Maine For Couples And Families. As The Official Website, This Is The Best Rate Guaranteed!"/>
  <meta property="og:title" content="Voted Best Resort in Maine | Near Portland, ME"/>
  <meta property="og:description" content="Inn By The Sea Is A Luxury Boutique Oceanfront Beach Resort Near Portland, ME. Our Pet-Friendly Inn Is Perfect For Waterfront Dining, Event Venues, Spa Days And More. Located On A Mile Of Sandy Beach, It's The Best Resort In Maine For Couples And Families. As The Official Website, This Is The Best Rate Guaranteed!"/>
  <meta property="og:url" content="https://innbythesea.com/">
  <meta name="twitter:card" content="summary_large_image"/>
  <meta name="twitter:title" content="Voted Best Resort in Maine | Near Portland, ME"/>
  <meta name="twitter:description" content="Inn By The Sea Is A Luxury Boutique Oceanfront Beach Resort Near Portland, ME. Our Pet-Friendly Inn Is Perfect For Waterfront Dining, Event Venues, Spa Days And More. Located On A Mile Of Sandy Beach, It's The Best Resort In Maine For Couples And Families. As The Official Website, This Is The Best Rate Guaranteed!"/>
```

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

This is the title Facebook, iMessage and email apps show when someone shares your link. Your page title ends with " | Inn by the Sea"; the share title stops before it, so a forwarded link shows a claim with no name on it.

The main heading appears twice

“<h1 class="text-center">Oceanfront Luxury Resort in Maine</h1>”

```
</div>
</div>
</div>
<!-- Offcanvas Menu: END -->
<div class="container-fluid hro-content sec-spacing sec-spacing-offset-lg">
  <div class="row" style="text-align: center; align-items: center; gap: 30px; gap-y: 30px">
    <div class="col" style="text-align: center; align-items: center; gap: 30px; gap-y: 30px">
      <h1 class="text-center">Oceanfront Luxury Resort in Maine</h1>
    </div>
  </div>
  <div class="scroll-indicator">
    <a href="#main-content">
      <i class="fa-solid fa-down-long"></i>
      <span class="visually-hidden">Scroll to page content</span>
    </a>
  </div>
```

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

The same H1 is in the home page code two times. Search engines expect one main heading per page; two identical ones are usually a desktop and a mobile copy, and one can be changed to a lower heading level with no visible change.

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 your name to the share title.

For example "Inn by the Sea | Oceanfront Resort near Portland, Maine". **Web · 5 minutes**

2 Keep one H1.

Change the duplicate copy to an H2 (or hide it from the markup on the other screen size). **Web · 15 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 (6:58 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Inn by the Sea was contacted, and nothing was booked.

Method and evidence