FAIRLEE, VERMONT

How guests and AI assistants find Lake Morey Resort

Prepared by Ethan Hawkes · checked 30 October 2026 (about 9:32 pm ET) · PDF copy

> **The short version.** Your title says exactly what you are. The page gives machines nothing else: there is no structured data block at all, and the only H1 is a slogan.

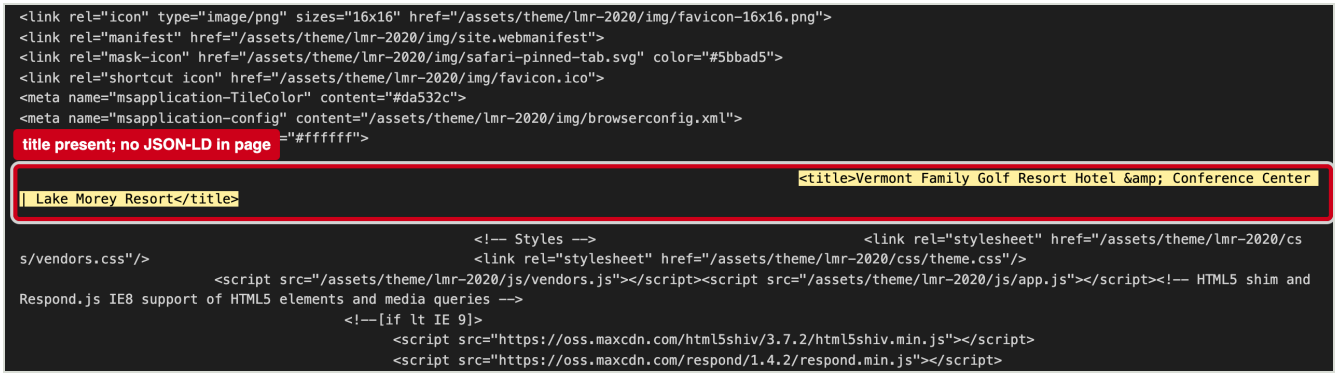
What we checked

- 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

No structured data on the home page

“<title>Vermont Family Golf Resort Hotel & Conference Center | Lake Morey Resort</title>”



Source: https://www.lakemoreyresort.com/, fetched 2026-10-30 21:32 ET

The page head has a clear title but no JSON-LD block anywhere in the page (zero found). Search engines and AI trip planners therefore read your address, phone, golf course and season from booking sites instead of from you.

The only H1 is a slogan

“<h1>Where the Spirit of Vermont Greets You</h1>”

Source: https://www.lakemoreyresort.com/, fetched 2026-10-30 21:32 ET

Search engines and screen readers read the H1 as the main topic. It does not say Lake Morey Resort or Fairlee.

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 a Resort / Hotel block to the structured data.**
   Name, address (82 Clubhouse Road, Fairlee), phone (800) 423-1211, geo, golf course and check-in times. **Web · 30 minutes**

2. **Put the name in the H1.**
   Keep the slogan as a subheading; make the H1 "Lake Morey Resort, Fairlee, Vermont". **Web · 10 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 (about 9:32 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Lake Morey Resort was contacted, and nothing was booked.

Method and evidence