CAMDEN, MAINE

# How guests and AI assistants find Camden Harbour Inn

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

> **The short version.** Your structured data is unusually complete. The page itself has three main (H1) headings, one of them the logo image, and 12 images (counted once each) with no alt text at all.

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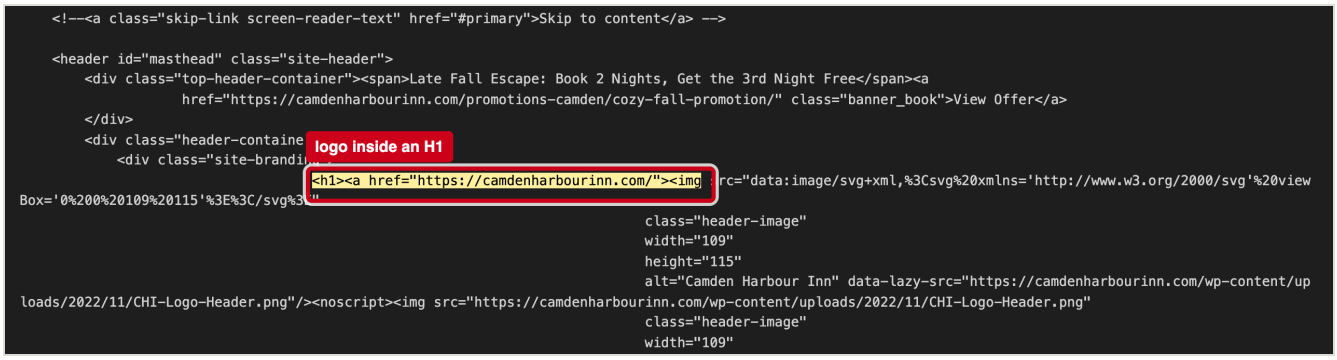
## What we checked

- 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

## Three H1 headings, one of them the logo

“<h1><a href="https://camdenharbourinn.com/"><img”

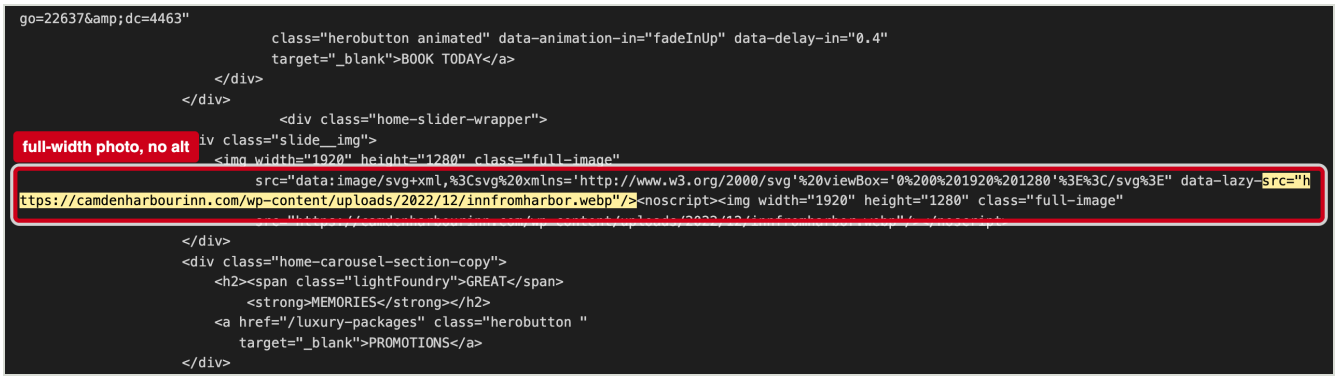



Source: https://www.camdenharbourinn.com/, fetched 2026-10-30 21:31 ET

The logo is wrapped in an H1, and two slogan banners ("BEING YOU AT CAMDEN HARBOUR INN", "COASTAL COMFORT OVERLOOKING CAMDEN HARBOR") are H1s too. Search engines expect one H1 that says what the page is about.

## 12 images have no alt text

“src="https://camdenharbourinn.com/wp-content/uploads/2022/12/innfromharbor.webp"/>”




Source: https://www.camdenharbourinn.com/, fetched 2026-10-30 21:31 ET

Your full-width photos, including the inn seen from the harbor, carry no alt attribute. Screen readers announce them as file names, and image search has nothing to index them by.

## 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. **Keep one H1.**
   Turn the logo heading and the two banners into styled text or H2s; make the H1 "Camden Harbour Inn, Camden, Maine". **Web · 20 minutes**

2. **Describe the full-width photos.**
   Add a short plain alt text to each, for example "Camden Harbour Inn seen from the harbor". **Web · 30 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 Camden Harbour Inn was contacted, and nothing was booked.

### Method and evidence