SUGAR HILL, NEW HAMPSHIRE

How guests and AI assistants find Sugar Hill Inn

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

> **The short version.** Your robots.txt blocks GPTBot and ClaudeBot while your llms.txt invites them in, your structured data calls the inn a "Place", and the footer still says 2025. Two October 2026 TripAdvisor reviews say the rooms do not match the website photos.

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 robots.txt blocks the main AI crawlers

“User-agent: ClaudeBot Disallow: /”

AI crawlers disallowed

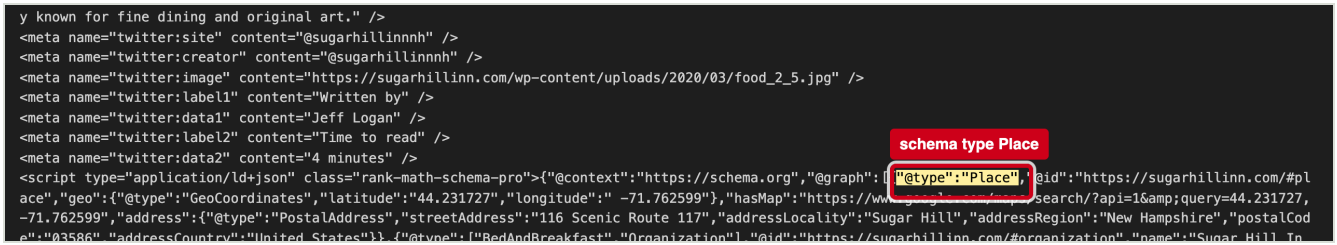
```
# By accessing this website, you agree to abide by the following
# content signals:

# (a)  If a Content-Signal = yes, you may collect content for the corresponding
#      use.
# (b)  If a Content-Signal = no, you may not collect content for the
#      corresponding use.
# (c)  If the website operator does not include a Content-Signal for a
#      corresponding use, the website operator neither grants nor restricts
#      permission via Content-Signal with respect to the corresponding use.

# The content signals and their meanings are:

# search:   building a search index and providing search results (e.g., returning
#           hyperlinks and short excerpts from your website's contents). Search does not
#           include providing AI-generated search summaries.
# ai-input: inputting content into one or more AI models (e.g., retrieval
#           augmented generation, grounding, or other real-time taking of content for
#           generative AI search answers).
# ai-train: training or fine-tuning AI models.
# use:      how AI systems may consume the content (immediate, reference, or full).

# ANY RESTRICTIONS EXPRESSED VIA CONTENT SIGNALS ARE EXPRESS RESERVATIONS OF
# RIGHTS UNDER ARTICLE 4 OF THE EUROPEAN UNION DIRECTIVE 2019/790 ON COPYRIGHT
# AND RELATED RIGHTS IN THE DIGITAL SINGLE MARKET.

# BEGIN Cloudflare Managed content


User-agent: *
Content-Signal: search=yes,ai-train=no,use=reference
Allow: /

# Training crawlers
User-agent: Amazonbot
Disallow: /

User-agent: Applebot-Extended
Disallow: /

User-agent: Bytespider
Disallow: /

User-agent: CCBot
Disallow: /

User-agent: ClaudeBot
Disallow: /

User-agent: Diffbot
Disallow: /

User-agent: Google-Extended
Disallow: /

User-agent: GPTBot
Disallow: /

User-agent: omgili
Disallow: /
```

Source: https://sugarhillinn.com/robots.txt, fetched 2026-10-30 18:27 ET

GPTBot, Google-Extended and CCBot are blocked the same way. Meanwhile your llms.txt says it was "designed to help LLMs better understand and index this website". The two files send opposite signals; worth deciding on purpose.

Machines are told you are a "Place", not an inn

“"@type":"Place"”

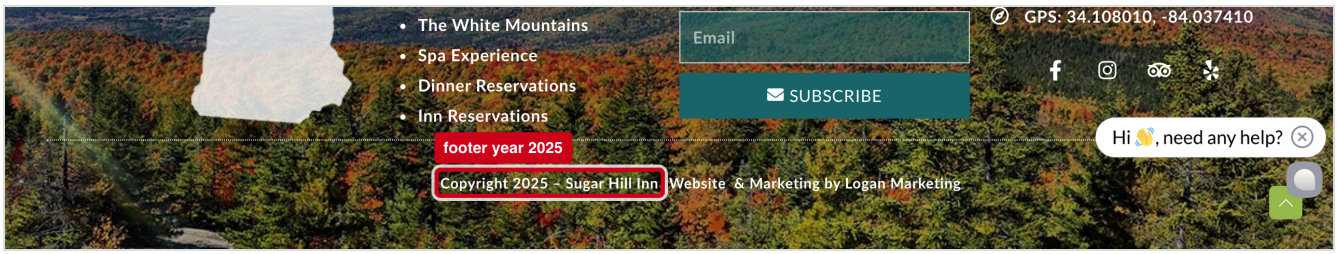


Source: https://sugarhillinn.com/, fetched 2026-10-30 18:27 ET

A Place has no fields for rooms, check-in, the restaurant or price range. A BedAndBreakfast or Hotel type lets assistants answer guest questions from your own data.

Your footer still says 2025

“Copyright 2025 – Sugar Hill Inn”



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

Small, but guests and reviewers read a stale year as a sign that the site, and maybe the inn, is not being kept up. That is exactly the concern in two recent reviews below.

Two October 2026 reviews say the rooms do not match your photos

“NOT AS PICTURED, truly.”

Source: https://www.tripadvisor.com/Hotel_Review-g46239-d79179-Reviews-Sugar_Hill_Inn-Sugar_Hill_New_Hampshire.html, fetched 2026-10-30 18:27 ET

One reviewer (stay October 2026) writes "The Sugar Hill Inn website is misleading"; another (David J, October 20) titles theirs "Dated. Needs a lot of TLC". Most October reviews are 5 of 5, but a public reply and refreshed room photos address the specific complaint.

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. **Decide on AI crawlers on purpose.**
   If you want assistants to recommend you, allow GPTBot, ClaudeBot and Google-Extended (Cloudflare or your robots.txt editor). **Owner + web · 15 minutes**

2. **Change the schema type to BedAndBreakfast in Rank Math.**
   Then add check-in/out, the restaurant and price range. **Web · 30 minutes**

3. **Make the footer year automatic.**
   Most WordPress themes have a dynamic year setting. **Web · 5 minutes**

4. **Reply publicly to the two October reviews and re-shoot the rooms they name.**
   Start with the Richardson suite photos. **Owner · 1 hour + shoot**

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 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Sugar Hill Inn was contacted, and nothing was booked.

Method and evidence