

How guests and AI assistants find Saybrook Point Resort & Marina

Prepared by Ethan Hawkes · checked 30 October 2026 (6:24 pm ET) · [PDF copy](#)

The short version. The structured data on your home page names stage.saybrook.com, a staging address, as the resort's web address, and never says you are a hotel. Your "check availability" button image also has no text alternative.

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 structured data points to your staging site

```
"url":"https://stage.saybrook.com"
```

```
<meta property="article:modified_time" content="2026-09-29T13:42:00+00:00" />  
<meta property="og:image" content="https://eadn-wc01-8069120.nxedge.io/wp-content/uploads/2020/01/Sunrise_drone_fall_2018-2-1.webp" />  
<meta property="og:image:width" content="1200" />  
<meta property="og:image:height" content="800" />  
<meta property="og:image:type" content="image/webp" />  
<meta name="twitter:card" content="summary_large_image" />  
<br:srsite content="@SaybrookResort" />  
staging domain in schema location[/ld:/son class=Voyast-schema-graph">{"/@context": "https://www.schema.org", "@graph": [{"@type": "WebPage", "@id": "https://www.saybrook.com/", "url": "https://www.saybrook.com/v/", "name": "Saybrook Point Resort & Marina - Your Luxury Waterfront Getaway", "isPartOf": {"@id": "https://stage.saybrook.com/#website"}, "about": {"@id": "https://v.stage.saybrook.com/#organization"}, "datePublished": "2025-09-29T22:28:35+00:00", "dateModified": "2026-09-29T13:42:00+00:00"}], "@type": "Image", "@id": "https://www.schema.org/Image", "url": "https://www.schema.org/Image", "description": "A full-service spa, award-winning dining at Fresh Salt, and a premier marina at the scenic Connecticut River and Long Island Sound confluence."}, {"@id": "https://www.saybrook.com/#breadcrumb", "inLanguage": "en-US", "potentialAction": {"@type": "ReadAction", "target": "https://www.saybrook.com/v/"}, {"@type": "BreadcrumbList", "@id": "https://www.saybrook.com/#breadcrumb", "itemListElement": {"@type": "ListItem", "position": 1, "name": "Home"}}, {"@type": "Website", "@id": "https://v.stage.saybrook.com/#website", "url": "https://v.stage.saybrook.com/v/", "name": "Saybrook Point Resort & Marina", "description": "where old-world glamour meets modern luxury", "publisher": {"@id": "https://v.stage.saybrook.com/#organization"}, "alternateName": "Saybrook Point Resort", "potentialAction": {"@type": "SearchAction", "target": {"@type": "EntryPoint", "urlTemplate": "https://v.stage.saybrook.com/?s={search_term_string}"}, "query-input": {"@type": "PropertyValueSpecification", "valueRequired": true, "valueName": "search_term_string"}}, "inLanguage": "en-US", "type": "Organization", @id": "https://v.stage.saybrook.com/
```

Source: <https://www.saybrook.com/>, fetched 2026-10-30 18:24 ET

The block that tells search engines and AI assistants who you are names `stage.saybrook.com` (10 times in the home page code) instead of `www.saybrook.com`. Machines may treat the staging address as your official site.

Machines are not told you are a hotel

“@type": "Organization", "@id": "https://stage.saybrook.com/#organization", "name": "Saybrook Point Resort & Marina”

```
ybrook.com/#website"},"about":{"@id":"https://stage.saybrook.com/#organization"},"datePublished":"2025-09-29T22:28:35+00:00","dateModified":"2026-09-29T13:42:00+00:00"},"description":"Discover Saybrook Point Resort & Marina, a luxurious AAA Four Diamond waterfront retreat in Old Saybrook, CT. Enjoy elegant gastro  
om, a full-service spa, award-winning dining at Fresh Salt, and a premier marina at the scenic Connecticut River and Long Island Sound confluence.", "breadcrumb  
b":{"@id":"https://www.saybrook.com/#breadcrumb"},"inLanguage":"en-US","potentialAction":{"@type":"ReadAction","target":["https://www.saybrook.com  
/"]}}, {"@type":"BreadcrumbList","@id":"https://www.saybrook.com/#breadcrumb","itemListElement":{"@type":"ListItem","position":1,"name":"Home"}}, {"@typ  
e":"Website","@id":"https://stage.saybrook.com/#website","url":"https://stage.saybrook.com/","name":"Saybrook Point Resort & Marina","description":"where  
old-world glamour meets modern luxury","publisher":{"@id":"https://stage.saybrook.com/#organization"},"potentialAction":{"@type":"SearchAction","target":{"@type":"EntryPoint","urlTemplate":"https://stage.saybrook.com/?q={search_term_string}"}, "query-input":"{  
ertyValueSpecification","valueRequired":true,"valueName":"search_term_string"}}, "inLanguage":"en-US"},"@type":"Organization","@id":"https://stage.saybrook.  
com/#organization","name":"Saybrook Point Resort & Marina","alternateName":"Saybrook Point Resort","url":"https://stage.saybrook.com/","logo":{"@type":"ImageOb  
ject","inLanguage":"en-US"},"@id":"https://stage.saybrook.com/#/schema/Logo/image"},"url":"https://eadn-wc01-8069120.nxedge.io/wp-content/uploads/  
/2020/04/Saybrook-horz-FullColor-120dpi.png","contentUrl":"https://eadn-wc01-8069120.nxedge.io/wp-content/uploads/2020/04/Saybrook-horz-FullColor-120
```

Source: <https://www.saybrook.com/>, fetched 2026-10-30 18:24 ET

The home page describes a WebPage, a WebSite and an Organization, but no Hotel or Resort. Without that type there is no place for your address, rooms, check-in time or amenities, so assistants take those from booking sites.

“say-nav-check-availability.webp”

Source: <https://www.saybrook.com/>, fetched 2026-10-30 18:24 ET

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 Change the site URL in your SEO plugin from `stage.saybrook.com` to `www.saybrook.com`.

The schema is generated by Yoast; its site settings still carry the staging address.

Web • 15 minutes

2 Add a Hotel (or Resort) block.

Include name, address, telephone 860-395-2000, check-in/out times, amenities and the booking URL. **Web · 45 minutes**

3 Add alt text to the booking button and logo images.

For example alt="Check availability" and alt="Saybrook Point Resort & Marina".

Web · 15 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

Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (6:24 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Saybrook Point Resort & Marina was contacted, and nothing was booked.

Method and evidence