

How guests and AI assistants find Interlaken Inn

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

The short version. Your share-image tag is empty, so links to your site show no picture. Your structured data has a placeholder logo address ending in five dots, and 24 of the 29 images on your home page have blank alt text.

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

The share image is set to nothing

“<meta property="og:image" content="" />”

```
<meta itemprop="image" content="">

<!-- SOCIAL META // Essentials -->
<meta property="og:title" content="Welcome to Interlaken Inn – A Premier Lakefront Resort in Connecticut" />
<meta property="og:type" content="website" />
<meta property="og:description" content="Escape to the enchanting Interlaken Inn, nestled between picturesque lakes in Connecticut's Litchfield Hills. Perfect
ings, and adventures! Enjoy luxurious stays, diverse activities, and stunning views. Plan your unforgettable getaway today and experience nat
near Lime Rock Park, Hotchkiss School, Indian Mountain School, Salisbury School, Millerton, NY." />
og:image is empty
<meta property="og:image" content="" />
<meta property="og:image:type" content="image/jpeg" />
<meta property="og:url" content="https://www.interlakeninn.com/" />
<meta property="og:site_name" content="Interlaken Inn" />

<meta name="twitter:title" content="Welcome to Interlaken Inn – A Premier Lakefront Resort in Connecticut">
<meta name="twitter:description" content="Escape to the enchanting Interlaken Inn, nestled between picturesque lakes in Connecticut's Litchfield Hills. Perfect
for weddings, meetings, and adventures! Enjoy luxurious stays, diverse activities, and stunning views. Plan your unforgettable getaway today and experience nat
```

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

This is the photo Facebook, iMessage and email apps show when someone shares your link. It is present but empty, so wedding couples forwarding your page send a blank card.

Your structured data still has a placeholder logo

“"logo": "https://www.interlakeninn.com/images/....."”

```
</script>
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Interlaken Inn",
  "url": "https://www.interlakeninn.com/",
  "logo": "https://www.interlakeninn.com/images/.....",
  "telephone": "1-800-222-2909",
  "email": "info@interlakeninn.com",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "74 Interlaken Road",
```

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

The logo address ends in five dots and the "image" field points at your home page, not a photo. Machines that try to load either get nothing, so they use booking-site photos instead.

24 of 29 home page images have blank alt text

“”

```
<source srcset="/client_media/crops/Default.6c35e760.front_sign.654fce78.png" media="(max-width: 640px)">

<source srcset="/client_media/crops/Default.6c35e760.front_sign.f509751f.png" media="(max-width: 960px)">

<source srcset="/client_media/crops/Default.6c35e760.front_sign.371a1684.7503be5d.png" alt="" media="(max-width: 1200px)">

</picture>

<div class="info">
  <p class="title">
    front-sign photo, alt=""
  </p>
</div>
```

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

Blank alt text tells screen readers and image search to skip the picture. Your front sign, wedding and entrance photos are among them.

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 Set the share image.

Point og:image at a 1200×630 lake or inn photo. **Web · 10 minutes**

2 Fix the structured data.

Change LocalBusiness to Hotel, use your real logo file and a photo for "image".

Web · 20 minutes

3 Write alt text for the main photos.

Start with the front sign, the lake views and the wedding photos. Web · 30 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 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Interlaken Inn was contacted, and nothing was booked.

Method and evidence