

How guests and AI assistants find Spring House Hotel

Prepared by Ethan Hawkes · checked 30 October 2026 (6:11 pm ET) · [PDF copy](#).

The short version. Your home page tells guests to call 401-466-5844, but the hotel facts block that search engines and AI assistants read lists 401-213-1643. Your robots.txt also blocks several AI crawlers by a Cloudflare default, worth confirming is deliberate.

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

Two different phone numbers

“telephone”:“401-213-1643”

```
<link rel="alternate" type="text/calendar" title="The Spring House Hotel Block Island & iCal Feed" href="https://springhouseblockisland.com/events/?ical=1" />
<script type="application/ld+json">{"@context":"https://schema.org","@type":"Organization","name":"Spring House Hotel","url":"https://springhouseblockisland.com","alternateName":"The Spring House Hotel","description":"The Spring House Hotel is a waterfront Block Island Hotel with two Restaurants & a Bar/Lounge. Spring House is a elegant historic landmark.", "logo":"https://springhousehotel.com/wp-content/uploads/logo.png", "sameAs":["https://www.facebook.com/springhousehotel","https://x.com/https://twitter.com/springhousebi","https://www.instagram.com/springhousehotel/"],"contactPoint":{"@type":"ContactPoint","telephone":"4012131643","contactType":"customer support"}}, {"telephone":"4012131643", "schema phone differs from page phone" />
<script type="application/ld+json">{"@context":"https://schema.org","@type":"LocalBusiness","name":"Spring House Hotel","telephone":"401-213-1643", "address":{"@type":"PostalAddress","streetAddress":"52 Spring St","addressLocality":"Block Island","addressRegion":"Rhode Island","addressCountry":"USA"},"geo":{"@type":"GeoCoordinates","latitude":"41.16800280","longitude":"-71.55482500"}}</script>
<link rel="alternate" title="oEmbed (JSON)" type="application/json+oembed" href="https://springhouseblockisland.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fspringhouseblockisland.com%2F" />
<link rel="alternate" title="oEmbed (XML)" type="text/xml+oembed" href="https://springhouseblockisland.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fspringhouseblockisland.com%2F%038;format=xml" />
<!-- This site uses the Google Analytics by MonsterInsights plugin v11.3.0 - Using Analytics tracking - https://www.monsterinsights.com/ -->
<script src="//www.googletagmanager.com/gtag/js?id=G-W296M67D50" data-cfasync="false" data-wpfc-render
```

Source: <https://springhouseblockisland.com/>, fetched 2026-10-30 18:11 ET

The visible page links 401-466-5844 (4 times). Machines read the structured-data number, so an assistant may give guests the other one.

AI crawlers are blocked by a Cloudflare default

“User-agent: GPTBot Disallow: /”

```
Cloudflare-managed AI blocks 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://springhouseblockisland.com/robots.txt>, fetched 2026-10-30 18:11 ET

The file is marked "BEGIN Cloudflare Managed content" and also blocks ClaudeBot and Google-Extended. That can be the right call; it is worth making on purpose, since it shapes what AI tools can learn about you.

Your hotel facts block takes its image from a different domain

“image”: “https://springhousehotel.com/wp-content/uploads/logo.png”

```
lounge—an elegant and historic landmark.”>
<link rel="dns-prefetch" href="//fonts.googleapis.com" />
<link href="https://fonts.gstatic.com" crossorigin rel="preconnect" />
<link rel="alternate" type="application/rss+xml" title="The Spring House Hotel Block Island &#x2014; Feed" href="https://springhouseblockisland.com/feed/" />
<link rel="alternate" type="text/calendar" title="The Spring House Hotel Block Island &#x2014; iCal Feed" href="https://springhouseblockisland.com/events/?ical=1" />
<script type="application/ld+json">{"@context":"https://schema.org","name":"Spring House Hotel","url":"https://springhouseblockisland.com","alternateName":"The Spring House Hotel","description":"The Spring House Hotel is a historic landmark on Block Island with two Restaurants &#x2014; a Bar/Lounge. Spring House is a elegant &#x2014; historic landmark.", "logo": "https://springhousehotel.com/wp-content/uploads/logo.png", "sameAs": [ "https://www.facebook.com/springhousehotel", "https://x.com/https://twitter.com/springhousebi", "https://www.instagram.com/springhousehotel", "https://www.youtube.com/channel/UC1234567890" ], "contactPoint": { "@type": "ContactPoint", "telephone": "4012131643", "contactType": "customer support" } }, {"@context":"https://schema.org","@type":"Hotel","image":"https://springhousehotel.com/wp-content/uploads/logo.png","id":"https://springhouseblockisland.com","name":"Spring House Hotel","telephone":"401-213-1643","address":{"@type":"PostalAddress","streetAddress":"52 Spring St","addressLocality":"Block Island","addressRegion":"Rhode Island","postalCode":"02807","addressCountry":"USA"},"geo":{"@type":"GeoCoordinates","latitude":"41.16800280","longitude":"-71.55482500"}}}</script>
<link rel="alternate" title="oEmbed (JSON)" type="application/json+oembed" href="https://springhouseblockisland.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fspringhouseblockisland.com%2F" />
```

Source: <https://springhouseblockisland.com/>, fetched 2026-10-30 18:11 ET

The image URL is on springhousehotel.com and loads only through a redirect to springhouseblockisland.com. Pointing it straight at this site removes one more thing that can break.

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 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 Make the structured-data phone match the page.

Set "telephone" to the number you want guests to call (the page uses 401-466-5844).

Web · 10 minutes

2 Decide on the AI-crawler blocks.

In Cloudflare, the managed robots.txt setting controls these lines. Keep them if intended; otherwise turn the managed blocks off. **Owner + web · 15 minutes**

3 Point the schema image at springhouseblockisland.com.

Use this site's own logo URL directly. **Web · 5 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.

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 (6:11 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Spring House Hotel was contacted, and nothing was booked.

Method and evidence