

How guests and AI assistants find Lord Camden Inn

Prepared by Ethan Hawkes · checked 30 October 2026 (7:38 pm ET) · [PDF copy](#)

The short version. Your home page has no H1 heading at all, the structured data does not describe a hotel, and 11 images, including photos filed as room photos, have no 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 home page has no main (H1) heading

“<title>Camden, Maine Boutique Hotel - Affordable Luxury | Lord Camden Inn</title>”

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<!DOCTYPE html><html lang="en-US" class="cmsmasters_html"><head><meta charset="UTF-8" /><meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" /><meta name="format-detection" content="telephone=no" /><link rel="profile" href="https://www.facebook.com/lordcamdeninn/" /><link rel="pingback" href="https://lordcamdeninn.com/xmlrpc.php" /><script>var et_site_url="https://lordcamdeninn.com";var et_post_id="7366";function et_cache_page_resource_fallback(a,b){if(typeof a=="b"&&sheet.cssRules[600]===a.sheet.cssRules.length){b&&(a.onerror=null,a.onload=null,a.href=a.href?et_site_url+"?et_cache_page_resource="+a.id+et_post_id+et_site_url+"&src=et_site_url?et_cache_page_resource="+a.id+et_post_id)}</script><meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1" /><link media="all" href="https://lordcamdeninn.com/wp-content/cache/autotimize/css/autotimize-38131e554c2a4d8f01261467ba9c939.css" rel="stylesheet" href="https://lordcamdeninn.com/wp-content/cache/autotimize/css/autotimize-9f60b8c3bf08b174c40d4f8615d73f9c.css" rel="stylesheet" href="https://lordcamdeninn.com/wp-content/cache/autotimize/css/autotimize-5432b6594e5533fa609bc167b680e5d.css" rel="stylesheet"><title>Camden, Maine Boutique Hotel – Affordable Luxury | Lord Camden Inn</title><meta name="description" content="Welcome to Lord Camden Inn, Camden, Maine&#039;s premier downtown boutique hotel. Affordable luxury, dog friendly lodging in Camden, Maine. Free breakfast." /><link rel="canonical" href="https://lordcamdeninn.com/" /><meta property="og:locale" content="en-US" /><meta property="og:type" content="website" /><meta property="og:title" content="Camden, Maine Boutique Hotel – Affordable Luxury | Lord Camden Inn" /><meta property="og:description" content="Welcome to Lord Camden Inn, Camden, Maine&#039;s premier downtown boutique hotel. Affordable luxury, dog friendly lodging in Camden, Maine. Free breakfast." /><meta property="og:url" content="https://lordcamdeninn.com/" /><meta property="og:site_name" content="Lord Camden Inn" /><meta property="article:publisher" content="https://www.facebook.com/lordcamdeninn/" /><meta property="article:modified_time" content="2026-10-13T15:52:06+00:00" /><meta property="og:image" content="https://lordcamdeninn.com/wp-content/uploads/2019/04/Lord-Camden-U-Exterior-7-3301379089-0.jpg" /><meta property="og:image:width" content="1800" /><meta property="og:image:height" content="1200" /><meta property="og:image:type" content="image/jpeg" /><meta name="twitter:card" content="summary_large_image" /><meta name="twitter:site" content="@lordcamdeninn" /><script>
```

Source: <https://www.lordcamdeninn.com/>, fetched 2026-10-30 19:38 ET

Your title is good, but the page body has no H1 tag, so search engines and screen readers have no on-page main heading to confirm what the page is about.

Your structured data describes a web page, not a hotel

"@type":"WebPage"

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m0den, Maine#939;s premier downtown boutique hotel. Affordable luxury, dog friendly lodging in Camden, Maine. Free breakfast." /><Link rel="canonical" href="https://lordcamdeninn.com/" /><meta property="og:locale" content="en-US" /><meta property="og:type" content="website" /><meta property="og:title" content="Camden Inn, Maine Boutique Hotel - Affordable Luxury | Lord Camden Inn" /><meta property="og:description" content="Welcome to Lord Camden Inn, Camden, Maine#939;s premier downtown boutique hotel. Affordable luxury, dog friendly lodging in Camden, Maine. Free breakfast." /><meta property="og:url" content="https://lordcamdeninn.com/" /><meta property="og:image" content="https://www.facebook.com/lordcamdeninn/" /><meta property="og:image:width" content="1800" /><meta property="og:image:height" content="1200" /><script type="application/ld+json">{"@context":"https://schema.org","@graph":[{"@type":"WebPage","url":"https://lordcamdeninn.com/","name":"Camden Inn, Maine Boutique Hotel - Affordable Luxury | Lord Camden Inn","description":"Welcome to Lord Camden Inn, Camden, Maine's premier downtown boutique hotel. Affordable luxury, dog friendly lodging in Camden, Maine. Free breakfast.", "image": "https://lordcamdeninn.com/wp-content/uploads/2019/04/Lord-Camden-U-Exterior-7-3301379089-0.jpg"}]}
```

Source: <https://www.lordcamdeninn.com/>, fetched 2026-10-30 19:38 ET

The JSON-LD block on your home page lists WebPage, WebSite and breadcrumb types, but no Hotel or LodgingBusiness entry. That entry is where search engines and AI trip planners read Lord Camden Inn's name, address, phone, check-in times and price range as facts.

Room photos have no alt text

“Lord-Camden-Rooms-101-1-3301345824-O.jpg”

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id="SR7_5_1-3-3" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-3-2" class="sr7-layer">Premier Downtown Location</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-11" data-key="11"> <sr7-bg id="SR7_5_1-11-10" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-11-7" class="sr7-layer">GREAT RATES<br/> FOR A<br/> GREAT CAUSE</sr7-txt> <sr7-txt id="SR7_5_1-11-8" class="sr7-layer">VIEW GIVING PACKAGES</sr7-txt> <sr7-txt id="SR7_5_1-11-9" class="sr7-layer">Please join us in supporting Big Brothers Big Sisters of Southern Maine and enjoy 50% OFF select rooms & suites.</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-6" data-key="6"> <sr7-bg id="SR7_5_1-6-2" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-6-1" class="sr7-layer">Delicious Buffet Breakfast</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-4" data-key="4"> <sr7-bg id="SR7_5_1-4-3" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-4-2" class="sr7-layer">Elegant & Inviting</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-5" data-key="5"> <sr7-bg id="SR7_5_1-5-2" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-5-1" class="sr7-layer">Dog Friendly Lodgings</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-8" data-key="8"> <sr7-bg id="SR7_5_1-8-3" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-8-2" class="sr7-layer">Gracious Hospitality</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-9" data-key="9"> <sr7-bg id="SR7_5_1-9-3" class="sr7-layer"><noscript></noscript></sr7-bg> <sr7-txt id="SR7_5_1-9-2" class="sr7-layer">Scenic Beauty</sr7-txt> </sr7-slide> <sr7-slide id="SR7_5_1-13" data-key="13"> </sr7-slide> </sr7-content> <img_list style="display:none"> <img alt="5" data-bbox="100 140 180 160" data-kind="ghost"/> </img_list>
```

Source: <https://www.lordcamdeninn.com/>, fetched 2026-10-30 19:38 ET

11 images on the home page have no alt attribute, including this one, filed as a room 101 photo. Screen readers skip them, and image search has no words 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.

4 fixes, ranked

1 Add one H1.

For example "Lord Camden Inn, Downtown Camden, Maine". **Web · 10 minutes**

2 Add a Hotel block to the structured data.

Name, address, phone, geo coordinates, check-in/out times, price range and links to your Google and TripAdvisor listings. Most SEO plugins can do this from one form.

Web · 30 minutes

3 Write alt text for the 11 images.

Short and literal: say what each photo shows, such as the room type and the view.

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 (7:38 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Lord Camden Inn was contacted, and nothing was booked.

Method and evidence