PERKINSVILLE, VERMONT

How guests and AI assistants find The Inn at Weathersfield

Prepared by Ethan Hawkes · checked 30 October 2026 (12:18 pm ET) · PDF copy

> **The short version.** Your home page footer still shows a COVID statement and a 2021 copyright, and the newest post on the page is from December 2024. To a guest, or to software summarizing the page, that can read as "not current".

What we checked

- Your home page and contact page, fetched signed out
- Your robots.txt and sitemap
- 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 footer is from 2021**
>
> “NEWS | ABOUT | COVID 19 STATEMENT © 2021 All rights reserved”
>
> Source: https://www.weathersfieldinn.com/, fetched 2026-10-30 12:18 ET
>
> Guests and AI assistants use dates like these as signals of whether a business is active.

> **The newest post is almost a year old**
>
> “Dec 2, 2024”
>
> Source: https://www.weathersfieldinn.com/, fetched 2026-10-30 12:18 ET
>
> It's the most recent date shown among the home page posts.

Why it matters

A guest deciding between inns looks for signs that the place is open and cared for. Search engines and AI assistants weigh freshness too, and a 2021 footer with no 2025 or 2026 dates gives them reason to doubt it.

3 fixes, ranked

1. **Update the footer.**
   Change the copyright year and remove the COVID statement link, or replace it with current policies. **Web · 15 minutes**

2. **Post one current item.**
   A winter season, dinner, or events note with a 2026 date shows guests the inn is active. **Innkeepers · 1 hour**

3. **Confirm the dates on your Google Business Profile.**
   Make sure the hours and seasonal status there match the site. **Innkeepers · 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 (12:18 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Inn at Weathersfield was contacted, and nothing was booked.

Method and evidence