

How guests and AI assistants find Winvian

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

The short version. Your page title and share title are set, but there is no share image, the structured data does not describe a hotel, and the only H1 is a slogan.

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

Shared links have no image of Winvian chosen

“<meta property="og:title" content="Luxury Resorts in Connecticut | Winvian" />”

```
<meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />

<!-- This site is optimized with the Yoast SEO plugin v28.8 - https://yoast.com/product/yoast-seo-wordpress/ -->
<meta name="description" content="Escape to Winvian, one of the most unique luxury resorts in Connecticut, with 18 themed cottages, fine dining, a destination spa, and 113 scenic acres." />
<link rel="canonical" href="https://www.winvian.com/" />
share title set; no share image content="en_US" />
ent="website" />
<meta property="og:title" content="Luxury Resorts in Connecticut | Winvian" />
<meta property="og:description" content="Escape to Winvian, one of the most unique luxury resorts in Connecticut, with 18 themed cottages, fine dining, a destination spa, and 113 scenic acres." />
<meta property="og:url" content="https://www.winvian.com/" />
<meta property="og:site_name" content="Winvian" />
<meta property="article:modified_time" content="2026-10-23T16:45:00+00:00" />
<meta name="twitter:card" content="summary_large_image" />
```

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

Your share title and description are set, but the page has no og:image tag. When someone texts or posts your link, the app either shows no picture or picks one on its own, and a property whose description leads with its 18 themed cottages loses its best first impression.

Your structured data describes a web page, not a hotel

“"@type":"WebPage"”

```
<meta property="og:type" content="website" />
<meta property="og:title" content="Luxury Resorts in Connecticut | Winvian" />
<meta property="og:description" content="Escape to Winvian, one of the most unique luxury resorts in Connecticut, with 18 themed cottages, fine dining,
a destination spa, and 113 scenic acres." />
<meta property="og:url" content="https://www.winvian.com/" />
<meta property="og:site_name" content="Winvian" />
<meta property="article:modified_time" content="2026-10-23T16:45:00+00:00" />
<meta name="twitter:card" content="summary_large_image" />
<script type="application/ld+json" class="yoast-schema-graph">{ "@context": "https://schema.org", "@graph": [ { "@type": "WebPage", "@id": "https://www.winvian.com/", "url": "https://www.winvian.com/", "name": "Luxury Resorts in Connecticut | Winvian", "isPartOf": { "@id": "https://www.winvian.com/#website" }, "about": { "@id": "https://www.winvian.com/#organization" }, "datePublished": "2019-12-30T22:24:17+00:00", "dateModified": "2026-10-23T16:45:00+00:00", "description": "Escape to Winvian, one of the most unique luxury resorts in Connecticut, with 18 themed cottages, fine dining, a destination spa, and 113 scenic acres.", "breadcrumbList": { "@id": "https://www.winvian.com/#breadcrumb", "inLanguage": "en-US", "potentialAction": [ { "@type": "ReadAction", "target": [ "https://www.winvian.com/" ] } ], "@type": "BreadcrumbList", "@id": "https://www.winvian.com/#breadcrumb", "itemListElement": [ { "@type": "ListItem", "position": 1, "name": "Home" }, { "@type": "WebSite", "@id": "https://www.winvian.com/#website", "url": "https://www.winvian.com/", "name": "Winvian", "description": "", "publisher": { "@id": "https://www.winvian.com/#organization" }, "potentialAction": [ { "@type": "SearchAction", "target": { "@type": "EntryPoint", "urlTemplate": "https://www.winvian.com/?s={search_term_string}" }, "query-input": { "@type": "PropertyValueSpecification", "valueRequired": true, "valueName": "search_term_string" } }, "inLanguage": "en-US" }, { "@type": "Organization"
```

schema: WebPage only, no Hotel

Source: <https://www.winvian.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 Winvian's name, address, phone, check-in times and price range as facts.

The only H1 is a slogan

“<h1>escape to the
unexpected</h1>”

```
<div class="hero-overlay"></div>

<div class="row h-100">
  <div class="col-12 d-flex justify-content-center align-items-center flex-direction-column">

    <h1>escape to the <br>unexpected</h1>

  </div>

  <div class="hero_popup">
    
    <div class="content-container">
```

only H1: no name or place

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

Search engines and screen readers read the H1 as the page's main topic. It does not say Winvian, Morris or Connecticut.

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 a share image.

Add og:image pointing at your best cottage photo, at least 1200 px wide.

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 Put the name in the H1.

Keep the slogan as a subheading; make the H1 "Winvian, Morris, Connecticut".

Web · 10 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 Winvian was contacted, and

nothing was booked.

Method and evidence