

How guests and AI assistants find The Nantucket Hotel & Resort

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

The short version. Your home page's underlying page data still carries placeholder "Lorem ipsum" text and a 2024 restaurant reopening notice. Guests don't see these, but search engines and AI assistants that read the page source can.

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

Placeholder text in the page data

“<h1>What's a Sailor's Valentine?</h1> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit...”

Source: <https://www.thenantuckethotel.com/>, fetched 2026-10-30 12:18 ET

This sits in embedded page data, not in the text guests see on screen.

A 2024 notice in the page data

“<h2>Breeze Reopens March 8, 2024</h2>”

Source: <https://www.thenantuckethotel.com/>, fetched 2026-10-30 12:18 ET

The same page data also carries Resy links dated 2024-01-08.

Why it matters

Tools that summarize a hotel read the page source, not just what's on screen. Hidden placeholder text and old dates are the kind of thing that ends up quoted back to a guest.

3 fixes, ranked

1 Delete the unused "Sailor's Valentine" content block.

It's a draft module that was never filled in. Removing it in the site editor removes it from the page data. **Web · 30 minutes**

2 Remove or update the 2024 Breeze notice and Resy dates.

Point the Resy links to the current booking widget without a fixed date.

Web / F&B · 30 minutes

3 Search the site for other hidden drafts.

View the page source of the main pages and search for "Lorem" and "2024".

Web · 1 hour

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 Nantucket Hotel &

Resort was contacted, and nothing was booked.

Method and evidence