

How guests and AI assistants find Stoweflake

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

The short version. Your home page's code still carries a 2021 COVID notice, and the hotel data block that search engines and AI assistants read fails to parse because of one bad character.

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

A 2021 COVID notice is still in your home page's code

“Updated 5/29/2021 We are working hard to create the safest and best guest experience within this changing landscape! We will start operating again without restrictions.”

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k_static/NEVVCHzioYgZqRpoqeRGFaquNUHaAyPi/assets/images/optimized/rev-c79c78a/stoweflake.com/wp-content/uploads/2020/05/COVID19banner-1400x263.jpg 1400w, http
s://stoweflake.com/nitropack_static/NEVVCHzioYgZqRpoqeRGFaquNUHaAyPi/assets/images/optimized/rev-c79c78a/stoweflake.com/wp-content/uploads/2020/05/COVID19banne
r-800x150.jpg 800w, https://stoweflake.com/nitropack_static/NEVVCHzioYgZqRpoqeRGFaquNUHaAyPi/assets/images/optimized/rev-c79c78a/stoweflake.com/wp-content/uplo
ads/2020/05/COVID19banner.jpg 1600w" nitro-lazy-src="https://stoweflake.com/nitropack_static/NEVVCHzioYgZqRpoqeRGFaquNUHaAyPi/assets/images/optimized/rev-c79c7
8a/stoweflake.com/wp-content/uploads/2020/05/COVID19banner-1024x192-960x.jpg" class="attachment-large size-large wp-image-7809 nitro-lazy" decoding="async" nit
ro-lazy-empty-id="MTY5Mzo4MDc=-1" data-nitro-empty-id="MTY5Mzo4MDc=-1" src="
WlnaHQ9IjE5MmIgeG1sbnM9IjZ2Z4=" /> </div> </div> <div class="elementor-element elementor-element-29549a8 elementor-wid
get elementor-widget-text-editor" data-id="29549a8" data-element_type="widget" data-e-type="widget" data-widget_type="text-editor.default"> <div class="element
or-widget-container"> <p>Updated 5/29/2021</p> </div> </div> <div class="elementor-element elementor-element-f558064 elementor-widget-heading"
data-id="f558064" data-e-type="widget" data-widget_type="heading.default"> <div class="elementor-widget-container"> <h2 class="elementor-heading-title elementor-size-default">We are working hard to create the safest and best guest experience within this changing landscape!</h2> </div> </div> <div class="elementor-element elementor-element-2b15955 elementor-widget-text-editor" data-id="2b15955" data-e-type="widget" data-widget_type="text-editor.default"> <div class="elementor-widget-container"> <p>We will start operating again without restrictions.&nbsp; We in
tend to be flexible to respond to guests concerns. Please contact the Front Desk with any questions or concerns.</p> </div> </div> <div class="elementor-element elementor-element-850c6de elementor-widget-divide
r--view-line elementor-widget-divide" data-id="850c6de" data-e-type="widget" data-e-type="widget" data-widget_type="divider.default"> <div class="elementor-widget-container"> <div class="elementor-divide
r"> <span class="elementor-divide
r-separator"> </span> </div> </div> </div> <div class="elementor-element elementor-element-1980ef5 elementor-widget-heading" data-id="1980ef5" data-e
```

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

It doesn't appear in a normal browser view (checked 30 October, 5:33 pm ET), but it is in the HTML your server sends, which is what search engines and AI tools read. Software that summarizes your page can take a dated operating notice at face value.

The Hotel structured data fails to parse

“Bad control character in string literal in JSON at position 372 (line 7 column 136)”

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

That is the parser's error on the Hotel JSON-LD block of your home page. A block that doesn't parse is ignored, so none of the facts in it reach search or AI tools.

Why it matters

Search engines and AI trip planners read the structured data block on your home page to learn your hotel's basic facts. When that block says "Unrated", has an empty description or image, or a single placeholder price, they either ignore it or repeat it, and they fill the gaps from booking sites instead of from you.

3 fixes, ranked

1 Fix the broken character in the Hotel data block.

Line 7 of the block has a raw line break or tab inside a text value. Removing it makes the whole block readable again. **Web · 30 minutes**

2 Remove the hidden 2021 notice from the page template.

Delete it, or replace it with current policies. **Marketing · 15 minutes**

3 Test the page in Google's Rich Results Test.

Paste your home page URL into search.google.com/test/rich-results to confirm the Hotel block now parses. **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 (12:18 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Stoweflake was contacted, and nothing was booked.

Method and evidence