BACK BAY, BOSTON, MASSACHUSETTS

How guests and AI assistants find The Lenox Hotel

Prepared by Ethan Hawkes · checked 30 October 2026 (6:58 pm ET) · PDF copy

> **The short version.** Your structured data is strong: it names The Lenox Hotel, links Wikipedia, Google Maps and TripAdvisor, and names Saunders Hotel Group. Two smaller things on the page itself work against it: the only main heading is a slogan, and the fax number is a tap-to-call link.

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

Your only H1 is a slogan with no name or place in it

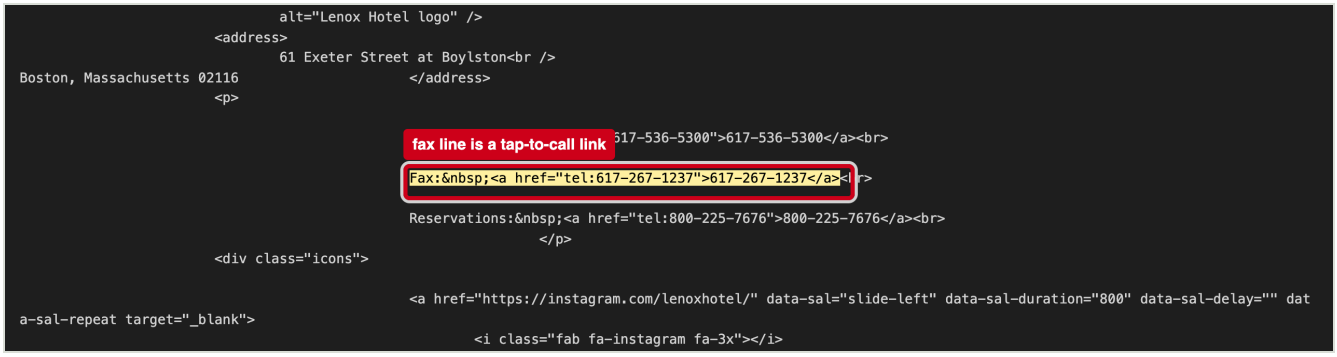
“A Smile Tells
”

Source: https://www.lenoxhotel.com/, fetched 2026-10-30 18:58 ET

Search engines and screen readers treat the H1 as the page's main topic. Yours reads "A Smile Tells You, You've Arrived"; it does not say The Lenox, Back Bay or Boston, which your title and structured data do.

The fax number is a tap-to-call link

“Fax: 617-267-1237”



Source: https://www.lenoxhotel.com/, fetched 2026-10-30 18:58 ET

On a phone, it sits between your main number and your reservations number and dials when tapped. A guest who taps the middle one reaches a fax line.

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.

3 fixes, ranked

1. **Name the hotel in the H1.**
   Keep the slogan as a subheading; make the H1 "The Lenox Hotel, Back Bay, Boston".
   Web · 10 minutes

2. **Make the fax number plain text.**
   Remove the tel: link from the fax line only. Web · 5 minutes

3 **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

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Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (6:58 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Lenox Hotel was contacted, and nothing was booked.

Method and evidence