

How guests and AI assistants find The Chanler at Cliff Walk

Prepared by Ethan Hawkes · checked 30 October 2026 (6:11 pm ET) · [PDF copy](#).

The short version. Your structured data is strong, but it lists Cara, The Cafe and The Lounge and leaves out Remy's Loose, which your home page promotes. Your `/llms.txt` address returns the home page instead of a file AI tools can read.

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

Your pet policy is published to machines as a flat "No"

“petsAllowed": "No"”

```
el on Cliff Walk. Indulge in a mansion retreat with stunning views."> <meta name="robots" content="index, follow, noodp, noydir"> <link rel="canonical" href="https://www.thechanler.com/"> <link rel="alternate" media="only screen and (max-width: 640px)" href="https://www.thechanler.com/m"> <script type="application/ld+json"> { "@context": "https://schema.org", "@type": "Hotel", "name": "The Chanler at Cliff Walk", "url": "https://www.thechanler.com/", "image": "https://d3hu5fdk2ssejn.cloudfront.net/thechanler.com-396105723/cms/cache/1920x990/54/1483-5400f84c3842feb61ad022ed82dbbbaa.jpg", "description": "Welcome to The Chanler at Cliff Walk, an emblem of elegance and charm in Newport RI hotels. Housed in a mansion on Newport's famed Cliff Walk, The Chanler offers twenty distinctive Newport hotel accommodations elegantly decorated in various period styles.", "telephone": "(401) 847-1300", "address": { "@type": "PostalAddress", "streetAddress": "117 Memorial Boulevard", "addressLocality": "Newport", "addressRegion": "RI", "postalCode": "02840", "addressCountry": "USA" }, "geo": { "@type": "GeoCoordinates", "latitude": "41.484717", "longitude": "-71.297903" }, "hasMap": "https://www.google.com/maps/place/The+Chanler+at+Cliff+Walk/@41.484717,-71.297903,13m/data=!3m1!4b1!4m3!3m7!1s0x89e5af4f9f735933:0xc923c4204e5dd46d!5m2!4m1!1i2!8m2!3d41.484717!4d-71.297903", "priceRange": "$375 - $1100", "petsAllowed": "No", "smokingAllowed": "False", "sameAs": [ "https://www.facebook.com/TheChanler", "https://twitter.com/TheChanlerHotel", "https://www.pinterest.com/thechanler/" ], "containsPlace": [ { "@type": "Restaurant", "name": "Cara", "url": "https://www.thechanler.com/cara-restaurant", "servesCuisine": ["Seafood", "French", "Italian", "New England"] }, { "@type": "Restaurant", "name": "The Cafe", "url": "https://www.thechanler.com/dining/the-cafe", "servesCuisine": "New England" }, { "@type": "BarOrPub", "name": "The Lounge", "url": "https://www.thechanler.com/dining/bar", "servesCuisine": "Cocktails" } ] } </script> <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start': new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0], j=d.createElement(s),dl='dataLayer';j.async=true;j.src='https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f); })(window,document,'script','dataLayer','GTM-KVZVZ4T');</script> <meta property="og:url" content="https://www.thechanler.com/"> <meta property="og:title" content="Newport Rhode Island Hotels | The Chanler at Cliff Walk"> <meta property="og:description" content="Experience unmatched luxury at The Chanler, Newport's only 5-star, Michelin 2-k
```

Source: <https://www.thechanler.com/>, fetched 2026-10-30 18:11 ET

This is what an assistant will repeat when a guest asks. If there are any exceptions (service animals are required by law), the field and your policy page should say so the same way.

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 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 Add Remy's Loose to the hotel block.

Add it as a Restaurant under "containsPlace" with its page URL and cuisine.

Web · 20 minutes

2 Publish a real /llms.txt or return 404.

A short plain-text file: who you are, rooms, dining, policies, booking link. Or let the path 404 so tools stop reading the home page as the file. Web · 30 minutes

3 Align the pet field with your written policy.

Make sure "petsAllowed" and the policy page say the same thing, including service animals. **Ops + web · 15 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.

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 (6:11 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Chanler at Cliff Walk was contacted, and nothing was booked.

Method and evidence