

How guests and AI assistants find The Porches Inn at MASS MoCA

Prepared by Ethan Hawkes · checked 30 October 2026 (6:27 pm ET) · [PDF copy](#)

The short version. The first line of your llms.txt, the file written for AI tools, spells your name "Porches In". Your home page title never says "Porches", and nothing in your structured data says you are a hotel.

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 llms.txt spells your name "Porches In"

“# Porches In at MASS MoCA”

```
typo in llms.txt title MASS MoCA: Where art & history converge\.  
  
> Our historic Berkshires hotel near MASS MoCA is the perfect vacation destination in Western Massachusetts\ . Book today\!  
  
Generated by Yoast SEO v27.5, this is an llms.txt file, meant for consumption by LLMs.  
  
## Pages  
- [About](https://porches.com/about/)  
- [Contact Us](https://porches.com/about/contact-us/)  
- [Amenities](https://porches.com/amenities/)  
- [Art & Music](https://porches.com/art-music/)  
- [Art on Campus](https://porches.com/culture/)  
- [Blog](https://porches.com/blog/)  
- [Careers](https://porches.com/about/careers/)  
- [Celebrations](https://porches.com/groups/celebrations/)  
- [Experiences](https://porches.com/experiences/)  
- [FAQ](https://porches.com/faq/)  
  
## Posts  
- [A Design Lover's Guide to North Adams & the Berkshires](https://porches.com/north-adams-architecture-design-guide/)  
- [The Creative Person's Guide to North Adams](https://porches.com/the-creative-persons-guide-to-north-adams/)  
- [Winter Adventure and Après-ski near North Adams](https://porches.com/winter-adventure-and-apres-ski-near-north-adams/)  
- [Summer in the Berkshires: Your Ultimate Guide from North Adams to Great Barrington](https://porches.com/summer-in-the-berkshires-your-ultimate-guide-from-north-adams-to-great-barrington/)  
- [Berkshire County Family Bucket List: Must-Do Experiences, North to South](https://porches.com/berkshire-county-family-bucket-list-must-do-experiences-from-north-to-south/)  
  
## Popups  
- [FreshGrass Annex](https://porches.com/?post_type=popup&p=3570)  
- [Conde Nast](https://porches.com/?post_type=popup&p=3077)  
- [Live From Studio 9 Launch](https://porches.com/?post_type=popup&p=2612)  
- [Newsletter Signup Revinatate](https://porches.com/?post_type=popup&p=2231)  
- [Conde Nast Traveler Readers Choice Awards](https://porches.com/?post_type=popup&p=2202)  
  
## Popup Themes  
- [Default Theme](https://porches.com/?post_type=popup_theme&p=2134)  
- [Enterprise Blue](https://porches.com/?post_type=popup_theme&p=2136)  
- [Light Box](https://porches.com/?post_type=popup_theme&p=2135)  
- [Hello Box](https://porches.com/?post_type=popup_theme&p=2137)  
- [Cutting Edge](https://porches.com/?post_type=popup_theme&p=2138)  
  
## Optional  
- [Sitemap index](https://porches.com/sitemap_index.xml)
```

Source: <https://porches.com/llms.txt>, fetched 2026-10-30 18:27 ET

llms.txt is the summary some AI tools read first. A typo in its first line is the version of your name they may repeat.

Your home page title never says "Porches"

“<title>Boutique Hotel in North Adams | Hotel Near MASS MoCA</title>”

```
e):e[0]=t.apply(null,e)})),“filter”==r)return e[0]},removeHook:function(o,r,t,n){var e;null!=gform.hooks[o][r]&&(e=(gform.hooks[o][r]).filter(function(o,r,e){return!(null!=n&&n!=o.tag||null!=t&&t!=o.priority)}),gform.hooks[o][r]=e)}));</script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, viewport-fit=cover" /> <meta name='robots' content='index, follow, max
-image-preview:large, max-snippet:-1, max-video-preview:-1' />

<!-- T
title without the inn name
<title>Boutique Hotel in North Adams | Hotel Near MASS MoCA</title>
<meta
y!" />
<link rel="canonical" href="https://porches.com/home/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Boutique Hotel in North Adams | Hotel Near MASS MoCA" />
<meta property="og:description" content="Our historic Berkshires hotel near MASS MoCA is the perfect vacation destination in Western Massachusetts. Boo
k today!" />
```

Source: <https://porches.com/>, fetched 2026-10-30 18:27 ET

This is the line search engines show first and browsers show in the tab. Guests who search your name see a generic line instead.

Machines are not told you are a hotel

“"@type":"WebPage", "@id":"https://porches.com/home/”

```
<meta property="og:url" content="https://porches.com/home/" />
<meta property="og:site_name" content="Porches In at MASS MoCA" />
<meta property="article:modified_time" content="2026-09-16T14:31:28+00:00" />
<meta property="og:image" content="https://porches.com/wp-content/uploads/2023/05/birth-1030x492.png" />
<meta property="og:image:width" content="1030" />
<meta property="og:image:height" content="492" />
<meta property="og:image:type" content="image/png" />
<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://porches.
com/home/", "url":"https://porches.com/home/", "name":"Boutique Hotel in North Adams | Hotel Near MASS MoCA" "i
```

Source: <https://porches.com/>, fetched 2026-10-30 18:27 ET

The structured data describes a web page, not a hotel. There is no place for your 47 rooms, pool, check-in time or pet policy, so assistants take those from booking sites.

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 Fix the llms.txt first line.

"# The Porches Inn at MASS MoCA". Your SEO plugin likely generates it from the site title, so check that too. **Web · 5 minutes**

2 Retitle the home page.

For example "The Porches Inn at MASS MoCA | Boutique Hotel in North Adams".

Web · 10 minutes

3 Add a Hotel block.

Include 231 River Street, (413) 664-0400, check-in 3:00 pm, amenities and the booking URL. **Web · 45 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 (6:27 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at The Porches Inn at MASS MoCA was contacted, and nothing was booked.

Method and evidence