JACKSON, NEW HAMPSHIRE

How guests and AI assistants find The Wentworth

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

> **The short version.** Your site has no robots.txt: the address returns a 404 page. Your sitemap exists, but nothing points crawlers or AI assistants to it.

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

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What we found on your site

> **robots.txt returns 404**
>
> “<title>404 Not Found</title>”
>
> Source: https://thewentworth.com/robots.txt, fetched 2026-10-30 12:18 ET, re-checked about 12:20 ET
>
> robots.txt is the first file search engines and AI crawlers ask for. Its absence isn't fatal, but it means they get no directions and no sitemap pointer.

> **The sitemap exists but isn't announced**
>
> “https://thewentworth.com/sitemap_index.xml → HTTP 200”
>
> Source: https://thewentworth.com/sitemap_index.xml, fetched 2026-10-30 12:18 ET
>
> With no robots.txt, the usual way to tell crawlers about this sitemap is missing.

Why it matters

Crawlers for search and for AI assistants start with robots.txt to learn what to read and where your sitemap is. A 404 there leaves them to discover pages on their own, so new rooms, packages and dining pages can take longer to show up.

3 fixes, ranked

1. **Publish a robots.txt.**
   Two lines are enough: "User-agent: *" and "Sitemap: https://thewentworth.com/sitemap_index.xml". Most website platforms have a setting for it. **Web · 15 minutes**

2. **Submit the sitemap in Google Search Console and Bing Webmaster Tools.**
   This confirms both engines can read it and shows any pages they can't.
   Web / marketing · 30 minutes

3. **Re-check in a week.**
   Fetch https://thewentworth.com/robots.txt and confirm it returns the file, not a 404 page. **Web · 5 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 The Wentworth was contacted, and nothing was booked.

Method and evidence