

CAVMIR

Short-Term Rental Marketing

Client Assessment

Digital Visibility and Direct Booking Assessment

Launchpoint Lodge, Lincoln, New Hampshire

An independent review of how Launchpoint Lodge appears in search, in AI assistants, and to guests who are ready to book, with every finding verified directly against the live site and public sources.

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July 26, 2026 · cavmir.com

Summary

Launchpoint Lodge does not have a hospitality problem. It has 219 Google reviews averaging a perfect 5.0, it holds a place in Yankee's roundup of the coziest inns in the White Mountains, and it is the only adults-focused boutique lodging in Lincoln or North Woodstock. The guest experience is clearly working.

What the property has is a visibility problem, and it is more serious than a list of technical fixes suggests. Search engines and AI assistants cannot read the things that make Launchpoint worth booking, the booking engine is invisible to them entirely, and in at least one widely read guide to Lincoln hotels, they are being told the property closed.

You had already identified the missing structured data yourself. That finding is correct, and we confirmed it on every page. The larger opportunities are off the site, in places your own audit would not have surfaced.

The short version

Three findings account for most of the lost direct bookings: a previous brand identity that still answers for you in search and reports you as closed, a complete absence of structured data that keeps a 5.0 rating invisible to Google and to AI assistants, and a booking path that no search engine can follow. All three are fixable, and none of them are about the quality of the property.

What is already working

It is worth being clear about the assets, because the recommendations build on them rather than replace them.

- **A genuinely exceptional review base.** Google shows 5.0 from 219 reviews, which is rare at any size and is the single most valuable marketing asset the property owns.
- **Editorial recognition you can build on.** Yankee's newengland.com names Launchpoint Lodge among the coziest White Mountains inns, describing the 1902 colonial and its six private suites. That is exactly the kind of source AI assistants lean on.
- **A defensible position.** No other adults-focused boutique property operates in Lincoln or North Woodstock. The nearest comparable inns are twenty to forty-five minutes away.

- **Sound fundamentals under the site.** HTTPS is enforced correctly, every page carries a unique and well-written title and description, and the sitemap and robots file are clean.
- **One correction in your favor.** Your audit concluded there was no content targeting your highest-intent searches. That is harder on yourself than the evidence supports. Your homepage title tag reads Adults-Only Home Base, Lincoln NH, which targets the term in the most important element on the page. The accurate description is under-built rather than absent.

Finding one: your previous brand still answers for you

This is the most consequential thing we found, and it sits entirely outside your website.

A guide to Lincoln hotels that still ranks in search carries this correction to its readers:

“2023 Update: A previous version of this post recommended Red Sleigh Inn as the best B&B in Lincoln but unfortunately they have since closed.”

[newhampshireway.com](#), Lincoln NH hotels guide, retrieved July 26, 2026

The property did not close. It was renovated and rebranded. But nothing on that page corrects the record, and Launchpoint Lodge is not mentioned anywhere on it, so a reader has no way to connect the two. The former domain no longer resolves, which means there is also no redirect quietly doing that work for you.

This matters more in 2026 than it would have five years ago. When someone asks an AI assistant about a boutique bed and breakfast in Lincoln, the assistant reads pages like this one and summarizes them. A published statement that the town's six-room inn has closed is exactly the kind of claim that gets repeated confidently.

The old identity persists in other places too. Duplicate listings under the previous name remain live on review platforms, and several booking sites still carry the old name in their web addresses. Each duplicate splits the credibility that should be accumulating in one place.

Finding two: a five-star reputation that machines cannot read

We checked all twelve pages of the site individually for structured data in every form it takes. There is none on any of them.

Structured data is the labelling that tells a search engine what a page actually is. Without it, Google sees text where it could see a lodging business with an address, a nightly rate, a room count, and a 5.0 average from 219 reviews. This is why your rating does not appear as stars in search results, and why AI assistants summarising Lincoln lodging have nothing authoritative to quote.

Being straight about the competitive picture: structured data is not universal among your neighbours. Two of the five comparable inns we checked also have none. But the pattern is clear once you sort by who actually wins these searches. Sugar Hill Inn, twenty-five minutes away, publishes full lodging structured data including its address, coordinates and review information, and it ranks statewide. The inns without it are, like Launchpoint, largely invisible.

For a property whose entire competitive advantage is a flawless review record, leaving that record unreadable is the single largest piece of value being left on the table.

Finding three: the booking path search engines cannot follow

Direct bookings are your stated priority, so this deserves plain language.

Your booking engine loads inside the page only after a visitor's browser runs it. Every Book Now button on the site points to a location further down the same page rather than to the booking system. We found no ordinary link anywhere on the site that a search engine could follow to reach your reservations.

The practical result is that your rates and availability do not exist as far as search is concerned. There is no page describing what a suite costs, what is included, or when it is available. When a traveller searches for a room in Lincoln, the prices that surface are the ones the booking sites publish on your behalf. On the day we checked, Google showed your rooms at two different prices from two different intermediaries, and nothing directly from you.

Why this is expensive

Every reservation that arrives through an intermediary rather than through you carries a commission that typically runs between fifteen and twenty-five percent of the booking value. Processing a direct booking costs a small fraction of that. Making the booking path visible is not a technical nicety, it is the highest-return change available to you.

Finding four: missing from the guides guests actually use

Loon Mountain is a six-minute drive from your front door. Launchpoint Lodge does not appear in Loon's own lodging guide, which lists the properties it recommends to arriving skiers. It is also absent from the Ski NH list of places to stay near Loon, and from the Lincoln lodging page on the regional tourism site that ranks for town searches.

Your competitors are on these pages. Woodstock Inn appears on all three.

You do have a listing on the regional tourism site itself, so this is not a case of being unknown to them. The listing simply is not carried through to the pages that rank and that AI assistants read. These are among the least expensive wins available, and they compound, because each of these guides is itself a source that assistants cite.

Finding five: one good page is not a content position

The site is twelve pages. There is no blog or journal of any kind, which we confirmed directly. Your Discover Lincoln page is genuinely good and does real work, but it is carrying the entire content strategy on its own.

Two gaps stand out against the audience you have chosen:

- **Six suites share a single page.** Artist Bluff, Kinsman, Hancock, Basin, Notch and Pemi have names, character and different reasons to book them, and no page of their own to rank, to photograph properly, or to link a guest to.
- **Nothing addresses couples.** For an adults-focused lodge, there is no content about romantic stays, anniversaries, elopements or couples weekends. That is the audience the positioning was built for.

The benchmark is instructive rather than discouraging. Sugar Hill Inn runs a substantial library of area and seasonal guides built up over several years, and that library is why it, rather than a booking site, answers regional searches for romantic getaways. It is a fourteen-room inn doing this. The approach is available to a six-suite lodge with a better review record.

Finding six: consent, accessibility and housekeeping

Two items here carry real exposure rather than lost opportunity.

Analytics without consent. Google Analytics runs on all twelve pages. There is no cookie or consent notice anywhere on the site, and the privacy policy does not mention cookies, analytics or Google at any point. For a property hosting guests from outside the United States, that gap is worth closing.

No alternative text on any image. We counted one hundred and fifty images across the site. Every one of them has an empty alternative text attribute. The gallery photography is worse off still, because it is built as page backgrounds rather than as images, so it cannot carry a description at all. This affects guests using screen readers, it is the most common trigger for accessibility complaints against small hotels, and it means your best photography is invisible to image search.

Alongside those, the contact page offers a Terms and Conditions link that leads to the privacy policy, so no terms document exists. Two gallery photographs are 3.87 and 3.79 megabytes, and no modern image format is used anywhere, which is felt most by guests browsing on phones in areas with weak signal. The footer still reads 2025, the page title for your policies page spells the property as two words, and the heading on that page reads Polices. Small things, but they are the ones guests notice while deciding whether to trust a self check-in property.

Findings at a glance

Area	What we found	Priority
Previous brand identity	A ranking Lincoln hotel guide states the property has closed. Launchpoint is not named on it.	Critical
Structured data	No structured data of any kind on 12 of 12 pages. The 5.0 rating is not machine-readable.	Critical
Booking path	No crawlable link to the booking engine. Rates and availability load only in the browser.	Critical
Local directories	Absent from the Loon Mountain, Ski NH, and Lincoln town lodging guides.	High
Content depth	12 pages, no blog, six suites sharing one page, and no couples or romance content.	High
Consent and access	Analytics runs on every page with no consent notice. No image alt text anywhere.	High
Page weight	Individual gallery images up to 3.87 MB. No modern image formats in use.	Medium
Copy and metadata	Stale copyright year, two spellings of the brand, and a typo in a page heading.	Low

What we would do, in order

The sequence matters more than the list. These are ordered by return, not by effort.

1. **Retire the previous identity.** Approach the publishers still reporting the property as closed with the correction, consolidate the duplicate listings under the current brand, and make sure every platform points at one identity.
2. **Make the reputation machine-readable.** Publish full lodging structured data across the site, including the review record, the suites, the address and the rates, so that Google and AI assistants can quote the 5.0 rather than ignore it.
3. **Open the booking path.** Connect the booking engine into the site so that rates and availability exist as real pages, and so a search engine can follow a link to a reservation.
4. **Claim the local guides.** Get listed on the Loon Mountain lodging guide, Ski NH, and the town lodging page, and upgrade the regional listing already held.
5. **Build the content position.** A page for each of the six suites, a couples and romance section, and seasonal coverage for foliage and ski, which are the two windows where rate and occupancy are both strongest.
6. **Close the consent and accessibility gaps.** A consent notice, an honest privacy policy, a real terms document, and descriptive text on every image.
7. **Tidy the housekeeping.** Image weights, the copyright year, the brand spelling, and the page typos.

We would be glad to walk through any of this with you, including the parts you may already have in motion.

How this was verified

Every finding above was checked directly against live sources on July 25 and 26, 2026. Structured data, canonical tags, image attributes, analytics and consent were confirmed by examining each of the twelve pages individually rather than by sampling. Image sizes were measured from the server. The statement about the property having closed was retrieved and quoted verbatim from the page that publishes it. Directory absences were confirmed by reading each directory. The review figures come from the Google listing for the property.

Two things we deliberately left out. We could not reliably confirm the current TripAdvisor rating, because the platform blocks automated access and the figures visible from outside disagree with one another, so we have made no claim about it. One regional directory also blocked access, so it is not counted among the listing gaps above even though it may be one.

This assessment reflects public sources and the live launchpointlodge.com website as of July 26, 2026. Search results vary by location and personalization, and third-party listings change without notice. Nothing in this document required access to your analytics, booking system or accounts, and no contact was made with any third party on your behalf in preparing it.