

How guests and AI assistants find Water's Edge Resort & Spa

Prepared by Ethan Hawkes · checked 30 October 2026 (6:24 pm ET) · [PDF copy](#)

The short version. Your robots.txt blocks GPTBot, ClaudeBot and Google-Extended, while your llms.txt says it was made "to help LLMs better understand" the site. Your structured data also describes a "Place", not 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 robots.txt blocks the main AI crawlers

“User-agent: GPTBot Disallow: /”

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AI crawlers disallowed: Accessing this website, you agree to abide by the following
# Content signals:
# (a) If a Content-Signal = yes, you may collect content for the corresponding
# use.
# (b) If a Content-Signal = no, you may not collect content for the
# corresponding use.
# (c) If the website operator does not include a Content-Signal for a
# corresponding use, the website operator neither grants nor restricts
# permission via Content-Signal with respect to the corresponding use.
# The content signals and their meanings are:
# search: building a search index and providing search results (e.g., returning
# hyperlinks and short excerpts from your website's contents). Search does not
# include providing AI-generated search summaries.
# ai-input: inputting content into one or more AI models (e.g., retrieval
# augmented generation, grounding, or other real-time taking of content for
# generative AI search answers).
# ai-train: training or fine-tuning AI models.
# use: how AI systems may consume the content (immediate, reference, or full).
# ANY RESTRICTIONS EXPRESSED VIA CONTENT SIGNALS ARE EXPRESS RESERVATIONS OF
# RIGHTS UNDER ARTICLE 4 OF THE EUROPEAN UNION DIRECTIVE 2019/790 ON COPYRIGHT
# AND RELATED RIGHTS IN THE DIGITAL SINGLE MARKET.
# BEGIN Cloudflare Managed content

User-agent: *
Content-Signal: search=yes,ai-train=no,use=reference
Allow: /

# Training crawlers
User-agent: Amazonbot
Disallow: /

User-agent: Applebot-Extended
Disallow: /

User-agent: Bytespider
Disallow: /

User-agent: CCBot
Disallow: /

User-agent: ClaudeBot
Disallow: /

User-agent: Diffbot
Disallow: /

User-agent: Google-Extended
Disallow: /

User-agent: GPTBot
Disallow: /

User-agent: omgili
Disallow: /
```

Source: <https://watersedgeresortandspa.com/robots.txt>, fetched 2026-10-30 18:24 ET

The lines sit inside "BEGIN Cloudflare Managed content" and also block ClaudeBot and Google-Extended. That may be intended; if not, it limits what AI tools can learn about you from your own site.

Your llms.txt invites the same tools in, but only lists sitemaps

“Generated by Rank Math SEO, this is an llms.txt file designed to help LLMs better understand and index this website.”

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auto-generated llms.txt SEO, this is an llms.txt file designed to help LLMs better understand and index this website.

# Water's Edge Resort & Spa

## Sitemaps
- [XML Sitemap](https://watersedgeresortandspa.com/sitemap_index.xml): Includes all crawlable and indexable pages.

## Posts
- [New Year's Eve Dinner & Dance Party](https://watersedgeresortandspa.com/new-years-eve/): Ring in the New Year at Water's Edge Resort & Spa with an unforgettable evening of dining, dancing, and celebration!
- [Christmas](https://watersedgeresortandspa.com/christmas/): Celebrate Christmas Day at Water's Edge Resort & Spa with a festive holiday dining experience for the whole family. Enjoy a delicious selection of seasonal favorites and holiday classics, all prepared by our culinary team and served in a beautifully decorated waterfront setting.
- [Tribute Shows](https://watersedgeresortandspa.com/tribute-shows/): Experience the music you love with our Tribute Shows at Water's Edge! Enjoy talented performers bringing the songs of legendary artists and bands to life in an exciting live show.
- [Brunch with Santa](https://watersedgeresortandspa.com/brunch-with-santa/): Celebrate the magic of the holiday season with Brunch with Santa at Water's Edge Resort & Spa! Gather the family for a festive brunch featuring delicious seasonal favorites, cheerful holiday décor, and a special visit from Santa himself.
- [Thanksgiving Buffet](https://watersedgeresortandspa.com/thanksgiving-buffet/): Celebrating 40 Years of Thanksgiving Traditions at Water's Edge – One of Connecticut's Favorite Holiday Buffets!
- [Dinner Detective](https://watersedgeresortandspa.com/dinner-detective/): “A Noteworthy Crime” – Enjoy a Delicious Dinner Buffet & an Evening of Mystery and Entertainment.
- [Dueling Pianos](https://watersedgeresortandspa.com/dueling-pianos/): Get ready for a high-energy night of music, laughter, and nonstop entertainment at Dueling Pianos!
- [Comedy at the Edge](https://watersedgeresortandspa.com/comedy-nights/): Make it a night out at Water's Edge. Enjoy an evening of great food, cocktails, and plenty of laughs as talented comedians take the stage.
- [Trivia Nights](https://watersedgeresortandspa.com/trivia-nights/): Gather your team and join us for Trivia Night at Water's Edge, where great food, handcrafted cocktails and friendly competition come together.
- [Lavender Pond Farm](https://watersedgeresortandspa.com/lavender-pond-farm/): Lavender Pond Farm, nestled on a serene 25-acre property in Killingworth, Connecticut, is one of New England's largest and most enchanting lavender farms.
- [The 2025 Top 25 Historic Hotels of America® Most Romantic Hotels List Is Announced](https://watersedgeresortandspa.com/the-2025-top-25-historic-hotels-of-america-most-romantic-hotels-list-is-announced/): Top 25 Historic Hotels of America® List Is Announced
- [Lyman Orchards](https://watersedgeresortandspa.com/lyman-orchards/): Lyman Orchards Lyman Orchards, now in its 281st year, is a family-favorite destination for Pick Your Own, our Farm market, championship and beginner golf and much more! Set on 1,100 scenic acres in central Connecticut, a destination for great food, wholesome family fun, beginner and championship public golf. 32 Reeds Gap Rd Middlefield, CT 06455
Website
- [Clinton Crossing](https://watersedgeresortandspa.com/clinton-crossing/): Clinton Crossing, a charming outdoor shopping area just a 10-minute drive away, offers many high-end stores including Calvin Klein, Dooney & Bourke, Kenneth Cole, Saks Fifth Avenue and Tommy Hilfiger. Open daily at 10am, treat yourself to a little something special while away from home.
- [Westbrook Outlets](https://watersedgeresortandspa.com/westbrook-outlets/): Take some time to spoil yourself at the local outlets! Just down the street is outdoor shopping at its finest. Whether you're looking for an outfit to wear during your visit or casually browsing for home goods – these shops have you covered. All of your favorite high-end brands, with deeply discounted prices – from J. Crew and Loft to Williams Sonoma – and everything in between.
- [Gillette Castle State Park](https://watersedgeresortandspa.com/gillette-castle-state-park/): On the outside, it's a medieval fortress, but once you step inside the glorious 24-room estate of Playwright William Hooker Gillette, you'll be blown away with the detail. Located just up the road in East Haddam, the grounds span 184-acres and are open to the public year round. The castle is open from Memorial Day to Columbus Day, from 10am to 5pm.
- [The Kate](https://watersedgeresortandspa.com/the-kate/): The Katharine Hepburn Cultural Arts Center is a performing arts center, theater and concert venue in Old Saybrook. Visit their website for the current events including live music, concerts, comedy shows, theater, musicals, and children's programs.
- [Foxwoods Resort Casino](https://watersedgeresortandspa.com/foxwoods-resort-casino/): One of the largest casinos in the world, just 45 minutes away. Foxwoods Resort Casino has it all, including the only $1 Blackjack table in Connecticut! With over 250 tables and 22 types of games – Foxwoods offers gaming, high-end shopping, golf, dining and live entertainment.
- [Mohegan Sun Casino](https://watersedgeresortandspa.com/mohegan-sun-casino/): Mohegan Sun, located just 30 minutes up I-395, is made up of three of the world's most amazing casinos, with more than 5,000 slot machines, over 300 table games and a state-of-the-art Race Book. The arena and Wolf Den welcome top name artists! Home to five-star dining and high-end shopping. . . there's excitement for everyone.
- [Mystic Seaport](https://watersedgeresortandspa.com/mystic-seaport/): A world-renowned maritime museum, a place to stroll along the Mystic River where you'll find a wealth of knowledge and a glimpse into the cultures of our seafaring ancestors, a family or group attraction with hands-on activities that offers the opportunity to climb aboard tall ships, discover a re-created 19th century village and stargaze under the Planetarium. Just a short drive away, Mystic Seaport will inspire your mind.
- [Mystic Aquarium](https://watersedgeresortandspa.com/mystic-aquarium/): Stand face-to-face with New England's only Beluga whales, marvel at the African Penguins as they splash, waddle and flap their wings, dare to touch the slippery sting rays as they swim around their tank. . . Mystic Aquarium offers a unique sea-exploring experience that is one-of-a-kind, interactive and unforgettable. Experience science come alive.
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Source: <https://watersedgeresortandspa.com/llms.txt>, fetched 2026-10-30 18:24 ET

The two files send opposite signals. The llms.txt itself holds no description of the resort, rooms, dining or policies, only sitemap links.

Machines are told you are a "Place", not a hotel

""@type":"Place""

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loads/wers-new-home-1-e1697132149425.jpg" /><meta property="og:image:secure_url" content="https://watersedgeresortandspa.com/wp-content/uploads/wers-new-home-1-e1697132149425.jpg" /><meta property="og:image:width" content="2000" /><meta property="og:image:height" content="1130" /><meta property="og:image:alt" content="Water's Edge Resort & Spa" /><meta property="og:image:type" content="image/jpeg" /><meta property="article:published_time" content="2019-01-15T23:30:17-05:00" /><meta property="article:modified_time" content="2026-09-15T10:56:11-04:00" /><meta name="twitter:card" content="summary_large_image" /><meta name="twitter:title" content="Water's Edge Resort and Spa | Beachfront Resort and Dining in CT, Westbrook, CT" /><meta name="twitter:description" content="Connecticut's largest beachfront resort offering oceanfront weddings, a full-service spa, luxury stays, and waterfront dining at Seaview Bistro, Dattilo, and Sunset Bar & Grill in Westbrook, CT." /><meta name="twitter:site" content="https://watersedgeresortandspa.com/wp-content/uploads/wers-new-home-1-e1697132149425.jpg" /><script type="application/ld+json" class="rank-math-schema-pro">{"@context":"https://schema.org","@graph":[{"@type":"Place","id":"https://watersedgeresortandspa.com/#place","address":{"@type":"PostalAddress","streetAddress":"1525 Boston Post Road","addressRegion":"CT","addressLocality":"Westbrook","postalCode":"06498","addressCountry":"US"}}, {"@type":"Resort","id":"https://watersedgeresortandspa.com/#organization","name":"Water's Edge Resort & Spa","url":"https://watersedgeresortandspa.com","sameAs":["https://www.facebook.com/WatersEdgeResortAndSpa/", "https://twitter.com/WatersEdgeCT", "https://www.instagram.com/watersedgeresortandspa/", "https://www.pinterest.com/watersedgect/"], "address":{"@type":"PostalAddress","streetAddress":"1525 Boston Post Road","addressRegion":"CT","addressLocality":"Westbrook","postalCode":"06498","addressCountry":"US"},"logo":{"@type":"ImageObject","id":"https://watersedgeresortandspa.com/#logo","url":"https://watersedgeresortandspa.com/wp-content/uploads/Waters-Edge-Logo-square.jpg","contentUrl":"https://watersedgeresortandspa.com/wp-content/uploads/Waters-Edge-Logo-square.jpg","caption":"Water's Edge Resort & Spa","inLanguage":"en-US","width":"1200","height":"1200"},"openingHours":["Mo,Tu,We,Th,Fr,Sa,Su 09:00-17:00"],"location":{"@id":"https://watersedgeresortandspa.com/#place"},"image":{"@id":"https://watersedgeresortandspa.com/#logo"},"telephone":"860-399-5901"},"@type":"WebSite","@i
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Source: <https://watersedgeresortandspa.com/>, fetched 2026-10-30 18:24 ET

A Place has no fields for rooms, check-in time, amenities or price range. A Hotel or Resort type lets assistants answer guest questions from your data.

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 Decide on AI crawlers on purpose.

In Cloudflare, the managed robots.txt setting controls these lines. Keep them if intended; otherwise allow GPTBot, ClaudeBot and Google-Extended.

Owner + web · 15 minutes

2 Write a real llms.txt, or turn the generated one off.

A short plain-text summary: resort, rooms, Dattilo/Seaview Bistro/Sunset Bar and Grill, spa, policies, booking link, 800-222-5901. **Web · 30 minutes**

3 Change the schema type to Resort or Hotel in Rank Math.

Then add check-in/out, amenities and the booking URL. **Web · 30 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 (6:24 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Water's Edge Resort & Spa was contacted, and nothing was booked.

Method and evidence