MYSTIC, CONNECTICUT

How guests and AI assistants find Whaler's Inn

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

> **The short version.** Your contact page sends guest email to an address with a typo (three n's). That domain doesn't exist, so those emails never arrive. Fixing one letter solves 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

What we found on your site

> **The contact email address has a typo**
>
> “email sales@whalersinnnmystic.com”
>
> Source: https://whalersinnmystic.com/contact/, fetched 2026-10-30 12:18 ET (the page redirects to /hotels-in-mystic/)
>
> whalersinnnmystic.com (three n's) has no mail (MX) record and no web (A) record in DNS, checked 30 October at 12:23 pm ET. Your real domain's mail runs through Microsoft 365. Any guest or planner who uses the address on the page gets a bounce, or no answer at all.

Why it matters

A guest who writes to the address on your contact page, or an AI assistant that copies the address from it, reaches nobody. Inquiries for weddings, groups and long stays usually start as email, so this is lost revenue you can't see.

3 fixes, ranked

1. **Correct the address on the contact page.**
   Change sales@whalersinnnmystic.com to sales@whalersinnmystic.com in the link and in the visible text. **Web · 10 minutes**

2. **Search the rest of the site for the same typo.**
   Check the footer, the wedding and group pages, and any PDF menus or brochures for "whalersinnn". **Web · 30 minutes**

3. **Check your Google Business Profile and listings.**
   Make sure the email on Google, TripAdvisor and the Mystic visitor listings matches the corrected address. **Marketing · 30 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 Whaler's Inn was contacted, and nothing was booked.

Method and evidence