

How guests and AI assistants find Concord's Colonial Inn

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

The short version. Every Book button on your home page carries a Google Analytics tracking code frozen in September 2024. It still opens the booking engine, but the link hands every guest the same 2024 analytics session, which can blur your direct-booking reports.

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

Book links carry a 2024 tracking code

“https://bookings.travelclick.com/14572?_ga=2.206343323.900373584.1725792558-593118389.1722371360&...”

```
</a></div><div class="x-bar-container e9-e25 m9-4 m9-6 m9-9 m9-a m9-b"><a class="x-image e9-e26 m9-29" href="https://concordscolonialinn.com">
</a></div><div class="x-bar-container e9-e27 m9-4 m9-7 m9-8 m9-b m9-c"><a class="x-anchor x-anchor-button x-hide-md x-hide-sm x-hide-xs e9-e28 m9-f m9-g m9-h m
9-i m9-l m9-n m9-p m9-q m9-r m9-s m9-t m9-x m9-1d m9-1e m9-1f" tabindex="0" href="/gift-cards/"><div class="x-anchor-content"><div class="x-anchor-text">
<span class="x-anchor-text-primary">Gift Cards</span></div></div></a><a class="x-anchor x-anchor-button x-hide-sm x-hide-xs e9-e29 m9-g m9-h m9-i m9-l m9-n m9-
p m9-q m9-r m9-s m9-t m9-u m9-14 m9-16 m9-1d m9-1g booknow-bt" tabindex="0" href="https://bookings.travelclick.com/14572?hotelid=14572#/guestsandrooms" target
="_blank" rel="noopener nofollow"><div class="x-anchor-text"><span class="x-anchor-text-primary">Book Now</span></div></div></a>
<a class="x-anchor x-anchor-button x-hide-md x-hide-sm x-hide-xs e9-e30 m9-f m9-g m9-h m9-i m9-j m9-l m9-w m9-1h" tabindex="0" href="https://booki
ngs.travelclick.com/14572?_ga=2.206343323.900373584.1725792558-593118389.1722371360&Adults=1&Children=0&domain=www.concordscolonialinn.com&hote
lid=14572&LanguageID=English&Rooms=1#/datesofstay" target="_blank" rel="noopener nofollow"><div class="x-anchor-content"><span class="x-graphi
c" aria-hidden="true"><i class="x-icon x-graphic-child x-graphic-icon x-graphic-primary" aria-hidden="true" data-x-icon-l="%#xf095;"></i></span></div></a></div>
</div><div class="e9-e1 m9-0 m9-1 x-bar-space x-bar-space-top x-bar-space-h" style="display: none;"></div> </header>

<div class="x-main full" role="main">

<article id="post-6" class="post-6 page type-page status-publish hentry no-post-thumbnail">
```

Source: <https://concordscolonialinn.com/>, fetched 2026-10-30 12:18 ET

The number 1725792558 in the _ga parameter is a timestamp: 8 September 2024.
Someone copied a link from their own browser session into the site.

Why it matters

Your booking engine reports direct bookings by source. A hard-coded _ga value can make guests who click Book look like the same 2024 visitor, which blurs which marketing actually drives direct bookings.

3 fixes, ranked

1 Remove the _ga= part from every Book link.

Link to <https://bookings.travelclick.com/14572> with only the parameters you need.

Analytics adds its own tracking when a guest clicks. **Web · 30 minutes**

2 Turn on cross-domain tracking properly.

If you want to follow guests from the site into TravelClick, set it up in Google Analytics (cross-domain measurement) rather than pasting a session into the links.

Marketing / web · 1–2 hours

3 Check other pages and emails for copied links.

Search packages, weddings and email templates for "_ga=2." and clean them the same way. Marketing · 1 hour

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 Concord's Colonial Inn was contacted, and nothing was booked.

Method and evidence