

Dobbin House Tavern

Prepared for Levi and Holly | Gettysburg, Pennsylvania | Discovery before implementation



A living house of hospitality.

The opportunity is to make the real Dobbin House experience feel immediate: a historic house, two distinct ways to dine, intimate lodging, group hospitality, and a growing public history experience. The website should help a guest choose confidently before it asks them to book.

Recommended direction: an editorial hospitality website built primarily with native Elementor and Elementor Pro, introduced through a separate Keystone presentation.

This is the review package, not the build. No WordPress plugins, themes, content, settings or booking records were changed. The local installation received a read-only filesystem inventory. No inquiry, reservation, purchase or outreach was submitted.

The deliverables that follow

Verified observations, uncertain claims and proposed choices are distinguished throughout. The brief covers business and guest journeys; history and the 250th anniversary; positioning; a route-by-route sitemap; native Elementor components and data; imagery rights; integrations; accessibility, SEO and performance; and phased acceptance criteria.

Research date: October 25, 2026. Hours, menus, availability and event schedules remain subject to operator confirmation. This was a synchronous investigation of public sources, the referenced prior work and retained local materials; it was not an unattended monitoring run.

Reading guide

Business, journeys and findings: pages 2-10. Precedent, brand, sitemap and Elementor plan: pages 11-18. Assets, search, accessibility and quality: pages 19-22. Phases and open decisions: pages 23-25. Clickable sources and provenance: pages 26-29.

Build around decisions, then atmosphere

Priority	What the new experience must do
Choose the right meal	Explain casual walk-in dining versus dining-room phone reservations before any generic booking action.
Choose the right stay	Present each real room and the separate farmhouse clearly, then hand availability and payment to the existing lodging provider.
Plan a history visit	Separate guided indoor tours, the outdoor Square, past anniversary events and future events; state practical access limits.
Arrange a group	Replace copy-and-email instructions with a concise inquiry flow that collects enough information for a useful human response.
Trust the details	Use confirmed hours, dated menus, accurate access information, licensed photographs and restrained historical claims.

A premium result has to be useful

Authentic photographs, generous typography and considered pacing should create desire. Fast menus, visible phone numbers, room facts, stairs information, parking guidance and reliable provider handoffs should make the site work. A visual concept alone does not establish improved bookings or accessibility.

The review decision

Approve the guest priorities, proposed visual direction, page structure and native Elementor approach. Owner-dependent details can remain in an internal verification queue during local development; they must be resolved before the corresponding claims or live services are published.

Success measures proposed: menu use, relevant phone taps, directions requests, lodging and tour handoffs, and qualified group inquiries. Completed bookings require provider-side attribution. No traffic, revenue, search-volume or conversion baseline was available.

Public contact baseline

Dobbin House Tavern, 89 Steinwehr Avenue, Gettysburg, PA 17325. Phone: (717) 334-2100. Email: info@dobbinhouse.com. These public details are the starting point for the site; the separate farmhouse arrival address and experience-specific entrances still need confirmation. [\[S01\]](#)

The material is rich; the routes are fragmented



Observed desktop homepage, October 25, 2026. Research reference only; the site imagery is not licensed for a new published design.

The site exposes substantial menus, room descriptions, historical interpretation and group information. Preserve this useful depth while rebuilding its hierarchy. The inspected homepage mixes announcements, dining instructions, lodging, tours and many image links in a long legacy layout. [S01] [S02] [S06] [S12]

Observed	Implication / limit of evidence
Homepage DOM	No viewport meta tag or H1/H2 headings; six layout tables in the sampled page. This supports a semantic, responsive rebuild, not a full-site WCAG verdict.
Link targets	ThinkReservations coexists with legacy Rezovation anchors. A feedback link includes an encoded trailing quote; another room link has an unexpected relative directory. Replace from an audited redirect/link inventory.
Retrieval limits	Several automated reads failed with 403/406 or browser timeouts. These are tool-access failures, not proof the public pages are broken.

Method boundary: public pages and provider UI were sampled; no exhaustive crawl, mobile audit, Lighthouse baseline, analytics review, server audit or completed checkout was performed. Screenshots and the booking response are retained with this report.

Two restaurant experiences, two expectations

Experience	Observed operating model	Build requirement
Springhouse Tavern	Casual dining; currently advertised 11 a.m.-9 p.m. daily; first come, first served; no reservations.	Lead with View menu and Plan your visit. Use an explicit walk-in note, not a Reserve table button.
Alexander Dobbin Dining Rooms	Currently advertised Mon-Fri 5-9 p.m.; Sat-Sun 4-9 p.m. Phone reservations encouraged; walk-ins welcome.	Lead with Call for dining reservations. Show the day-specific schedule and explain that availability is confirmed by staff.

These are the current site notices, not a guarantee of holiday service. The six historic dining spaces are part of the experience, but room assignment and seating availability should not be promised online. [\[S01\]](#)

Menus should do real work

Keep searchable, selectable HTML menus with clear venue, section, item, price and effective date. The existing menu pages already contain HTML text; the problem is presentation and maintenance, not the absence of text. A printable download can supplement them. Do not merge the venues into one undifferentiated menu. [\[S03\]](#) [\[S04\]](#)

Useful signature subjects include Baked King's Onion soup, date nut bread and Rum Bellies Vengeance. The menu sources also support seafood, meat and a named vegetable entree. Photograph actual current dishes and confirm ingredients before adding dietary labels or allergen claims. [\[S03\]](#) [\[S04\]](#)

Corrections and decisions

Some similar items have different prices across menus. That may reflect venue pricing rather than an error; the operator must choose the authoritative menu for each experience. Confirm holiday hours, takeout handling, children's choices, seating limits and how far ahead guests should call. Do not introduce an online restaurant reservation system without an operating decision.

Content order: atmosphere and identity; hours and reservation rule; current menu; signature food; room photographs; practical access; related stay or tour; contact. This is proposed page structure, not a claim about existing service.

A clear inventory for every kind of stay

The room directory groups five accommodations in Leister House, three in Remembrance House and a separate Little Round Top Farm property. The provider calendar displayed nine named accommodation records. Use this structure internally, then ask the operator to approve the public inventory wording. [\[S12\]](#) [\[S13\]](#)

Property group	Records to model	Details that affect choice
Leister House	Steinwehr, Stuart, Reynolds, Meade, Lee Suite	Room versus suite, bed layout, floor and stairs, bath, occupancy, current amenities and verified photography.
Remembrance House	Aunt Holly's Garden Suite; Gettysburg Address Overlook Suites I and II	Aunt Holly's spans two levels. Overlook I is described as first-floor and II as second-floor. A first-floor label alone is not an accessibility claim.
Little Round Top Farm	Separate whole-property stay	Source describes five bedrooms, six beds, sleeps ten and 1.5 bathrooms. Breakfast and daily housekeeping are excluded. Do not present it as another adjacent inn room.

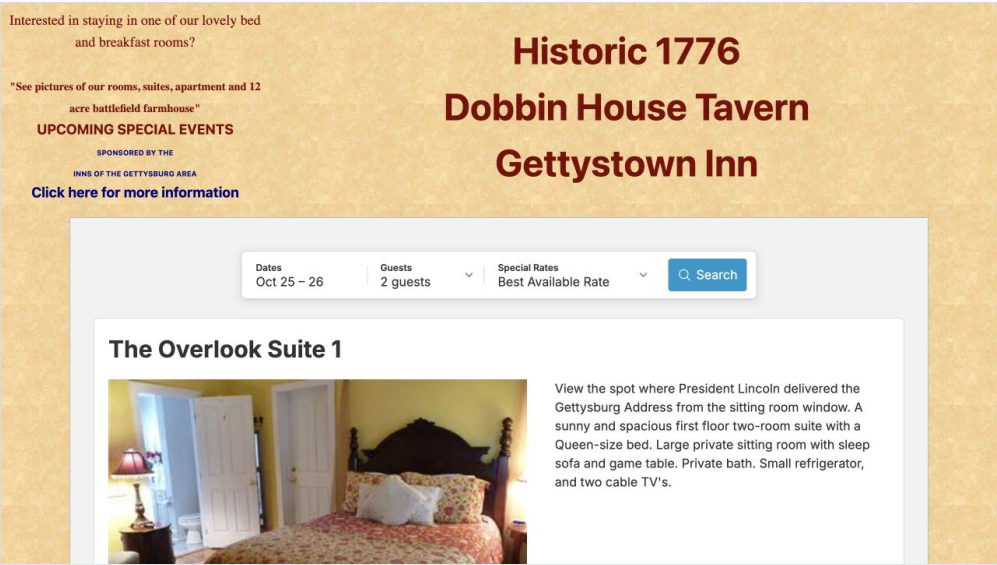
Room-specific floor and layout details are supported by the inspected room pages. Stuart and Meade detail-page retrieval was incomplete; their names are confirmed by the directory/provider, but unverified specifications must remain blank in the content ledger. [\[S15\]](#) [\[S16\]](#) [\[S17\]](#) [\[S18\]](#) [\[S19\]](#) [\[S20\]](#)

Policies need a deliberate reconciliation

The directory states breakfast for inn stays, no pets, children age five and older, and a two-day cancellation notice. These are existing claims, not accepted future policies. Confirm them against the provider and operator, including service-animal handling. The farmhouse page combines Sunday-to-Sunday language with an invitation to ask about three-day stays; minimums and seasonal exceptions require clarification. [\[S12\]](#) [\[S14\]](#)

Room template: gallery, factual summary, beds and maximum occupancy, floor/access route, bathroom, amenities, breakfast/housekeeping exceptions, policies and a provider availability action. Keep live rates and inventory in ThinkReservations; do not embed a fixed nightly price in the design.

The handoff must explain what happens next



Read-only ThinkReservations results for October 25-26, 2026, two adults. This is one sampled state, not a forecast or a general availability finding.

The search returned five accommodation cards with a phone-only booking instruction for the sampled dates. Preserve that provider-controlled fallback. The test did not establish why calling was required or whether another date could complete online. [S13]

Journey	Proposed behavior	Acceptance case
Dining rooms	A labeled phone action with the dining-room name and service times.	No fake availability or reservation confirmation appears on the website.
Lodging	A clear external handoff to the operator's ThinkReservations account.	Available, unavailable, phone-only and provider-error states have understandable alternatives.
House tours	A labeled link to the organizer's Eventbrite date selection.	Guests know the provider, any physical requirements and the difference between free admission and optional gratuity.
Groups	A native Elementor inquiry form with human follow-up.	Validation and confirmation are honest; local tests are contained and never notify the business.

Provider room deep links, date parameters, embedded calendars and branding options should be used only where the provider documents or confirms support. A redesigned WordPress site does not automatically redesign the provider checkout. No provider account or payment settings were changed.

Keep the story strong and the evidence visible

Claim or subject	Evidence position	Editorial treatment
1776 house / historic recognition	NPS record lists 1776 as significant year and a March 26, 1973 register publication date; NRIS 73001584.	Use National Register of Historic Places wording. Do not upgrade it to National Historic Landmark.
School, ministry and architecture	Business history describes Alexander Dobbin's school and ministry; NPS lists education, architecture and religion as significance areas.	Build a concise source-reviewed timeline. Check superlatives about being the first school of its kind.
Underground Railroad	The business gives a categorical account; a tourism tour description uses qualified language about possible refuge.	Separate documented facts, site tradition and interpretation. Have a historian review the claim before definitive copy.
Civil War and Lincoln	The business includes hospital and Lincoln-view stories. These were not independently established in this investigation.	Do not invent a Lincoln visit, meal, stay or a precisely documented sightline.
Modern stewardship	Gettysburg History describes Jackie White's preservation work; the Square announcement dates the restaurant to 1978.	Tell the continuing hospitality story after confirming the current operator and approved biography.

Sources: [\[S21\]](#) [\[S22\]](#) [\[S23\]](#) [\[S27\]](#) [\[S28\]](#)

Tone: welcoming, precise, humane

Replace antiquated language about Indigenous people and enslavement with accurate, respectful context. Do not romanticize slavery or convert an uncertain account into decorative folklore. Attribute interpretation where needed, and keep historical source notes available to the editor.

Unfinished evidence: the NPS metadata was accessible, but linked document downloads returned digitization placeholders. The original nomination was not examined. The scope of “oldest house” and related first/only claims still needs historical review; this report does not certify them.

Separate the living destination from the past event

The official tour page describes a morning guided visit through three floors and six staircases. Eventbrite labels the listing free, with an appreciated \$7 gratuity, and describes an April–November 2026 season. Other public pages describe nearly year-round or June–November availability. Treat the actual organizer schedule as the date-selection authority; reconcile the surrounding copy. [\[S24\]](#) [\[S25\]](#) [\[S26\]](#)

Content	What is supported	What remains unknown
Indoor historic tour	Approximately an hour or more; stairs are a material requirement; limited capacity and advance date selection.	Exact remaining 2026 dates, 2027 season, duration, cancellation process, group options and an alternative for guests unable to climb.
250th celebration	August 26, 2026 celebration listing is marked past.	Approved recap, photographs, historian quotations and which anniversary activities should be retained.
Dobbin House Square	Announcement describes an outdoor educational space, founding-document displays and a commemorative bell; August 29 dedication listings have ended.	As-built completion, present opening/access hours, maintenance, entrance route, seating, lighting and current photographs.

The announcement proposed free, around-the-clock access. An announced plan and an ended dedication listing do not independently establish present operating conditions. Obtain current confirmation before publishing “open 24/7.” [\[S28\]](#) [\[S29\]](#) [\[S30\]](#) [\[S31\]](#) [\[S32\]](#)

A durable content structure

Create an evergreen Square page, a guided-tour page with provider handoff, an events index that separates upcoming and past, and a 250th-anniversary archive. Remove expired promotional banners by date. As 2027 approaches, the homepage should emphasize the lasting visitor experience rather than an evergreen 2026 countdown.

Do not carry event logistics forward: dedication-day shuttles or street closures are not ordinary parking instructions. The Eventbrite date-selection interface was not fully exercised; no tour ticket was reserved.

Give practical information equal design attention

Group services include banquet menus, student groups and motorcoach meals. The current request page tells a visitor to copy information into an email. A structured inquiry can reduce friction while preserving staff control of dates, prices and arrangements. [\[S06\]](#) [\[S07\]](#) [\[S09\]](#)

Area	Recommended content and operating check
Private dining / ballroom	Present Abigail Adams Ballroom and relevant dining spaces with actual arrangement photographs. The site advertises up to 130 guests; confirm seated, buffet and other capacities, room access, setup and any event restrictions.
Student / motorcoach	One clear planning route with meal options, group-size thresholds, arrival timing, bus parking and staff contact. Do not market as a wedding venue without confirmation of that service.
Menus and terms	The published planning page gives different minimums for lunch, dinner and buffets and a seven-day guarantee deadline. Some 2026 menu prices exclude tax/service while student packages include them. Keep inclusions and validity dates explicit.
Gift shop / gift cards	Identify the Country Curiosity Store and existing gift offerings, then confirm hours, fulfillment and the approved purchasing route. No ecommerce platform is justified until these requirements are known.
Plan your visit	Confirm entrances, parking, bus access, restroom routes and stairs for each experience. Provide address, phone and an accessible directions link; make third-party maps optional.

Sources for existing service descriptions and terms: [\[S01\]](#) [\[S05\]](#) [\[S08\]](#) [\[S09\]](#) [\[S10\]](#) [\[S11\]](#)

Correct the surrounding destination context

The NPS visitor center is at 1195 Baltimore Pike. Older Dobbin directions and schedule references should be reconciled with the current NPS page, including seasonal and holiday exceptions. Link to the park's current information rather than maintaining a second stale schedule. Do not promise walking times without checking the actual route. [\[S33\]](#) [\[S34\]](#) [\[S35\]](#)

A colonial house with more than one reason to visit

The strongest position is the combination of an actual 1776 house, distinct dining experiences, small-scale historic lodging and interpretation. The design should make those relationships clear without relying on unverifiable superlatives. This is a qualitative comparison of public offers and site journeys, not a market-share or search-ranking study.

Comparator	Relevant observed offer	Lesson for Dobbin House
Farnsworth House Inn	Local restaurant/inn destination with fine dining, casual Sweney's service and separate service rules.	Different dining experiences deserve separate identity and clear reservation policies. Dobbin's colonial history should lead its own story.
Mansion House 1757	Fairfield boutique inn and dining destination, with room and table actions.	Treat food and lodging as mutually reinforcing experiences; give the actual room choice enough substance.
Hotel Gettysburg / One Lincoln	Central hotel dining organized around recognizable food/service occasions.	Make menus and practical choices easy to reach; avoid burying ordinary hospitality under history.
Antrim 1844	Regional destination in Taneytown with lodging, dining, events and weddings; detailed access FAQ.	Borrow clarity of access information and destination planning. It is a regional benchmark, not an identical Gettysburg-town competitor.

Comparator sources: [\[S36\]](#) [\[S37\]](#) [\[S38\]](#) [\[S39\]](#) [\[S40\]](#)

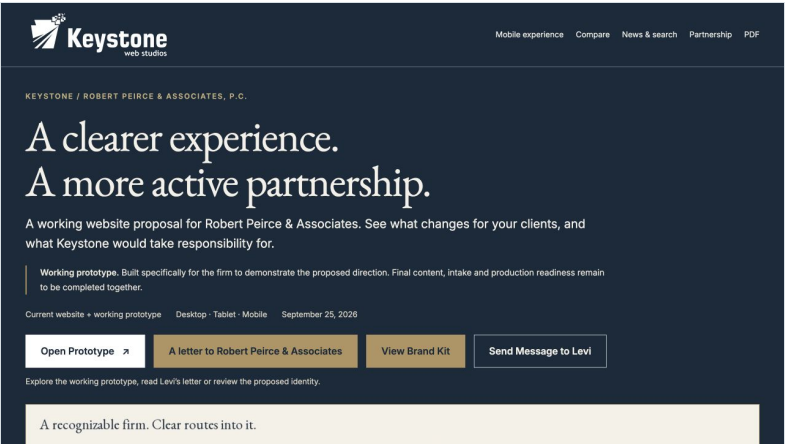
The creative promise

“History, warmly lived” is a possible creative platform, not an adopted business slogan. It connects atmosphere with use: a meal, a restful stay, a shared occasion, a closer look at the past. Premium should mean confidence and care, with no invented accolades, review totals, ghost narratives or generic luxury claims.

Audience priorities

Serve the same-day visitor choosing a meal; the couple planning an evening or short stay; the family or history traveler planning a tour; the group organizer working to a schedule; and the returning guest seeking a menu, phone number or directions. These are task-based planning audiences, not findings from customer interviews.

Reuse the process, develop a new expression



Live rp.kws.studio introduction inspected October 25. It leads into the prototype and proposed brand kit, with explicit review context.

The prior chat and retained handoffs show a research-led WordPress build using Hello, Elementor/Pro containers and widgets, custom content types, Theme Builder templates, and a small site-system plugin for data and specialized behavior. Backups, noindex, contained forms, source records and edit/save checks were part of the workflow. [S56] [S57]

A meaningful distinction

The later top-level introduction was custom HTML served through a narrowly scoped WordPress template; the working guest/client prototype remained on /prototype/. Dobbin should retain the two-audience structure but implement both presentation and guest layouts in native Elementor. Do not treat the prior static introduction as the default authoring method.

Carry forward	Adapt for this project
Real comparison evidence	Capture current and proposed pages at matching sizes; label dates and limits. Do not claim measured conversion gains from screenshots.
Intentional brand presentation	Use official Keystone presenter assets; give Dobbin its own visual system and proposed mini guide.
Native editability and containment	Verify that representative layouts reopen and save in Elementor. Keep local forms and preview indexing contained.
Controlled migration	Export files and database with rollback. Recheck current versions and licenses rather than copying historical version choices.

Local evidence: retained LOCAL-WORDPRESS-BUILD-HANDOFF.md and the presentation-entry and keystone-switch-comparison handoffs in the prior Robert Peirce workspace. Historical build counts and version numbers are not current readiness evidence.

Two identities, clearly assigned

Keystone presents the proposal

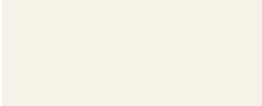
The retained September 24, 2026 v1.2 kit was inspected, including its logo assets, brand board, standards and domain addendum. The synced sources folder in this chat was empty; this was the retained user-owned kit, not an invented replacement. Use the official full horizontal mark, in its supplied color or white variant. Preserve its geometry and clear space.

Presenter palette: Keystone Blue #087DBD, Cyan #2DC0EC, Ink #142335, Stone #F4F2EE and white. Use Inter for everyday type. "More hands. More time." and kws.studio belong to Keystone. Cyan is an accent, not small body text on white. A compact k/domain variant is secondary to the full presenter mark.

Dobbin House proposed direction

Use warm limestone, dark ink and oxblood as the primary system, with moss and restrained brass details. Pair Source Serif 4 for editorial headings with Source Sans 3 for practical text and controls; both official font projects use open licenses. This is a proposal for review, not permission to replace the existing Dobbin logo.

[\[S54\]](#) [\[S55\]](#)

				
Limestone #F7F2E8	Ink #29231D	Oxblood #6E2424	Moss #394A3A	Brass #A47A3A

Calculated flat-color contrast on Limestone: Ink 13.92:1, Oxblood 9.70:1, Moss 8.50:1. Brass is 3.47:1 and should not carry ordinary small text. These are color-pair calculations, not a complete interface accessibility test.

Art direction and behavior

Let real stonework, candlelight, historic interiors and food create the character. Use generous margins, short readable lines, quiet rules and consistent crops. Avoid fake parchment, decorative costume typography, invented seals, stock "luxury" imagery and heavy scroll effects. Motion should be brief, optional and subordinate to reading.

Mini brand deliverable later: logo usage, palette, type scale, buttons and focus states, image treatment, spacing, tone, approved history language and sample components. Keep Keystone and Dobbin token names distinct within the site's managed global settings.

A proposal entrance and a complete guest site

Recommended preview structure: / is the Keystone introduction, /brand-kit/ is the proposed mini guide, and /prototype/ is the guest homepage. Guest routes live beneath /prototype/ during review. All Dobbin home links return there; presenter links are discreet. Production migration can remove the prefix through an explicit redirect and canonical plan.

Route beneath /prototype/	Purpose and principal action	Template
(home)	Orient: Dine, Stay, Explore; show the real house and immediate practical choices.	Home
dine/	Compare the two dining experiences and their reservation rules.	Editorial hub
dine/springhouse-tavern/	Atmosphere, service hours, walk-in rule, signature dishes; View menu.	Venue
dine/alexander-dobbin-dining-rooms/	Historic rooms, hours, menu and phone reservations.	Venue
menus/	Immediate venue choice plus group menus, effective dates and print options.	Menu hub
menus/springhouse-tavern/	Readable item sections and current prices.	Menu
menus/alexander-dobbin/	Readable item sections and current prices.	Menu
stay/	Property groups, room/suite comparison and lodging availability.	Room index
stay/{accommodation}/	Nine factual records; see the accommodation inventory on the next page.	Room / farmhouse
stay/policies/	Approved policies with property exceptions and provider terms link.	Practical information
history/	Reviewed timeline, interpretation and route into tours/Square.	Editorial
tours/	Duration, stairs, schedule authority and Eventbrite handoff.	Experience
dobbin-house-square/	Current outdoor experience, accurate access and interpretive highlights.	Experience

Primary navigation: Dine, Stay, History & Tours, Groups & Gatherings, Plan Your Visit. Utility actions: Menus, Call, Check lodging availability. Keep “Book” specific to the product.

Support the long tail without bloating the menu

Remaining guest routes	Content requirement
events/ and events/{event}/	Future and past views; start/end time, timezone, location, status and authoritative provider link. Do not make "upcoming" depend on manual text edits.
250th-anniversary/	Dated 2026 archive linking to the evergreen Square and history pages; approved recap and licensed event images.
groups/	Private/group dining overview, venue choice and a qualified inquiry action.
groups/abigail-adams-ballroom/	Room arrangements, verified capacities, access and group menu route.
groups/student-and-motorcoach/	Operational planning, meal categories, arrival and inquiry; downloadable menus only as a supplement.
shop-and-gifts/	Store and gift-card information; purchase route only after fulfillment/provider confirmation.
plan-your-visit/	Contact, address, parking, arrival, seasonal notices, nearby official resources and directions.
accessibility/ and privacy/	Specific physical/digital access information and actual data-handling practices; review before publication.
search / 404	Useful recovery into menus, stay, tours and contact; no dead-end generic error.

Accommodation slugs

stay/steinwehr/, stay/stuart/, stay/reynolds/, stay/meade/, stay/lee-suite/, stay/aunt-holly-garden-suite/, stay/overlook-suite-1/, stay/overlook-suite-2/, and stay/little-round-top-farm/. Confirm preferred public names before locking redirects.

Prevent thin or duplicated pages

Use an anchored practical-contact section instead of a redundant Contact page unless staffing or routing warrants one. Group menus can live in the group section with searchable summaries and dated downloads. Room archives and policy pages should link to distinct useful content, not repeat generic paragraphs.

URL preservation: map each old page to its closest replacement: innrooms.htm to stay/, lrtf.htm to the farm detail, tours.htm to tours/, and each restaurant menu to its matching menu. Complete the inventory before production, including media and valuable inbound links. Avoid redirecting unrelated pages to the homepage.

Make the first screen useful and memorable

Guest homepage sequence	Job of the section
1. Hero and orientation	One authentic, strong photograph; house identity, Gettysburg location, concise proposition; Dine / Stay / Explore choices. No compulsory video.
2. Dining comparison	Two distinctive panels with venue, atmosphere, hours rule, menu action and phone/walk-in distinction.
3. Food and hospitality	A small editorial composition of actual food and human service. Each photo should add evidence of the experience.
4. House and history	A concise, reviewed timeline moment and invitation to a tour; interpretive depth lives on the history page.
5. Stay	A small selection of real room records and the separate farmhouse, followed by full inventory and availability.
6. Square and events	Evergreen outdoor experience plus only genuinely upcoming dated events. Past anniversary content gets a retrospective label.
7. Gather and visit	Group planning, location, parking/access summary and a practical footer. Avoid making a visitor read the whole page to call.

Keystone introduction composition

Open with the official Keystone identity and a Dobbin-specific proposition. Explain three improvements in guest terms: choose the right experience, plan with confidence, and keep information current. Then show real current/proposed comparisons, offer Open Prototype and View Mini Brand, explain the proposed stewardship role, and disclose prototype limits. Keep commercial promises and fees out until agreed.

Mobile behavior

Use a compact labeled menu and contextual actions. General pages prioritize Menus, Call and Directions; lodging pages prioritize availability. Ensure a sticky bar does not cover content, browser controls or keyboard focus. A sophisticated mobile dock is optional, not a requirement copied from the law-firm site.

Content principle: practical facts remain visible text. Do not put opening hours, reservation rules or essential access information exclusively in an image, carousel or collapsed panel.

Nearly all layout belongs in Elementor

Component / template	Native implementation	Important behavior
Two header/footer families	Theme Builder and explicit display conditions	Keystone presentation and Dobbin guest areas never inherit the wrong logo, home link or business schema.
Hero / editorial split / image story	Containers, Heading, Text Editor, Image, Button	Responsive source images, semantic heading order and stable image dimensions.
Dining selector / practical fact strip	Containers and reusable saved components	Explicit service model; central authoritative facts where possible.
Room / event / story cards	Loop Item templates and Loop Grid	Native dynamic fields, meaningful links, sensible empty and archived states.
Room detail / event detail	Theme Builder single templates	Consistent facts and galleries; no invented rate/availability badges.
Menus	Native headings, text/price-list widgets or flat item records in native loops	Readable item-price relationships; maintainable sections and dated source authority.
Photo galleries	Native Gallery or simple image grids	Keyboard/lightbox checks; no autoplay; captions and focal points where useful.
FAQ / room logistics	Native Accordion only where appropriate	Core facts stay visible; keyboard, expanded-state and focus tests.
Group inquiry	Elementor Pro Form	Labels, validation, honest confirmation, controlled submission storage and delivery.
Notice / contact / directions	Native reusable containers and buttons	Dated expiry, clear tel/mailto/map links, no fake opening-status calculation.

Elementor documents Theme Builder, global settings, display conditions and Loop Grid. Select the currently compatible native feature set after approval, with no unnecessary addon bundle. [\[S44\]](#) [\[S45\]](#) [\[S46\]](#) [\[S47\]](#)

Acceptance rule: headings, content, images, spacing, responsive settings and templates must be editable in Elementor. An HTML widget containing a whole page, a static iframe mockup or PHP-generated page layout does not satisfy this plan. Small CSS details and data/query helpers are permissible when justified.

Structure facts once, review them deliberately

Content model	Fields and publishing rules
Core WordPress pages	Venue, history, tour, Square, visit and policy narratives; owner, source, review date and approval state.
Accommodation records	Property, room/suite/whole-house type, beds, occupancy, floor, steps/access details, bath, amenities, breakfast/housekeeping exceptions, gallery and verified provider link.
Event records	Start/end with America/New_York timezone, location, organizer, category, status, booking link, image rights and archive behavior.
Menu records	Venue, section, item name/description, price, order, effective date and approved dietary notation. Flat records suit native loops; static native sections are acceptable if easier for the operator.
Shared operations facts	Approved hours by venue/day, holiday exceptions, contact, address and links. Use shared components or a small structured-data layer instead of independent copies scattered across pages.
Media records	Creator, source, rights holder, license/permission, scope/expiry, release status, subject/date, alt text, credit and approved crops.

A small site-specific plugin can register content types/taxonomies, provide tightly scoped dynamic tags or expiry queries, and maintain data independent of theme choice. ACF is an option for basic fields, not a prerequisite decided before installation. Elementor's current documentation does not support assuming arbitrary ACF repeater rendering; favor flat records and native loops. [\[S48\]](#)

Editorial roles and freshness

Assign an operator for menus/hours, a lodging owner for policies/provider parity, a tour/history reviewer, an event owner and a media-rights approver. Review event listings before publication and after their end; update menus when prices change; verify holiday notices before each season. Preserve source dates and prior approved versions.

Do not expose the internal queue: uncertainty belongs in the review ledger, not in guest-facing "TBD" paragraphs. Until a fact is confirmed, omit it, qualify it accurately or route the guest to staff. Local demonstration forms must clearly say they are demonstrations.

Keep transactions with the correct system

Integration	Proposed decision	Needs before live use
Restaurant reservations	Phone handoff; Springhouse remains walk-in.	Approved wording, number and staffing/holiday guidance. No restaurant API or table-booking vendor was verified.
ThinkReservations	Existing provider remains lodging inventory, rate and checkout authority. Prefer lightweight link handoff.	Account ownership, supported links/branding, policies, room-name parity, phone-only behavior and consent-aware attribution.
Eventbrite	Organizer listing provides tour date selection. Prefer link over a heavy first-load embed.	Season/date reconciliation, accessibility alternative, correct current listing and guest cancellation guidance.
Group inquiry	Native Elementor form with human follow-up; local capture only during demonstration.	Approved recipient, response responsibility, retention, spam controls, actual transactional delivery and test sign-off.
Maps / analytics	Directions link and optional map load; minimal event measurement.	Correct entrances, privacy choices, owner-approved analytics access and a retention policy.
Shop / gift cards	Informational page and verified existing purchase/inquiry route first.	Processor, inventory or voucher fulfillment, terms, refund handling and operator ownership before adding a cart.

A useful group form

Ask for name, preferred contact, requested date, approximate party size and group type. Offer optional timing, meal preference and access-arrangement notes; avoid requesting diagnoses or card details. Explain that an inquiry is not a confirmed reservation. Marketing consent, if ever added, must be a separate optional choice.

Contain the prototype

Use a local mail sink or explicit demo action; keep external submissions disabled. Test success, validation and delivery-failure messaging with synthetic data. A hosted review should be access-controlled and noindex; noindex alone does not make it private. No real mail, accounts, payments or bookings should be activated as a side effect of a design review.

The strongest visual asset is the real place

Priority / subject	Capture and placement	Rights / accuracy requirement
P1 exterior and arrival	Facade in warm light; entrance detail; one wider contextual view; practical entrance/parking photos.	Current-condition images with accurate building/entrance labels; avoid removing meaningful barriers.
P1 dining and food	Tavern atmosphere; dining-room candlelight; signature soup, bread and approved dishes; bakery/service details.	Owner permission plus photographer license; actual dishes and realistic light/color. Staff releases as appropriate.
P1 accommodations	Each of nine units: wide view, bed, bath, distinctive feature and route/floor detail. Separate farmhouse grounds and living spaces.	Match every image to the exact unit; no stock room substitutions or confusing shared-space imagery.
P2 groups / Square	Ballroom in real arrangements; Square wide view, paths, displays and bell; guided interpretation.	Confirm current configuration; event/guest permissions; permission for prominently reproduced artwork where needed.
P2 historical material	Verified scans, documents, maps and timeline details with dates and captions.	Check each item's provenance and reuse terms; archive access is not a blanket public-domain license.

Existing material and a limited fallback

The website's photographs are research references until rights are confirmed. Wikimedia lists a 2010 exterior by Smallbones with a creator public-domain release; it could support a labeled historical context image, but cannot establish current Square or room conditions. Gettysburg Images lists 2026 anniversary coverage and is a possible licensing source, not a granted license. [\[S41\]](#) [\[S42\]](#) [\[S43\]](#)

Asset specification

Request original high-resolution files and permission records. Prepare responsive crops, modern compressed derivatives, focal points, dimensions, credits and purposeful alt text. Keep masters unchanged. Aim for a small, coherent first selection before commissioning every detail shot; later pages must still have accurate, approved imagery.

AI boundary: do not fabricate actual rooms, dishes, historic documents, staff or visitor scenes. Original abstract ornament may be considered later, clearly separated from documentary photography. The Dobbin logo needs an approved source asset; do not trace or redesign it by assumption.

Preserve relevance while repairing structure

Organize pages around real guest intentions: dining in the historic house; Springhouse menu; dining-room reservations; Gettystown Inn rooms; the farmhouse; a Dobbin House tour; group dining; and planning a visit. These are content hypotheses derived from the business, not keyword-volume findings.

Requirement	Implementation and verification
Searchable substance	Unique titles/descriptions, one clear page H1, descriptive links, usable HTML menus, specific room facts and reviewed history. Keep useful existing content instead of reducing everything to a hero and cards.
Local identity	Consistent approved business name, address, phone and service hours. Coordinate verified business-profile and directory updates only after owner access and approval.
Structured data	Model actual entities and relationships: Restaurant/LodgingBusiness and verified event/location information as appropriate. Avoid duplicate invented businesses, unsupported ratings or historical designations.
URL continuity	Create a full old-to-new route/media ledger; map relevant old menu and room URLs directly; validate redirect chains, canonical URLs, sitemap and real 404 handling.
Preview isolation	Keep preview pages out of search and protected when hosted. At launch remove review routes from the business sitemap and prevent Keystone proposal content from becoming the restaurant's search result.
Seasonal content	Date menus and events; archive expired celebrations; link current tour availability to its authority. Preserve useful anniversary history without an obsolete "coming soon" banner.

Google's local-business guidance supports accurate entity details and menu/hours fields. Structured data is an eligibility mechanism, not a promise of rich results or higher rankings. [\[S51\]](#)

Approval and ownership

Keep a source ledger for factual copy and a separate rights ledger for media. Ask the operator to approve menu details, policies, physical access, history and contact routing before publication. Any privacy or contractual language must describe the actual services chosen; generic copied boilerplate is not a completed policy.

Access begins before a guest arrives

Set WCAG 2.2 AA as the technical target and test actual journeys. A template, plugin or overlay is not an accessibility certification. Physical access information must be specific to the venue, room and tour, with an honest alternative contact route. [\[S49\]](#)

Area	Design / test requirement
Reading and contrast	Normal text at least 4.5:1, large text 3:1, applicable UI graphics 3:1; sufficient line height and readable text over imagery. Test every interactive state, not only palette swatches.
Navigation and focus	Logical headings and landmarks, skip link, keyboard menus, visible focus, no traps; sticky controls must not obscure focus. Dialogs/lightboxes close predictably and restore focus.
Touch and reflow	Design controls around 44-48 CSS pixels where practical; WCAG 2.2 AA has a 24-pixel minimum target criterion with exceptions. Test 320-pixel reflow and zoom without losing essential functionality.
Forms and status	Persistent labels, clear required fields, useful error text and correction links, announced success/failure, sensible autocomplete and no confusing placeholder-only instructions.
Photos and motion	Useful alt text, empty alt for decorative images, captions for historical interpretation, reduced-motion support and user-initiated media. Caption any video with speech.
Physical visit	Identify steps, floor changes, accessible entrance/restroom details and actual route conditions. The tour's three floors and six staircases are material; provide staff guidance and investigate an alternative experience.

Practical validation

Review at 320, 390, 768, 1024 and 1440 CSS pixels; use keyboard-only and VoiceOver/Safari checks alongside another browser and an actual phone. Check menus, room comparison, external handoffs and the inquiry form. Automated scans supplement manual testing; record scope and unresolved findings.

Do not infer that a first-floor room is step-free, that the entire historic building is inaccessible, or that the Square provides an equivalent tour. These require route-level operator confirmation. Accessibility requests should collect practical arrangements, not unnecessary personal health information.

Fast enough to use while standing on Steinwehr Avenue

Use Core Web Vitals as field targets: LCP at or below 2.5 seconds, INP at or below 200 milliseconds and CLS at or below 0.1 at the 75th percentile. Local lab tests are useful before launch but cannot establish real visitor field performance. [\[S50\]](#)

Proposed performance budget

Start with an initial mobile transfer budget around 1.5 MB, an appropriately sized hero near 250-350 KB where quality permits, and no more than the font files actually used. These are engineering targets to test against the selected Elementor stack, not measurements or guarantees. Minimize added scripts and avoid loading booking, maps and social embeds before needed.

Use responsive Image widgets where possible for the main hero, explicit dimensions, efficient formats, lazy loading below the fold and deliberate LCP priority. Self-host licensed fonts with sensible fallback and swap behavior. Keep containers shallow, reuse styles and eliminate redundant widgets. Cache public content carefully and test event/hours freshness after expiry and cache purge.

Acceptance area	Evidence required before review completion
Native editing	Open, change, save and recheck representative home, room, menu and event templates in Elementor; no hidden whole-page HTML dependency.
Functional journeys	Every menu, phone, direction and provider link; phone-only/no-availability fallback; real 404; local-only inquiry validation, success and failure.
Responsive / accessible	Representative viewport captures; keyboard and screen-reader checks; no overflow, clipped menus or obscured focus; contrast and image text review.
Content / assets	No unapproved prices/policies, unsupported claims, unlabeled expired events or unlicensed media; each room and image correctly matched.
Technical release	No console/runtime errors in key flows; canonical/sitemap/redirect tests; cache freshness; backup/restore proof; privacy and form-delivery configuration reviewed.

Current limitation: this discovery did not measure Dobbin's current Core Web Vitals, establish a complete accessibility baseline or validate a production checkout. Those are scoped implementation tests, not findings to imply have already passed.

Review gates with concrete outcomes

Phase	Work and deliverable	Exit evidence
0. Discovery review Current phase	Review this brief, audience priorities, sitemap, design direction and unresolved facts. Select content/rights approvers.	A clear approved direction; no site mutation in discovery.
1. Local foundation After authorization	Take file/database backup; inspect active settings and compatibility; install official Elementor/Pro and chosen lightweight theme; establish local mail containment, noindex, templates and shared styles.	Restore checkpoint; valid license route; editor loads and saves; documented package versions.
2. Introduction + mini brand	Build the Keystone presentation and Dobbin mini guide natively; prototype guest home plus one venue, menu and room for design validation.	Review actual mobile/desktop pages, native editability, typography, imagery and guest actions.
3. Complete guest prototype	Populate the full agreed sitemap, nine accommodation records, both menus, history/tours/Square, group inquiry and support pages; finish provider handoffs.	Route inventory complete; approved or clearly contained demo content; functional journey checks.
4. QA and editorial closeout	Resolve access, history, prices/policies and rights; run responsive, manual accessibility, performance and content checks; rehearse migration.	Evidence report, unresolved-issue list, backup and rollback instructions; user acceptance.
5. WP Engine preview Separate approval	Migrate to a protected noindex review environment; replace URLs safely, rebuild generated assets and test provider/form containment.	Hosted parity, licensed features, cache behavior and no localhost links; review remains contained.
6. Production release Separate approval	Approve domain/routing, redirects, mail, privacy/analytics and publication; rehearse rollback and launch smoke tests.	Confirmed launch authority, functioning delivery and provider links, search controls and operational owner.

Intended local build target: <http://localhost:10008/wp-admin/>. The filesystem currently reports WordPress 7.1.3, an Akismet directory and default Twenty Twenty themes; Elementor/Pro/Hello directories were not present. This is not an activation, database or health audit. Obtain current official compatible packages rather than reusing the Peirce build's historical versions.

Make the local work portable and maintainable

Local to WP Engine

Keep content, media, templates and custom data portable in WordPress. Export the database and wp-content with a versioned manifest, retain a complete pre-change backup outside the public webroot, and use a migration method compatible with the actual hosting environment. WP Engine documents serialized URL replacement and platform-specific restrictions; recheck these at migration time. [\[S52\]](#)

Concern	Required handling
Two-stage URL changes	First move localhost to the review hostname without losing /prototype/ structure. For eventual production, explicitly decide where presentation/brand-guide routes live and remove the guest prefix with tested redirects.
Generated assets and caching	Regenerate Elementor CSS/assets after migration; verify HTTPS and media URLs; clear appropriate platform/CDN caches. Check that event expiry and changes to hours do not leave stale fragments.
Environment separation	Separate review and production email/analytics settings; preserve noindex and access protection on previews. Keep credentials out of exports and documentation.
License and plugin compatibility	Verify the actual Elementor Pro license path and destination support. Avoid incompatible cache/security plugins or reliance on .htaccess behavior without checking WP Engine's platform.
Rollback and continuity	Retain reversible checkpoints and an old-to-new URL ledger; rehearse restoration. Preserve existing provider accounts and reservation records; migration is not authorization to alter them.

WP Engine cache documentation informs the cache checks; actual freshness depends on configuration and the implementation used. [\[S53\]](#)

Ongoing responsibility proposal

Keystone can propose a defined maintenance and editorial role: platform updates, backups, periodic journey tests, owner-approved menu/hour updates and expiring event content. Agree scope, response expectations, access and reporting before selling it as a service. Nothing in this report schedules recurring work or contacts the business.

Operational ownership: nominate one person for each provider, content area and publishing decision. Useful maintenance means someone can answer “who updates this?” and “which record is authoritative?” without a developer investigation every time.

Resolve the facts that shape the build

Priority / owner	Question to settle	Effect on implementation
P0 / operator	Which dining schedules, holiday exceptions, menus and prices are authoritative? Which reservation and takeout wording is approved?	Shared facts, dining CTAs, menus and notices.
P0 / lodging lead	Approve the nine accommodation names, exact occupancy/beds/access, farmhouse location, breakfast exceptions, stay minimums and current cancellation/age/pet policies.	Room content, provider parity and policy page; no guessed details.
P0 / tour and Square lead	Confirm current Square completion/access/hours and 2026-27 tour dates, gratuity wording, stairs and alternative arrangements.	Tour handoff, event expiry and evergreen Square content.
P0 / media owner	Provide approved logo originals, current image masters, photographer licenses and release/credit requirements.	Final imagery and identity; otherwise only cleared or explicitly contained reference assets.
P0 / group coordinator	Confirm capacities, spaces, minimums, inclusions, bus logistics, approved form recipient and response process.	Venue page, menu terms and live inquiry workflow.
P1 / historian	Review oldest/first claims, Underground Railroad interpretation, Civil War use, school history and Lincoln-related wording.	Credible history copy and captions.
P1 / Levi and Holly	Approve design direction and sitemap; decide how much of the pitch discusses an ongoing service and who receives the final proposal.	Presentation scope; no outreach is sent automatically.
P1 / site owner	Confirm license availability, analytics access, hosting destination, domain plan and who can authorize production.	Foundation, migration, measurement and launch gates.

Ready for review: the recommended page architecture, native Elementor strategy, visual direction and phased scope are concrete enough to approve or revise now. External rights and operational answers can be gathered as a bounded next step; this report does not imply they have already been obtained.

Sources: business and hospitality

Links are clickable. Checked October 25, 2026; a source may contain older copy. Public-source dates and live browser observations are distinguished in the report.

S01 [Dobbin House: current home and service notices](#)

Business assertions; page-level browser inspection also performed.

S02 [Menu directory](#)

S03 [Springhouse Tavern menu](#)

S04 [Alexander Dobbin Dining Rooms menu](#)

S05 [Abigail Adams Ballroom](#)

S06 [Banquet and group menu directory](#)

S07 [Group information request instructions](#)

S08 [Group planning procedures](#)

S09 [Student menus](#)

S10 [2026 banquet dinner menu](#)

S11 [2026 banquet luncheon menu](#)

S12 [Gettystown Inn room directory and policies](#)

Policy copy appears legacy; not independently confirmed current.

S13 [ThinkReservations lodging provider](#)

Read-only search: Oct 25-26, 2026, two adults. No booking created.

S14 [Little Round Top Farm](#)

Minimum-stay and check-in copy requires confirmation.

S15 [Steinwehr room](#)

S16 [Reynolds room](#)

S17 [Lee Suite](#)

S18 [Aunt Holly's Garden Suite](#)

S19 [Gettysburg Address Overlook Suite I](#)

S20 [Gettysburg Address Overlook Suite II](#)

Sources: history, events and positioning

S21 [Dobbin House history](#)

Business account; several historic claims need scholarly corroboration.

S22 [National Park Service: Dobbin House register record](#)

NRIS 73001584. Linked nomination downloads returned digitization placeholders.

S23 [Gettysburg History: Jackie White](#)**S24** [Official historic house tour information](#)**S25** [Organizer listing: 1776 Historic House Tour](#)

Listing inspected in browser. Date-selection flow not fully verified.

S26 [Destination Gettysburg: guided 250th tour](#)**S27** [Destination Gettysburg: historic tour account](#)

Uses qualified wording about the hidden space and refuge.

S28 [Dobbin House Square groundbreaking announcement](#)

June 2026 announcement of plans; not a current operations inspection.

S29 [250th anniversary celebration listing](#)

August 26, 2026; marked past.

S30 [Dobbin House Square dedication listing](#)

August 29, 2026; marked past.

S31 [Organizer: Square, Charters and bell dedication](#)

Ended August 29 event; not proof of present access hours.

S32 [Destination Gettysburg: America 250 projects](#)

Mixed future and present wording; reconcile with operator.

S33 [NPS: current visitor center information](#)**S34** [Dobbin House legacy map and directions](#)**S35** [Dobbin House visitor-center schedule page](#)**S36** [Farnsworth House restaurant](#)**S37** [Mansion House 1757](#)**S38** [Hotel Gettysburg dining](#)**S39** [Antrim 1844](#)**S40** [Antrim 1844 access and visitor FAQ](#)

Sources: rights, platform and precedent

S41 [Wikimedia: Dobbin Gettysburg 2.JPG](#)

Smallbones, 2010 exterior, creator public-domain release; not current-condition evidence.

S42 [Gettysburg Images: 2026 coverage](#)

Potential anniversary photography licensing lead; no permission obtained.

S43 [U.S. Copyright Office: photography guide](#)**S44** [Elementor Theme Builder](#)**S45** [Elementor Site Settings](#)**S46** [Elementor Loop Grid](#)**S47** [Elementor template conditions](#)**S48** [Elementor and ACF integration](#)

Basic fields supported; do not assume ACF repeater support.

S49 [WCAG 2.2 specification](#)**S50** [Core Web Vitals thresholds](#)**S51** [Google local business structured data](#)**S52** [WP Engine migration guidance](#)**S53** [WP Engine cache behavior](#)**S54** [Adobe Source Serif](#)

Official font project; OFL license.

S55 [Adobe Source Sans](#)

Official font project; OFL license.

S56 [Robert Peirce presentation](#)

Live browser inspection, plus retained build handoffs.

S57 [Robert Peirce working prototype](#)

Live browser inspection. No current full-site QA claimed.

Local provenance and limits

Prior conversation and owning records

The referenced “Website proposal strategy” conversation and the “Build Robert Peirce WP prototype” chat were examined. The latter is chat 01a0cc9d-4097-7991-90f4-9d1e7423c605. Retained build handoffs establish how the native prototype and later custom introduction were implemented; current browser views establish the observed presentation, not complete current code or production readiness.

Prior work folder: robert-peirce-website-evaluation in this project workspace. Records inspected: LOCAL-WORDPRESS-BUILD-HANDOFF.md; presentation-entry/HANDOFF.md; keystone-switch-comparison/HANDOFF.md. Current public reference pages are S56-S57.

Keystone identity

Retained kit: /Users/levibeers/Active Work/Keystone/Brand Kit 2026-09-24 v1.2/. Inspected the editable brand standards, v1.2 domain/logo addendum, color tokens and brand board; official horizontal PNG/SVG variants and Inter files were present. No logo files were changed. The supplied sources directory for this chat contained no synced attachments.

Local installation

Read-only inventory of /Users/levibeers/Local Sites/dobbin-house/app/public/ confirmed the directory, core version file and plugin/theme folders. No database settings, active plugin/theme state, WordPress admin content or production configuration was audited. No files in that installation were changed.

Retained evidence

The adjacent evidence folder contains the inspected Dobbin homepage, ThinkReservations result and Robert Peirce reference screenshots; provider/tour accessibility-text captures; and the local inventory. Automated crawl outputs also remain, but their access failures are explicitly excluded from broken-link and content-completeness claims.

What this investigation does not establish

No owner interviews, rights grants, transaction completion, private analytics, search-volume data, current full accessibility audit, Core Web Vitals field measurements, complete URL inventory or Square on-site inspection. No calls, emails, form submissions, purchases or bookings were made. Further work should close these named gaps instead of treating broad research as operational sign-off.

Next action: review this blueprint. WordPress implementation begins only after the user approves the direction and build scope.