

Listing Content Optimization Checklist

- I have a clear understanding of my PRIMARY target market and have that market in my mind as I'm writing my listing.
- I have identified my five top selling points so I can include them in my title and/or opening paragraph.
- I have used as close as possible to the allowable number of characters in my listing title (traditional Airbnb title = 50 characters; new short Airbnb title = 32 characters; VRBO title = 80 characters).
- I have included my strongest selling points in my title, especially those in demand by guests (e.g., pool, hot tub, firepit, game room, pet-friendly).
- I have omitted from my title information that is obvious elsewhere in the listing (number of bedrooms, bathrooms, location, the word "new;" Airbnb already designates first-time listings as new).
- I have refrained from using in my title the name of my rental unless it conveys information to guests or I have a direct-booking site and hope that guests will Google the name of my rental and find my direct-booking site.
- My title is catchy, enticing, and designed to draw guests into taking a look at my listing.
- My title avoids overused listing words, such as "cozy."
- My title is reader-friendly with space between words and avoids overuse of abbreviations and symbols.
- I've crafted several additional titles featuring a variety of selling points so I can rotate them to help the search algorithm and see if some titles outperform others.
- My opening paragraph uses as close as possible to the 500 characters Airbnb allows.
- My opening paragraph further draws guests into my listing with selling points. It creates a vibe, offers a sense of the guest experience of the space, as well as a narrative flow that makes the paragraph easy and enjoyable to read.
- My opening paragraph strikes a balance between describing location and describing the space itself.
- My opening paragraph is positive and avoids mention of rules and disclosures that may turn guests off; I've saved this kind of information for later in the listing, after the guest feels good about booking.
- My opening paragraph – and my entire listing – avoid host-centric language (e.g., pronouns I, we, our) in favor of guest-centric language (e.g., pronouns you, your).
- As appropriate, and as space allows, I've drawn from my reviews in my opening paragraph to describe/summarize what guests especially love about the place.
- The Space section of my listing provides details about every part of my rental.
- I've used The Space section to take prospective guests on a verbal tour of the rental.



- Instead of simply listing features in The Space section, I've used guest-centric language, such as the pronoun "you" and imperative verbs and phrases to show guests how they will experience each of those features.
- I've avoided describing location under The Space, since location isn't part of the space of the rental.
- I've included a list of Amenity Highlights at the end of The Space section.
- I've used the Guest Access section (as applicable and desired) to highlight how the guest checks in, what parts of the rental and property are off-limits to guests or shared with host or other occupants of the rental, and what kind of parking is available. I've optionally used this section to give a brief summary of the local area – to be expanded upon under the Location tab.
- I've used the Other Things to Note section to put the most positive spin I can on rules and disclosures (security cameras, no parties, no pets, amenity limitations, potential for noise, etc.).
- I've provided a detailed caption for ALL of my photos, using guest-centric language describing how the guest will experience the space or feature pictured in each photo.
- I've used photo captions to highlight my top selling points.
- As appropriate, and as space allows, I've drawn from my reviews in my photo captions to describe what guests especially love about what's pictured in a given photo.
- I've included a floorplan in my photos.
- I've provided rich detail under the Location tab and included a list of distances to local attractions.
- I've avoided common mistakes in my listing.
- I've proofread my entire listing to ensure no misspellings, typos, or grammatical errors. I've also asked someone else to proof it as a backup.
- I've turned to a professional if I realize I can't optimize my listing content on my own.

Articles that elaborate on checklist points

- **Target Market:** [Increase Bookings by Pinpointing and Delighting Your Short-Term Rental Target Market](#)
- **Title:** [Optimizing Your Short-Term Rental Title/Headline](#)
- **Opener:** [Entice Guests to Book Your Short-Term Rental with an Alluring 500-Character Opener](#)
- **Describing Guest Experience:** [The Secret to Next-Level Short-Term Rental Listings: Describing the Guest Experience](#)
- **Photo Captions:** [The Most Frequently Missed Marketing Opportunity for Short-Term Rental Hosts: Photo Captions](#)
- **Location Tab:** [The Hidden Airbnb Section that Enhances Your Listing: Location Tab](#)
- **Avoiding Mistakes:** [Top 10 Mistakes Short-Term Hosts Make in their Listing Descriptions](#)
- **Listing Overall:** [How to Write a Killer Short-Term Rental Listing](#)

[Critique My Airbnb Listing Facebook Group](#)

My listing-writing service:

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