

Ways to Optimize Short-Term Rental Listing

MARKETING

22 Quick and Easy Ways to Optimize Your Short-Term Rental Listing in 2024

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With **over 2.5 million short-term rental listings available in the US alone in 2024**, the competition for guests remains intense. While factors like location and size are fixed, hosts can make impactful changes to their listings to stand out from the crowd and increase bookings.

Below are 22 strategies to help short-term rental hosts optimize their listings in 2024.

Hi. I'm online/available if you need some human help today.

1. Craft a Descriptive and Eye-Catching Title

Your listing title is the first thing guests will see, so make it count. Include details that are specific and compelling. Use keywords relevant to your audience, like "luxury pet-friendly," or

You can also highlight key amenities, such as "Modern 2BR Condo w/ Rooftop Pool & Ocean Views." A strong title will entice potential guests

to click and explore your listing further.

2. Write Mobile-Friendly Descriptions

With over 70% of short-term rental bookings happening via mobile devices in 2024, it's crucial to write descriptions that are concise and mobile-friendly. Focus on key details upfront, keep paragraphs short, and use bullet points to list important amenities. This makes it easier for potential guests to scan and engage with your listing while browsing on their phones.

3. Optimize for Voice Search

As voice search technology, such as [Alexa](#) and [Google Assistant](#), becomes more popular, optimizing your listing for voice search is important. Use natural, conversational language that answers common queries like “pet-friendly vacation rental near downtown” or “beach house with WiFi.” This helps your listing appear in voice search results and boosts visibility.

4. Verify Your Listing for Added Trust

Many platforms like [Airbnb](#) offer verification badges for listings. Verifying your listing builds trust with potential guests, reassuring them that your property and its details are accurate and up-to-date. Verified listings often perform better in search results, leading to more bookings.

5. Highlight Sustainable Features

More travelers in 2024 are eco-conscious and actively seek sustainable accommodations. Highlight any eco-friendly features your property offers, such as solar panels, energy-efficient appliances, or recycling programs. Sustainability appeals to many guests and can make your listing stand out.

6. List In-Demand Amenities

Amenities play a critical role in guest decisions. Make sure to highlight essential and modern amenities such as high-speed WiFi, air conditioning, a fully equipped kitchen, and workspaces for remote

workers. Consider offering keyless entry, smart thermostats, or EV chargers to attract tech-savvy and environmentally conscious guests.

7. Offer Flexible Cancellation Policies

Guests feel more confident booking when flexible cancellation options are available. Platforms often rank listings higher when they offer guest-friendly cancellation terms, especially for last-minute bookings. Make sure to highlight your cancellation policy clearly to attract more reservations.

8. Respond to Guest Inquiries Quickly

Response time matters! Guests are more likely to book properties where the host is responsive. Use automated tools or apps to help you reply promptly, improving your search ranking on platforms like [Airbnb](#) or [Vrbo](#). Quick replies also help reassure guests that they'll receive timely support during their stay.

9. Personalize the Guest Experience

Tailoring the experience for your guests is a big trend in 2024. Offer personalized recommendations for local dining, attractions, or activities that match the season or guest profile. Consider using [StayFi](#) or a similar service to create custom digital guidebooks that guests can access via your property's WiFi network.

10. Update Your Photos Regularly

Great photos remain one of the most important factors in a guest's decision to book. High-quality, updated images that reflect the true state of your property are essential. Consider professional photography or even drone shots for outdoor spaces. Updating photos seasonally can also appeal to guests looking for specific experiences, such as summer vacations or winter getaways.

11. Choose the Right Cover Photo

The cover photo is your first impression. Pick the image that showcases your property's best feature, whether it's the stunning pool, cozy living room, or scenic views. A high-quality cover photo can significantly increase clicks on your listing.

12. Be Honest About Property Quirks

If your rental has any quirks, like proximity to a busy street or lack of parking, be transparent about them. Guests appreciate honesty, and disclosing these details upfront prevents negative reviews down the line. Most platforms also ask guests to rate listing accuracy, so honesty helps maintain high ratings.

13. Update Your Listing for Accuracy

Make sure your listing reflects the current state of your property. If you've made upgrades or added new amenities, update your description and photos. Avoid misleading guests by regularly reviewing and updating the details of your property.

14. Clearly Describe Sleeping Arrangements

Guests want to know exactly what to expect when it comes to sleeping arrangements. Be clear about bed sizes, configurations, and any additional sleeping spaces like sofa beds. Transparency helps guests determine if your rental is a good fit for their group, avoiding confusion.

15. Share Your Listing on Social Media

Social media is a powerful tool to increase your listing's visibility. Share your property on [Instagram](#), [Facebook](#), and other platforms to reach potential guests. You can also collaborate with influencers to help promote your listing and expand your reach to a broader audience.

16. Use Dynamic Pricing for Competitive Rates

Set competitive rates by adjusting your pricing based on seasonality, demand, and local events. Use tools like [AirDNA](#) for dynamic pricing (in the [Futurestay](#) app!), which automates adjustments to ensure you're never underpricing or overpricing your property. Dynamic pricing helps you stay competitive while maximizing revenue.

17. Include Local Recommendations

Highlight local attractions, restaurants, or activities near your property in the description. Not only does this help guests imagine their stay,

but it can also improve your SEO and ranking on search engines and booking platforms. Consider creating a custom guidebook for your guests.

18. Outline House Rules Clearly

Clear house rules can help avoid misunderstandings and ensure guests have a pleasant stay. Outline key policies like quiet hours, pet rules, or smoking restrictions in your listing description. Make sure guests are fully aware of these rules before booking to avoid conflicts later.

19. Know Your Target Audience

Tailor your listing to the audience you want to attract. If your rental is family-friendly, highlight child-safety features and nearby parks or kid-friendly attractions. If it's better suited for couples or solo travelers, emphasize features like a cozy atmosphere or proximity to local hotspots.

20. Sync Your Booking Calendar Across Platforms

If you're listing your property on multiple platforms, ensure your calendar is synced to prevent double bookings. Using a property management tool like Futurestay can help you sync calendars automatically across all platforms, reducing the risk of overlap and cancellations.

21. Be Transparent About Fees

Make sure all fees associated with the booking are clearly communicated upfront. This includes service, cleaning, and pet fees. Guests are often frustrated by hidden fees, so transparency ensures they won't be surprised when checking out and helps you maintain a positive relationship.

22. Collect Positive Reviews

Positive reviews are crucial to building trust and attracting more bookings. Encourage satisfied guests to leave reviews after their stay. Having recent, positive reviews will boost your listing's ranking and credibility on platforms, ultimately leading to more bookings.

Bonus Tip: Maximize Efficiency with Futurestay

As an independent short-term rental manager, you already juggle a lot of tasks. Futurestay offers tools to automate manual tasks and streamline your operations. From dynamic pricing to calendar management, Futurestay helps you optimize your business effortlessly. Reach out to your Customer Success Manager for personalized recommendations on how to maximize your listings and revenue.

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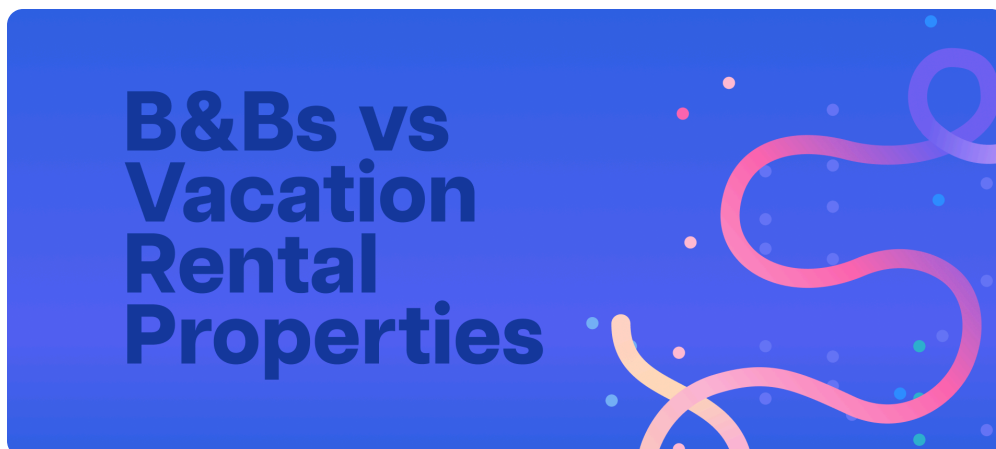
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¹ Hosts with dynamic pricing make 20-40% more revenue by never selling a night for less than it's worth. Source

² Listing on multiple channels makes you 27% more revenue. Source

³ 72% of mobile bookings happen within 48 hours of last-minute Google searches that include the words 'tonight' and 'today'. Source