

## **Top 10 Questions that need to be answered**

1. What does the property currently look like?
2. How close is the ocean and/or beach? Ensure it is specific and accurate.
3. What Beach Equipment/Gear/Towels do you provide? Include details and quantity.
4. What does each bedroom sleep and what type of beds are in them?
5. What special amenities does it offer?
6. How many cars can park there?
7. What restaurants or attractions are nearby? Include examples and distances.
8. If it's pet friendly, what are the restrictions and what is the fee?
9. What is the cancellation policy?
10. What have recent visits been like? Did they address issues (reviews?)

## **Crafting the Perfect Title for your Listing**

### **Airbnb Headlines:**

Airbnb users often browse spontaneously and value unique experiences over pure amenities. They're looking for memorable stays and authentic local experiences. The platform's younger demographic responds well to lifestyle-focused language and emotional appeals.

**These headlines should max 50 characters**

### **VRBO Headlines:**

VRBO guests typically plan family vacations or group trips well in advance. They prioritize practical amenities, space, and value for larger groups. Headlines should emphasize comfort, convenience, and family-friendly features.

**These headlines should be a max of 80 characters.**

### **Formula 1: Location + Property Type + Key Amenity**

"Clearwater Beach Condo with Gulf Views & Pool"

"Orlando Resort Villa with Private Pool & Spa"

"Key West Cottage with Sunset Views & Kayaks"

### **Formula 2: Emotional Hook + Practical Benefits**

"Paradise Found: 4BR Beachfront with Private Beach"

"Ultimate Family Getaway: Pool, Game Room & Disney Nearby"

"Romantic Retreat: Secluded Cabin with Hot Tub & Views"

Try to include unique selling features and attempt to stand out where necessarily. Some examples:

⚡ NEW: Modern Penthouse with Rooftop Pool ⚡

Cozy Melbourne Beach Cottage w/ Sunset Views & Kayaks!

### Photo Order

- First photo needs to be hero shot (a view, usually exterior or an interior showing the exterior)
- In the first five photos there should be an aerial shot showing proximity to water or a pool if there is one
- There should be two of the best interior shots (either living room, dining room or master bedroom)
- There should be one of the complex or an additional amenity
- So in the first five, a mix of interior and exterior

### Descriptions

- Ensure they answer the top 10 questions at the top

#### ♦ 1. Hook & Opening

- ☐ First sentence grabs attention (mentions top feature: e.g., “Steps to the beach” or “Private pool oasis”)
- ☐ Tone fits the target audience (family-friendly, luxury, pet lovers, etc.)
- ☐ Clearly states what type of place it is (e.g., “3BR beachside condo”)

#### ♦ 2. Unique Selling Points (USPs)

- ☐ Highlights at least 2–3 top features (e.g., ocean views, heated pool, walk to restaurants)
- ☐ Differentiates from nearby competition (e.g., corner unit, EV charger, pet-friendly fenced yard)
- ☐ Includes local context that adds value (e.g., “5 min walk to Cocoa Beach Pier”)

#### ♦ 3. Guest Experience & Use Cases

- ☐ Describes how guests will *feel* staying there (e.g., relaxing, recharged, connected)
- ☐ Addresses who the home is ideal for (e.g., families, digital nomads, couples)
- ☐ Mentions activities or experiences nearby (e.g., surfing, Kennedy Space Center, seafood spots)

#### ◆ 4. Clarity & Accuracy

- ☐ Description matches the photos and amenities listed
- ☐ Avoids exaggeration or vague wording (e.g., don't say "luxury" unless truly upscale)
- ☐ Key details are front-loaded (bedroom count, amenities, layout)

#### ◆ 5. Readability & Flow

- ☐ Uses short paragraphs or bullet points for easy scanning
- ☐ Includes headers or line breaks to organize sections
- ☐ Free of spelling or grammar mistakes

#### ◆ 6. Trust-Building

- ☐ Highlights cleanliness, professional management, or 5-star service
- ☐ Mentions fast WiFi, self check-in, or other features that reduce guest friction
- ☐ Reinforces credibility ("Superhost," "over 100 five-star reviews," etc.)

#### ◆ 7. Call to Action (CTA)

- ☐ Ends with a soft CTA like "We'd love to host you!" or "Book your beach escape today!"
- ☐ Encourages urgency or seasonal relevance if applicable ("Summer dates filling fast!")

## Reviews

- Quantity of Reviews
- What is the most recent review
- Any concerns raised more than once in the last year
- Are there any negative reviews that haven't had a response from the owner/manager