

Advanced Airbnb
Listing Optimization
Checklist ☒


Maximize Your STR Revenue

Turn Your Listings Into Top Performers

Field-tested strategies from the revenue team managing \$30M in annual bookings. Perfect for your first listing or your fiftieth.


Juniper by Freewyld | Unique A-Frame Cabin

[Share](#) [Save](#)



Entire cabin in Idyllwild-Pine Cove, California

5 guests · 2 bedrooms · 3 beds · 1 bath

 Guest favorite

One of the most loved homes on Airbnb, according to guests

4.93
★★★★★

114
[Reviews](#)

CHECK-IN
Add date

CHECKOUT
Add date

GUESTS
1 guest

▼

Why a Fully-Optimized Listing Matters



Increased
inventory = higher
competition



Travelers want
to visualize and
feel confident
about their stay
before clicking
"reserve."



Airbnb prioritizes 100%
completed listings in
their algorithm.

Overview of Airbnb Algorithm

Based on our analysis, here are the key factors that influence Airbnb's search rankings:

1. Booking rate when your listing appears in search
2. Reviews (both quantity and quality)
3. Profile completeness
4. Photo quality and quantity
5. Price & discounts
6. Calendar availability
7. Response rate and time
8. Superhost status
9. Instant Book status
10. Cancellation rate



Easiest for hosts to control, so let's focus here today!



01 Photo Gallery

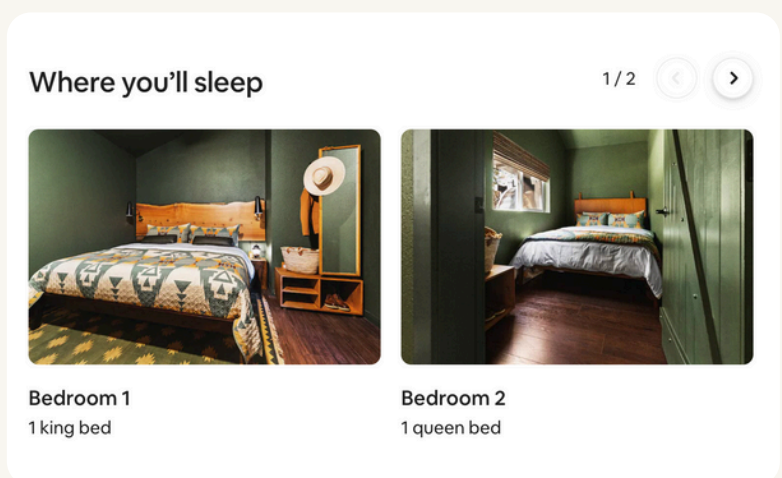
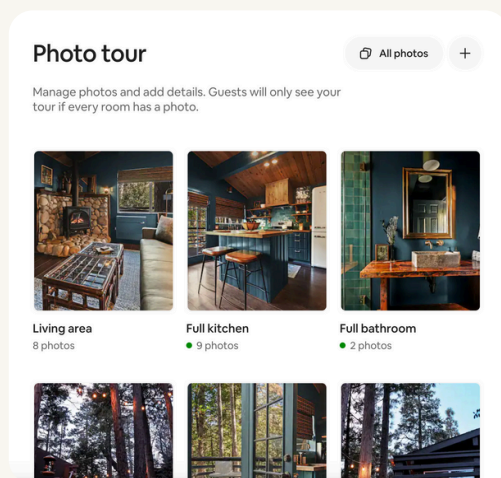
Photos make or break your listing. For best results, include at least 40 high-quality images that help guests imagine their stay. Capture key spaces like bedrooms, bathrooms, and kitchens from 3-4 different angles to showcase every feature.

Checklist:

- ☐ First 5 photos should be the best (show variety)
- ☐ First photo of each bedroom is used in the 'where you'll sleep' section
- ☐ Include photos with humans enjoying the property
- ☐ Images of the local area/attractions
- ☐ Photos of amenities
- ☐ Drone images or map to show neighborhood/surroundings
- ☐ Every image should have a description

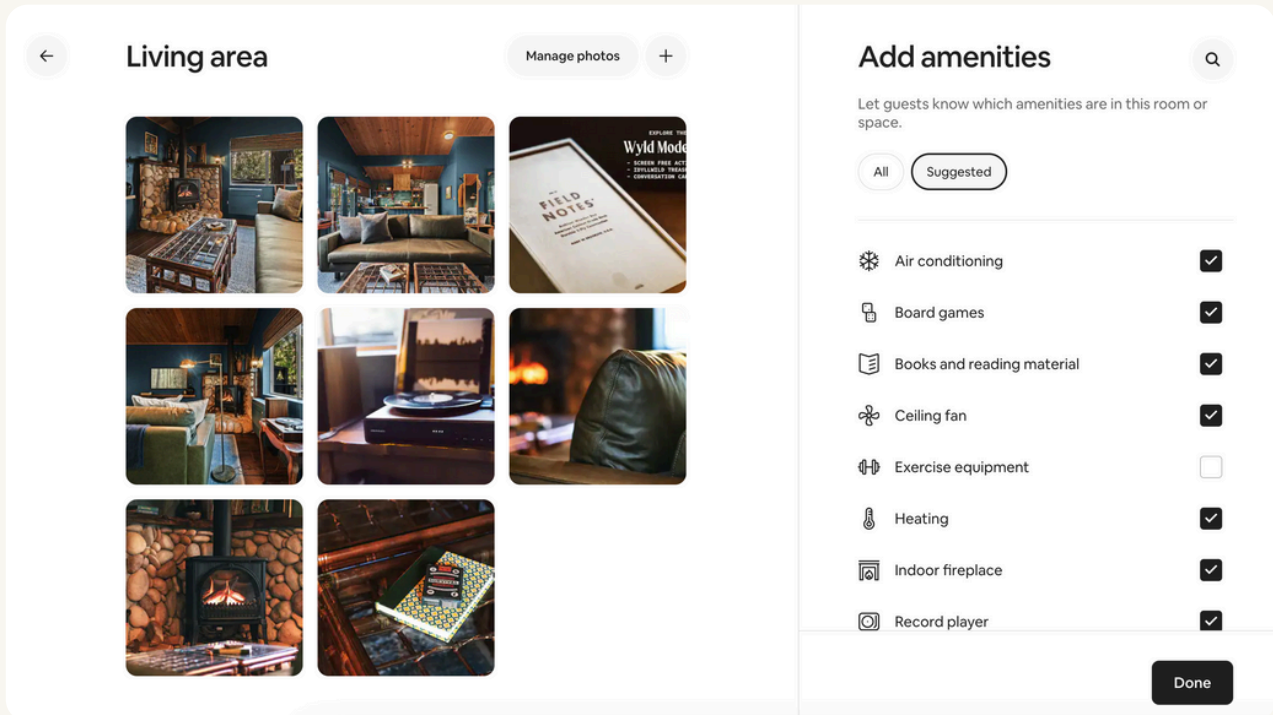
Often Missed

- ☐ Click 'create photo tour' on Airbnb to organize your images into a space-by-space tour. If you use a PMS, you may need to check that your photo tours are still active at least weekly.



Often Missed

- ❑ Map amenities to all of the spaces in your photo tour.



02 Basic Info

Your basic information sets expectations and builds trust - it needs to be detailed enough to answer common questions but concise enough so it's not overwhelming.

Checklist:

- ❑ Property title (clear, descriptive, highlight key features)
- ❑ Property type, # of floors, size
- ❑ # of guests
- ❑ Description: fill out all sections, including 'Other details to note'
- ❑ Check all available amenities

5 Advanced Tactics for a Winning Airbnb Description

01. Use a bullet/emoji point list in the first section for easy scanning

02. Include often-searched terms in your description to help with SEO and increase search traffic, especially in the first 50 words

03. Include recommended local attractions and your distance to them

04. Highlight property selling points that aren't easily seen in photos

05. Regularly review and revise based on guest feedback to answer FAQs or call attention to most-loved amenities


Often Missed

- ❑ Request to add/remove appropriate categories using Elevate (<https://elevate.translated.com/categories>)

Categories

Request changes for your listings' categories. [Learn more](#)



Search for a listing



Black Mountain - Idyllwild - Cabin 2 · Blac...
Idyllwild-Pine Cove, CA


[+ Add a category](#)

Categories
Your listing appears in these categories

 Tiny homes  Cabins


4 Requests Close ^

Remove Requested on May 5, 2024

 **Countryside** ✓ Completed


It may take up to three weeks for your listing to appear under this category

Remove Requested on May 5, 2024

 **Lake** ✓ Completed

It may take up to three weeks for your listing to appear under this category


Add Requested on May 5, 2024



Coulter Pine - Idyllwild - Cabin 3 · Coulte...
Idyllwild-Pine Cove, CA


[+ Add a category](#)

Categories
Your listing appears in these categories

 Cabins


3 Requests Close ^


Remove Requested on May 5, 2024

 **Lake** ✓ Completed

It may take up to three weeks for your listing to appear under this category

Add Requested on May 5, 2024

 Cabins ✓ Completed

 Design ✗ Rejected

Often Missed

- ❑ Add relevant brand or type information to amenities

Listing editor




← Done

Your space Arrival guide

Description

▲ Cozy studio cabin with a King bed
▲ Hosted by @StayFreewyld - step
Wyd Model! ▲
▲ Private deck with HOT TUB and...

Amenities

 Air conditioning
 Baking sheet
 BBQ grill
+ 51 more

Bed linens details

Material

Cotton ☒
Egyptian cotton ☐
Flannel ☐
Silk ☐

Brand

Brand
Brooklinen

Remove Save

Often Missed

- ☐ Add all Accessibility features present and upload a photo

Accessibility features

This info was provided by the Host and reviewed by Airbnb.



Guest entrance and parking
Lit path to the guest entrance

Accessibility features

- Accessible parking spot
- Lit path to the guest entrance
 Approved
- Guest entrance wider than 32 inches
- Swimming pool or hot tub hoist

- ☐ Location: add property address
- ☐ Location features
- ☐ Neighborhood description
- ☐ Getting around

Often Missed

- ☐ Be sure to select the views the property has (if applicable)

Address 54735 N Circle Dr, Idyllwild-Pine Cove, CA 92549, USA	>	Marina view <input type="checkbox"/>
Location sharing Show listing's specific location	>	Mountain view <input checked="" type="checkbox"/>
Location features Laundromat nearby Private entrance	>	Ocean view <input type="checkbox"/>
Neighborhood description Idyllwild, California is surrounded by National Forest, which makes it a small residential...	>	Park view <input checked="" type="checkbox"/>
Getting around At the cabin, you are a short 1/2 mile walk to downtown Idyllwild with its many...	>	Pool view <input type="checkbox"/>
Scenic views Park view Mountain view	>	Resort view <input type="checkbox"/>
		River view <input type="checkbox"/>
		Sea view <input type="checkbox"/>
		Valley view <input type="checkbox"/>
		Vineyard view <input type="checkbox"/>
		Cancel

03 Host Profile

Your host profile is your chance to stand out from the sea of listings - it's where you transform from a faceless property manager into a trusted local expert who adds personality and warmth to every stay.


Checklist:

- ☐ Photo of you or brand logo
- ☐ Work, language, location, hobbies
- ☐ Write a short description (brand differentiation, IG handle (optional), origin story)
- ☐ Link to Airbnb guidebooks

Listing editor

[Your space](#) [Arrival guide](#)

About the Host



685
Reviews

4.87 ★
Rating

8
Years hosting

Freewyld
 Superhost

Instant Book

Turned on: Guest can book automatically

About the Host

My work: Freewyld

I spend too much time: Reading | Hiking | Stargazing

Speaks English

I'm obsessed with: Wilderness | Cabins | Hospitality

Lives in San Diego, CA


Welcome! We're Eric, Jasper, Kaye, & May, a small but mighty team obsessed with hospitality, adventure, and connection.

Follow us at @stayfreewyld

When you stay with us, we invite you to enter "Wyld Mode" & disconnect from your screens to reconnect to what matters. When you're ready to watch your favorite show or share about your stay on social - you can always switch back to "Free Mode" & enjoy the comforts of home.

Be Free, Live Wyld.

Freewyld's Guidebooks



Idyllwild by Freewyld

04 Rules & Safety

Your house rules and safety information strike a crucial balance—they protect your property while making guests feel secure and informed. Clear, friendly guidelines show you've considered their comfort and safety.

Checklist:

- ☐ If you allow pets, events, & smoking
- ☐ Quiet hours
- ☐ Commercial filming, # of guests
- ☐ Check-in/check-out hours
- ☐ Any additional rules

Often Missed

- ☐ Complete all items & descriptions in the 'guest safety' section

Guest safety

The safety details you share will appear on your listing, along with information like your House Rules.

Safety considerations

Pool or hot tub doesn't have a gate or lock
Nearby water, like a lake or river
Climbing or play structure(s) on the property
+ 1 more

Safety devices

Carbon monoxide alarm
Smoke alarm

Property info

Guests must climb stairs

Safety considerations

Not a good fit for infants under 2
This property has features that may not be safe for babies or toddlers this age.

[Learn more](#)

Pool or hot tub doesn't have a gate or lock
Guests have access to an unsecured swimming pool or hot tub. Check your local laws for specific requirements.

"The hot tub has a cover, but not a lock."

Edit

Nearby water, like a lake or river
Guests have unrestricted access to a body of water, like an ocean, pond, creek, or wetlands, directly on or next to the property.

Cancel

Save

05 Arrival Guide

Don't skip the Arrival Guide - it's essential for happy guests. Fill out every section completely.

Checklist:

- ☐ Check-in/check-out hours
- ☐ Directions to your property
- ☐ Check-in method and details
- ☐ Wifi details
- ☐ House manual
- ☐ House rules
- ☐ Check-out instructions
- ☐ Link your area guidebook
- ☐ Interaction preferences

← Listing editor

Your space

Arrival guide

Check-in

4:00 PM

Checkout

10:00 AM

Directions

The cabin is located at 54735 N Circle Dr, Idyllwild-Pine Cove, CA 92549. GPS will navigate you there.

...

Check-in method

Smart lock


Connect your lock for smooth check-ins

Wifi details

View

Network: Freewyld Guest


Check-in method



Connect your lock for smooth check-ins

Guests automatically get a unique door code that's only active during their trip. We'll also notify you when they arrive. [Learn more](#)

Connect



Smart lock

We will send you a door code that you can use to gain access to the property a few hours before your check-in time.

Check-in instructions

Help guests have a smooth arrival. Share tips for how to get inside — you can also add photos.

Thank you!

Fully optimizing your Airbnb listings can significantly impact your bottom line. By implementing these strategies, you'll be well on your way to maximizing your STR revenue.

Ready to take your STR business to the next level?

For portfolios generating \$1M+ annually: Apply for our Done-For-You revenue management services



For portfolios under \$1M: Explore our Cashflow Mastery course for a comprehensive DIY approach



We offer a free Revenue Review for qualified clients. Our experts will analyze your pricing strategy and identify potential missed opportunities.



To learn more about our services or
schedule your free Revenue Review:

Visit our website at

FreewyldFoundry.com

Or email us at rpm@freewyld.com

Thank you for reading, and
cheers to your STR success!