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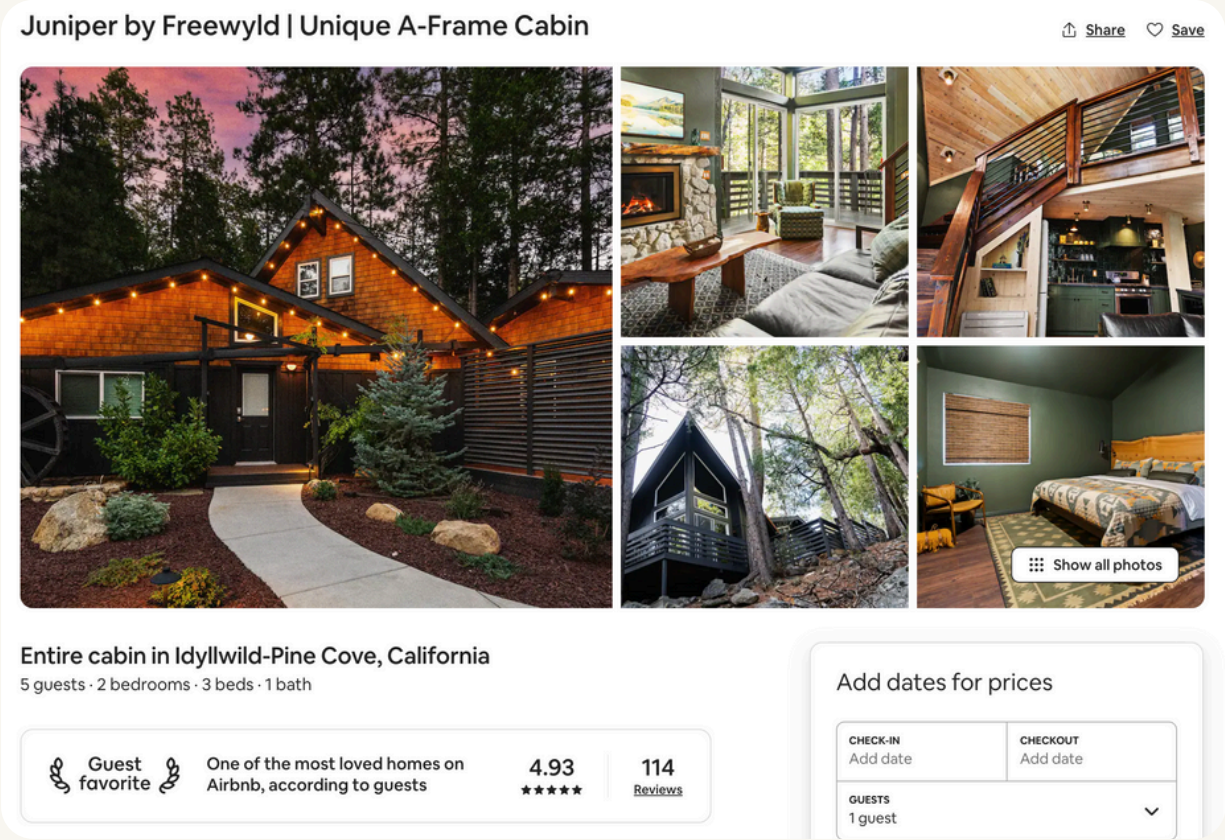
FOUNDRY

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.



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

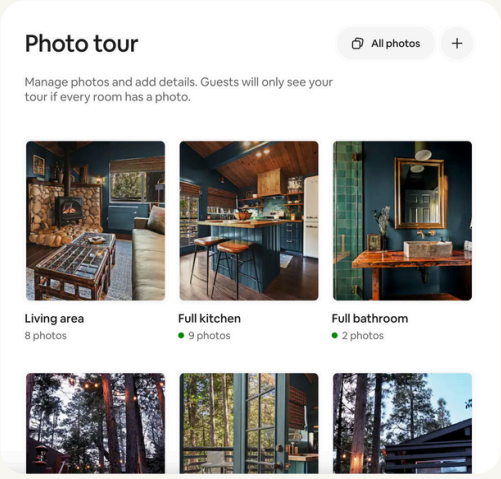
Photos make or break your listing. For best results, include at least 40 high-quality images that help guests imagine their stay. Capture key spaces like bedrooms, bathrooms, and kitchens from 3-4 different angles to showcase every feature.

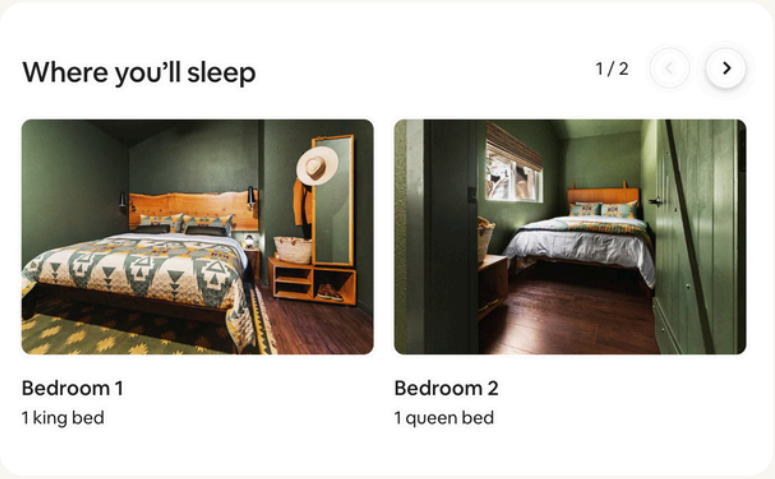
Checklist:

- □ 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

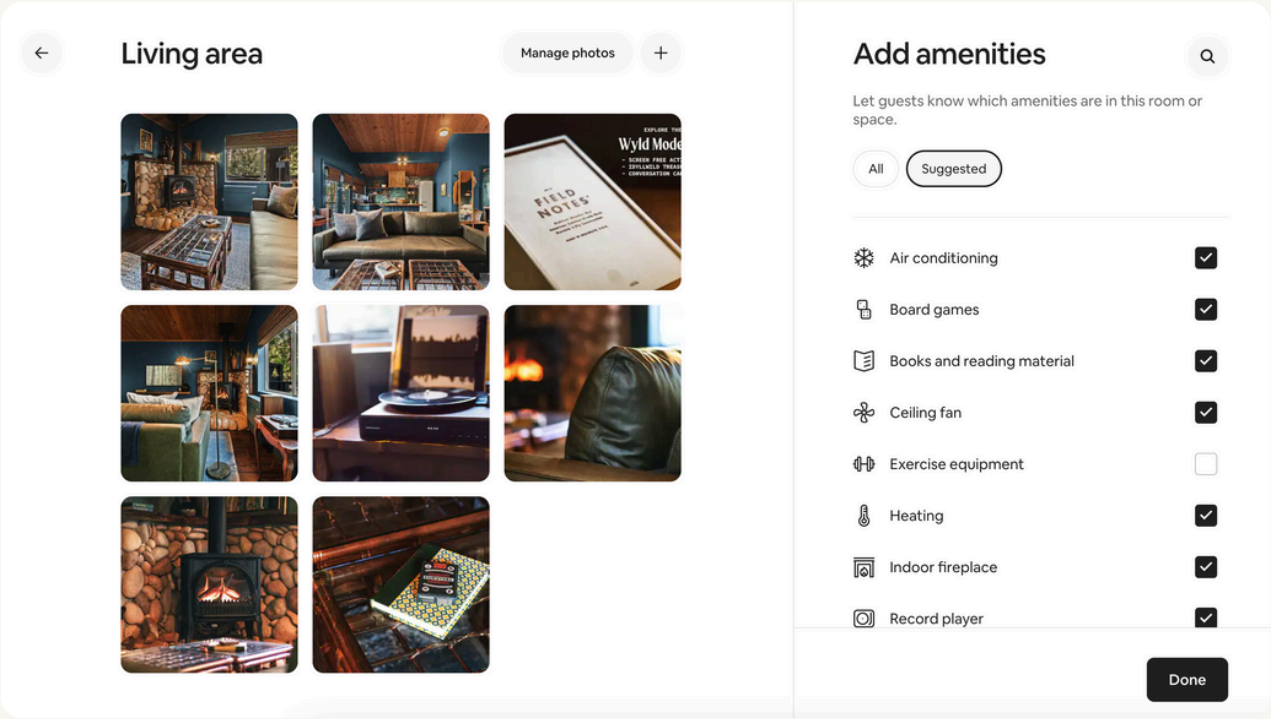
□ Click ‘create photo tour’ on Airbnb to organize your images into a space-by-space tour. If you use a PMS, you may need to check that your photo tours are still active at least weekly.





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

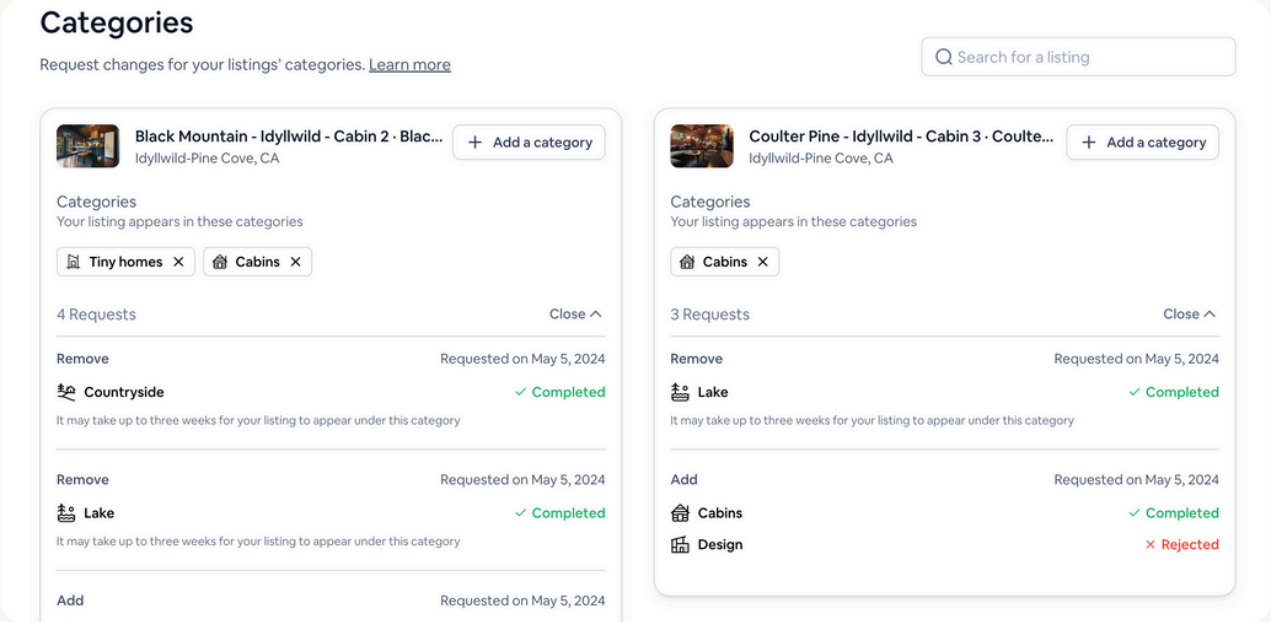
03. Include recommended local attractions and your distance to them

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

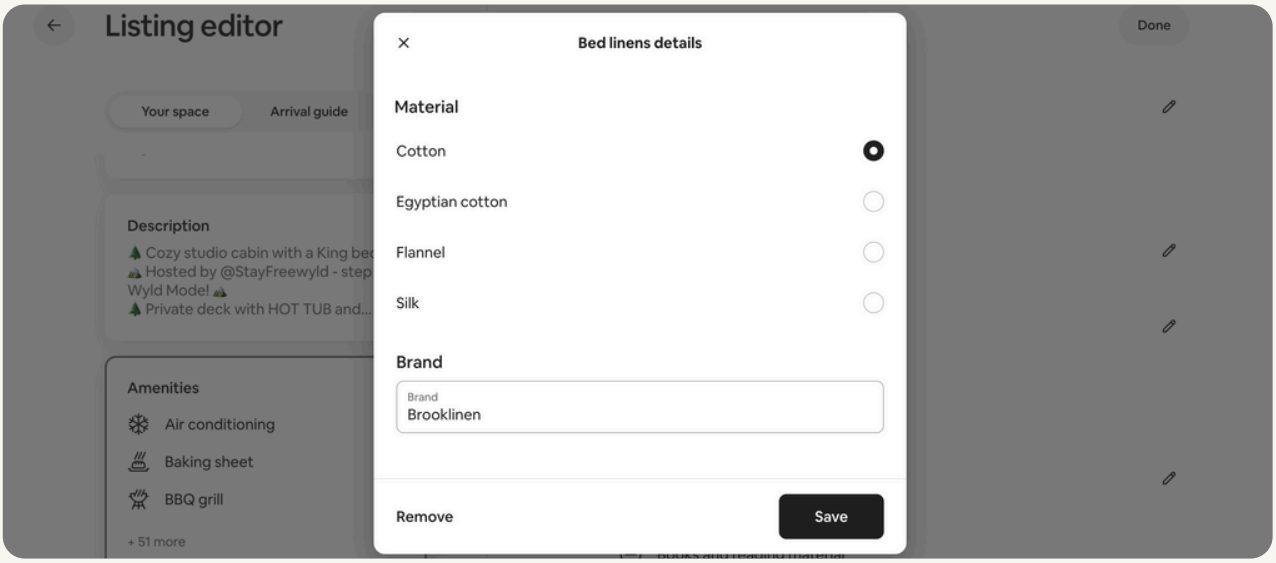
Often Missed

□ Request to add/remove appropriate categories using Elevate (https://elevate.translated.com/categories)



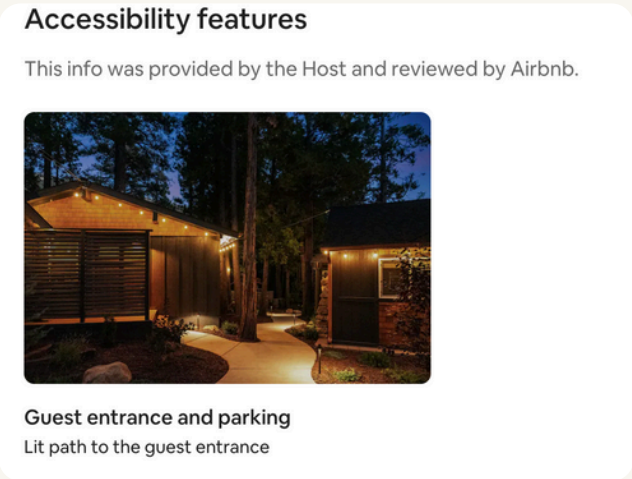
Often Missed

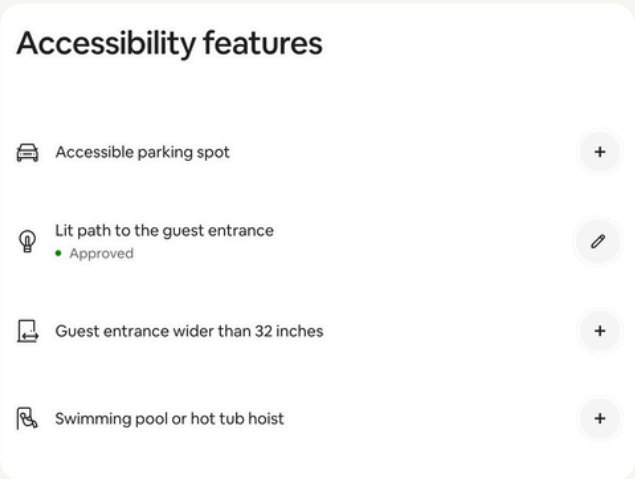
□ Add relevant brand or type information to amenities



Often Missed

- □ Add all Accessibility features present and upload a photo

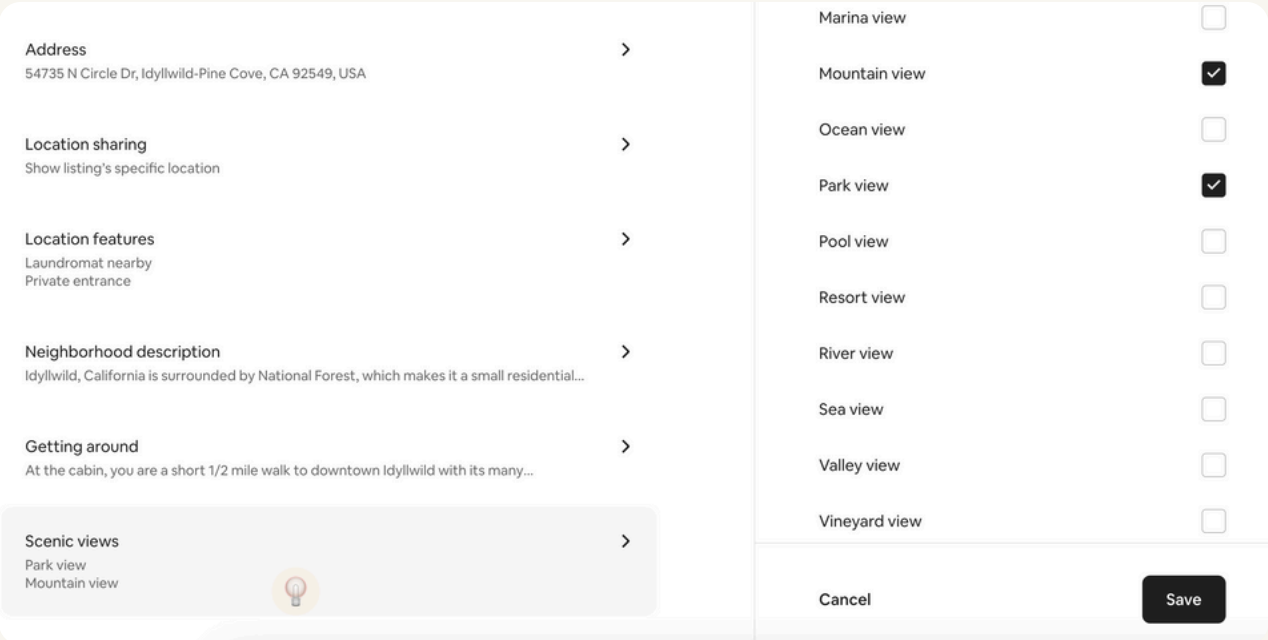




- □ Location: add property address
- □ Location features
- □ Neighborhood description
- □ Getting around

Often Missed

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

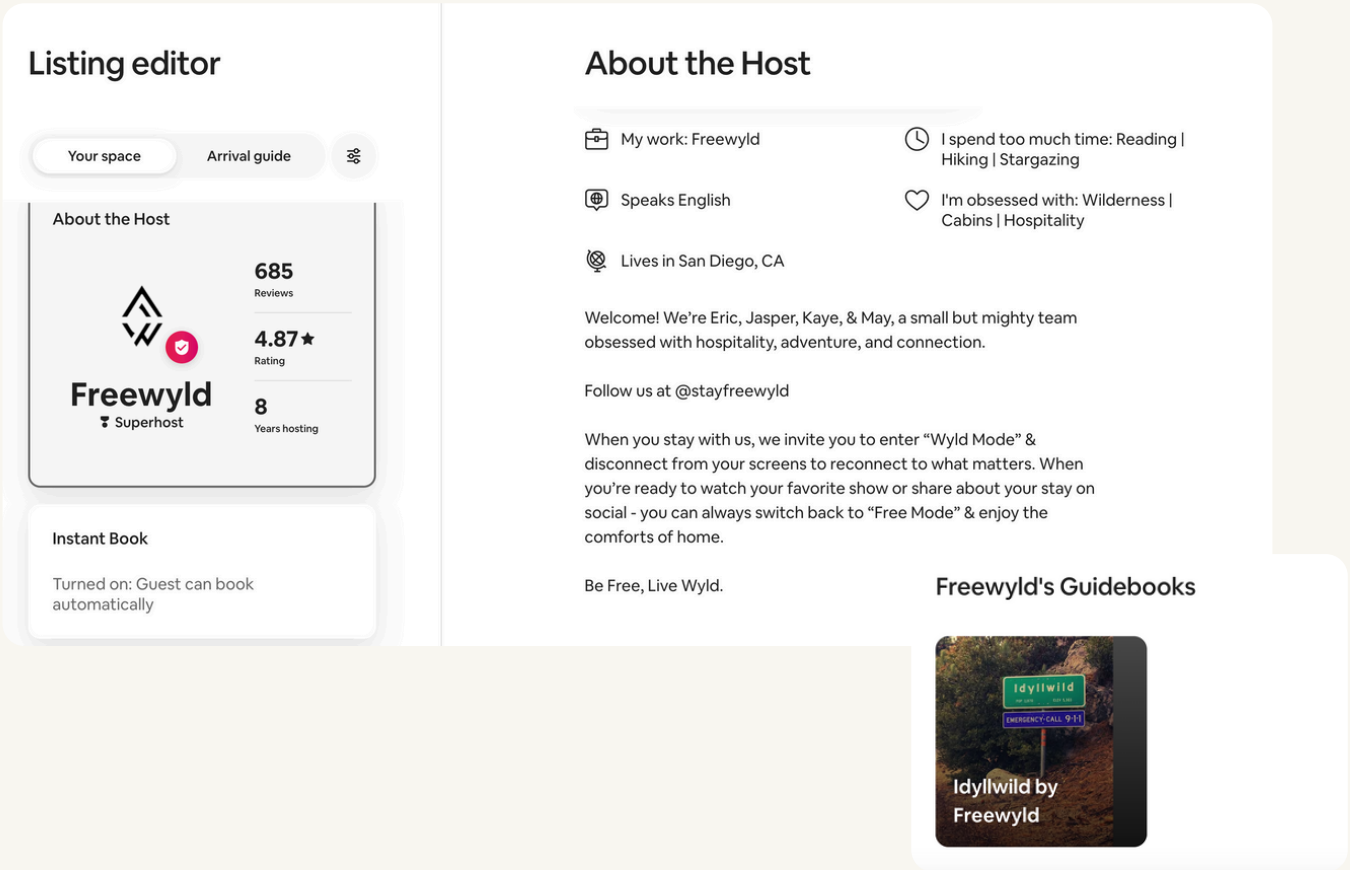


03 Host Profile

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



04 Rules & Safety

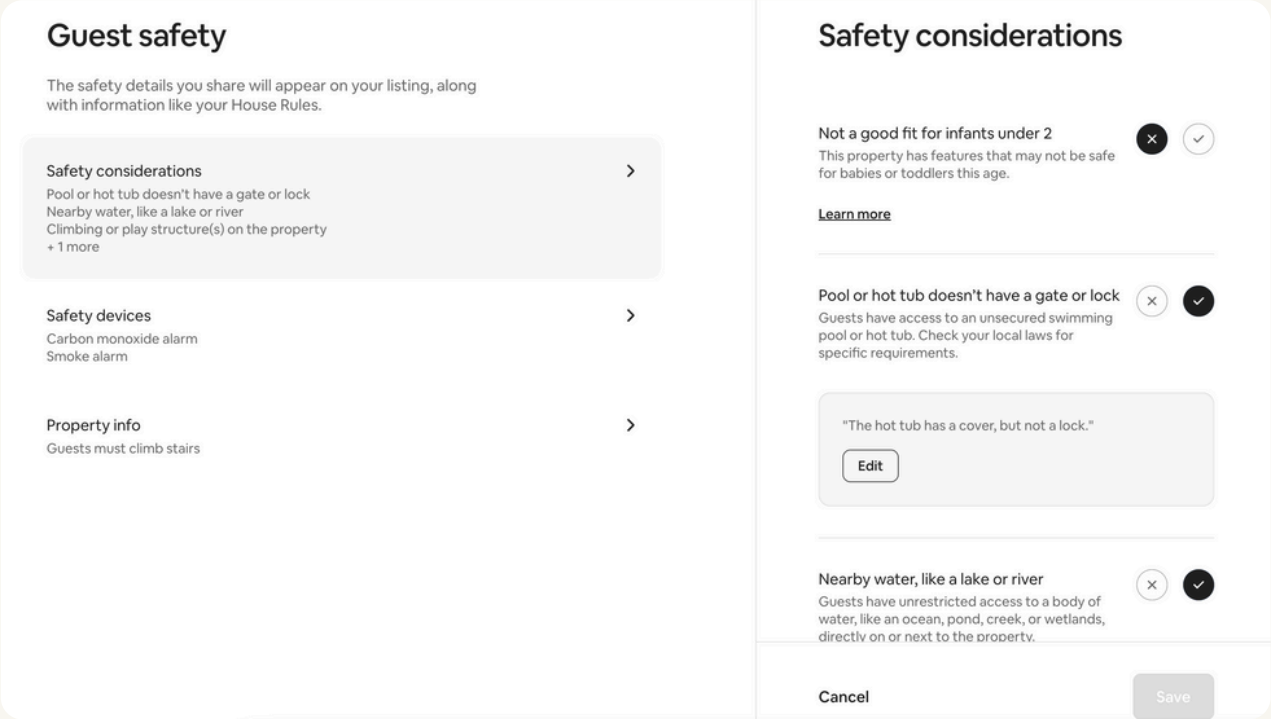
Your house rules and safety information strike a crucial balance—they protect your property while making guests feel secure and informed. Clear, friendly guidelines show you've considered their comfort and safety.

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

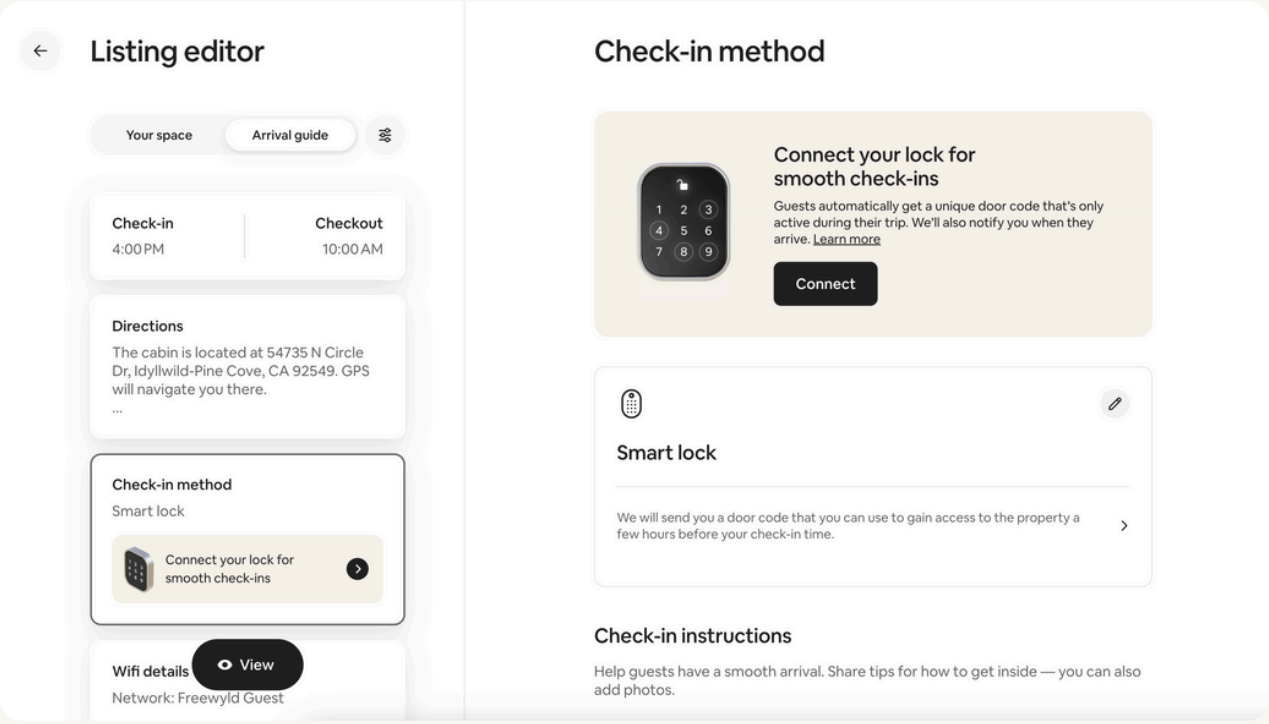


05 Arrival Guide

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



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!