

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



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

4.93  
★★★★★

114  
Reviews

Add dates for prices

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

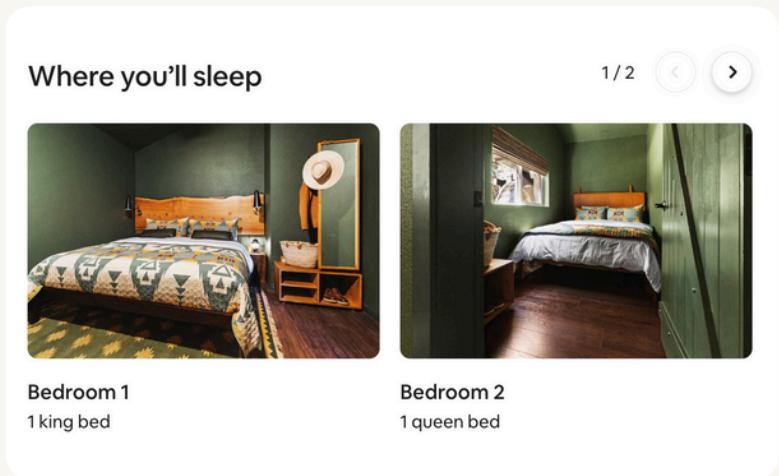
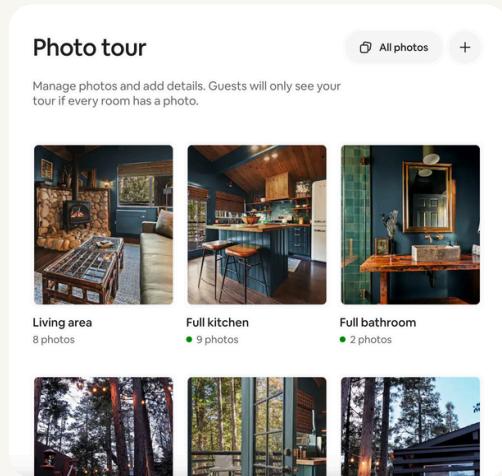
Photos make or break your listing. For best results, include at least 40 high-quality images that help guests imagine their stay. Capture key spaces like bedrooms, bathrooms, and kitchens from 3-4 different angles to showcase every feature.

### 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

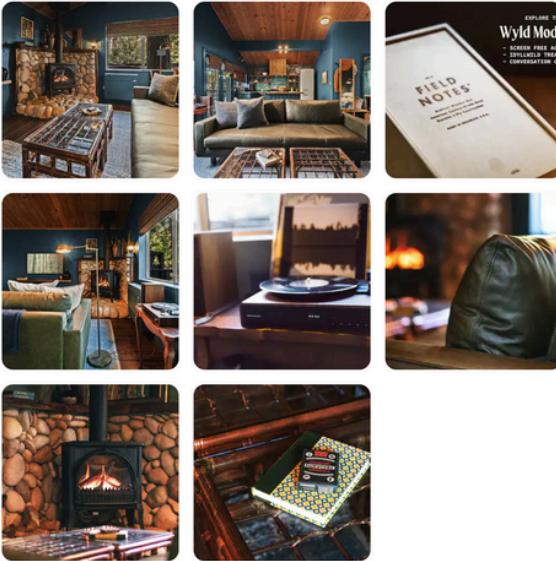
- Click ‘create photo tour’ on Airbnb to organize your images into a space-by-space tour. If you use a PMS, you may need to check that your photo tours are still active at least weekly.



## Often Missed

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

← Living area Manage photos +



Add amenities Q

Let guests know which amenities are in this room or space.

All Suggested

<input checked="" type="checkbox"/> Air conditioning
<input checked="" type="checkbox"/> Board games
<input checked="" type="checkbox"/> Books and reading material
<input checked="" type="checkbox"/> Ceiling fan
<input type="checkbox"/> Exercise equipment
<input checked="" type="checkbox"/> Heating
<input checked="" type="checkbox"/> Indoor fireplace
<input checked="" type="checkbox"/> Record player

Done

## 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

The image displays two separate requests for category changes on the Elevate platform.   
Left Listing: "Black Mountain - Idyllwild - Cabin 2 · Blac..." (Idyllwild-Pine Cove, CA). It shows a "Categories" section with "Tiny homes" and "Cabins" selected. A "4 Requests" section lists: 1. Remove "Countryside" (Completed), 2. Remove "Lake" (Completed), and 3. Add "Cabins" (Rejected).   
Right Listing: "Coulter Pine - Idyllwild - Cabin 3 · Coulte..." (Idyllwild-Pine Cove, CA). It shows a "Categories" section with "Cabins" selected. A "3 Requests" section lists: 1. Remove "Lake" (Completed), 2. Add "Cabins" (Completed), and 3. Add "Design" (Rejected).

## Often Missed

- Add relevant brand or type information to amenities

The image shows the "Listing editor" interface. A modal window titled "Bed linens details" is open, showing "Material" options (Cotton, Egyptian cotton, Flannel, Silk) with "Cotton" selected. Below that, a "Brand" section shows a text input field containing "Brooklinen". At the bottom of the modal are "Remove" and "Save" buttons.

## 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 edit  
• 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)

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

# 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**



**Freewyld**  
Superhost

**685**  
Reviews

**4.87★**  
Rating

**8**  
Years hosting

**Instant Book**

Turned on: Guest can book automatically

### About the Host

 My work: Freewyld

 Speaks English

 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



# 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

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.

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](http://FreewyldFoundry.com)

Or email us at [rpm@freewyld.com](mailto:rpm@freewyld.com)

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