airbnb

Your first 4 weeks on Airbnb are critical to your long term success on the platform as this is the time allocated by our search algorithm to evaluate if a listing is desirable or not: the more bookings you can get during this time, the better your ranking and visibility will be. The flip side of this, is that if your listing is converting poorly during this period of time, the search algorithm will start adopting a low score and it will be much more difficult to improve your search ranking. If you have an old non-performing listing, use this link to duplicate it and benefit from the new listing ranking boost.

Here is a checklist that will help you ensure your Airbnb listings are setup for success. Also, please make sure to refer and use Airbnb Professional hosting tools.
You can print this and tick it off as you complete each setting.

Discoverability Ways to improve your search ranking (search to view rate)	Optimisation levers	Details	Checklist
Availability	Minimum length of stay	The lower your MLOS, the more likely you are to show up in searches.	☐
	Number of available nights	Ensure that you're pushing to Airbnb, all your room types and allotment (no close out dates)	☐
	Lead time	Within the same market, a listing that's regularly booked far in advance is more desirable than a listing that's regularly booked last minute. You also want to ensure that your advanced notice settings allow for same day bookings.	☐
Price	Competitive price	To get your first bookings and reviews, ensure your rate is max ~25% higher than the average rate of Airbnb listings in your neighbourhood. Gradually increase your price once you get your first reviews.	☐
	Non refundable rate option	If you have a flexible or moderate cancellation policy, you can offer a non-refundable rate option with a 10% discount via this link. It will only be offered to guests booking at least 7 days prior to the check-in date and will help generate more page views which can help your listings get booked faster. Previous studies show an average of a 6% increase in revenue.	☐
	Discounts	You can offer 20% off for your first 3 bookings via this link - this will be merchandised & highlighted to potential guests. Properties who enable this promotion decrease the time it takes to get their first booking by 30%. You can also offer length of stay, Early Bird or Last Minute discounts	☐
	Rule-Sets	Accessible in your multi-calendar, rule sets allow you to create custom pricing and availability rules that you can save and apply to multiple listings and dates/seasons.	
Guest experience	Response Rate	To perform well, aim for a >90% response rate and respond within a few hours.	☐

	Number & quality of reviews	Aim for a review score of > 4.5/5 and minimum 10 reviews.	☐
	Cancellations	Ensure that you never have to cancel a booking.	☐
Merchandising	Property type	Check that your property is accurately categorized otherwise it won't show up in the right searches. Also, make sure to have one Airbnb listing for each of your room type (and not just one for your entire property)	☐
	Pro Marketing Page	Pro marketing page is the best way to showcase all your room types & reviews at once. It also helps boost SEO. To help guests browse through all your listings, add a link to this page in each of your individual listings.	☐

Bookability Ways to get more bookings (view to book rate)	Optimisation levers	Details	Checklist
Overall listing appeal	Listing title	Should be descriptive, enticing and highlight the desirable features of the room type.	☐
	Photos	For each of your listings, aim to have a minimum of 10 HD photos showing both the room type and the property. The main photo should be different for each of your listings. Ensure to add captions for each of your photos.	☐
	Listing descriptions	Ensure all the different sections are completed (description of the space, interaction, guest access, neighbourhood, etc). Do not simply copy and paste what you have on your website as it probably won't appeal to Airbnb users. The key is to personalise and "humanise" your descriptions as much as possible. Describe your property as if you were talking to a friend.	☐
Trust	Reviews	Only 8% of bookings are made for listing with no review - do everything you can to get your first one as soon as possible and work your way up to 10 reviews as fast as possible.	☐
	Host Profile	Put a photo of yourself or of the team (it really helps to "humanize" your profile). In the "describe yourself" section, describe your property, its and the team's philosophy and why guests will have a great stay at your property. It can also be a description of your background.	☐
	Superhost	Ultimate recognition as an Airbnb host, helps with both visibility and conversion. On average, Superhosts earn up to 22% more than other hosts	☐
Accuracy	Amenities	Ensure you have selected all of them including the accessible amenities if relevant	☐
	Bed configuration	If you can't find the right options, add more info about your bedding configuration in the "Other things to note" section of your listings	☐
	Location (address)	Switch from a general to a specific location.	☐

Ease of booking	Saved messages	Use the "quick replies" functionality to create templates and use these to communicate with your guests easily and efficiently.	☐
	Scheduled messages	This tool allows you to schedule messages to automatically send when guests take actions like booking, checking in, or checking out.	☐
	Cancellation policy	Switching from a Strict to a Moderate or Flexible cancellation policy will improve your conversion (view to book) by ~ 30%. Keep in mind that guest cancellations on Airbnb are rare (only 10-15% on average).	☐
	Arrival Guide	Once all the required info is added such as directions, check-in instructions and wi-fi info, this guide helps you offer a seamless check-in process	☐

If you are keen to get even more info and best practices, please visit our Resource Center