



Airbnb Hosts:

Avoid these 10 profit sapping
mistakes in your
AIRBNB rental listing

Who am I...?



I am Amanda and I have a very successful award-winning holiday property rental business in the Cotswolds, in the UK

I am also a coach for holiday rental entrepreneurs who want to grow their income from their holiday rentals through my business

Read on for 10 mistakes I see hosts making with their listings on Airbnb – there are many others, but here are some of the key ones

These mistakes will reduce your visibility on Airbnb and ultimately limit your income and profits!

For more insights, take a look at:

[The 10 Day Airbnb Profit Accelerator](#)

Mistake 1. Not creating an original description of your unique selling points

Ensuring that you have an original description for your listing title, focusing on the unique features of your property is essential for helping it stand out.

Rather than just the name of the property or just 'cottage in X' – you have 32 characters to describe your property and its unique qualities to help encourage a guest to choose it – so its worth making every character count...

Some great examples are:

[NEW, stylish, romantic, dog friendly cottage for 2](#)

[Stylish Downtown Apartment with Free Parking](#)

[Stylish cabin w/ private hot tub, loft, & spacious deck](#)



Mistake 2. Not having instant book ON!

Having instant book ON helps your ranking, so you are more likely to be more visible and appear higher when a guest does a search

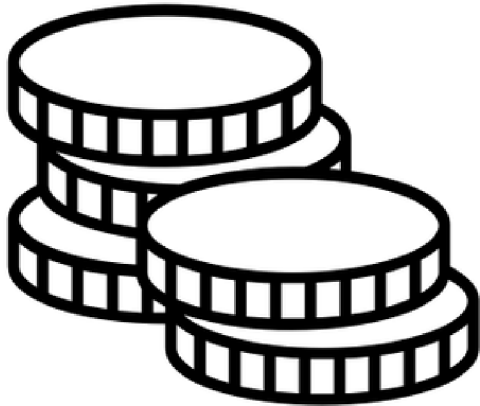
BUT the biggest reason for having Instant Book on, is that you can cancel a guest that has booked with instant book, without penalty (up to 3 times a year!)

This contrasts with the penalty for cancelling a guest accepted after a booking request, as if you later cancel the booking, you'll incur severe penalties including; losing super-host status for a year and a fine

The other reason to have instant book on is that guests prefer it, as they don't have to wait for a response from a host when they are searching – and can get booked straight away

For these reasons and more, turning ON instant book is one of the BEST way not to lose out

Mistake 3. Having Smart Pricing ON



It's in Airbnb's interest to sell your property for as little as possible – as the lower the price, the more likely they are to drive volume of sales

Therefore, Airbnb's Smart Pricing is usually very low, and you are likely to make significantly more profit if you turn it off and set your pricing yourself

At Holiday Letology, we have developed a pricing strategy that leads to a higher profit than others in the same area, as we focus on those guests that are interested in value rather than price

Mistake 4. Not setting YOUR own cancellation policy

If you don't set your cancellation policy, you will be on Airbnb's 'flexible' pre-set terms

A 'flexible' cancellation policy means a guest can cancel up to 24 hours before their stay for a full refund

If you don't change this setting to a stricter policy, when you get a cancellation, you will most likely lose the income for that stay, as its unlikely you'll get a replacement booking, especially if it is mid-week or in low season

Mistake 5. Not completing all aspects of the listing

Answering all the questions that Airbnb ask you shows that you are an active, serious host and the algorithm is therefore likely to rank your property higher

When you log onto your account, new questions will often be presented to you, as the system is continually being updated.

Answering these each time they are asked, will help the ranking of your listing

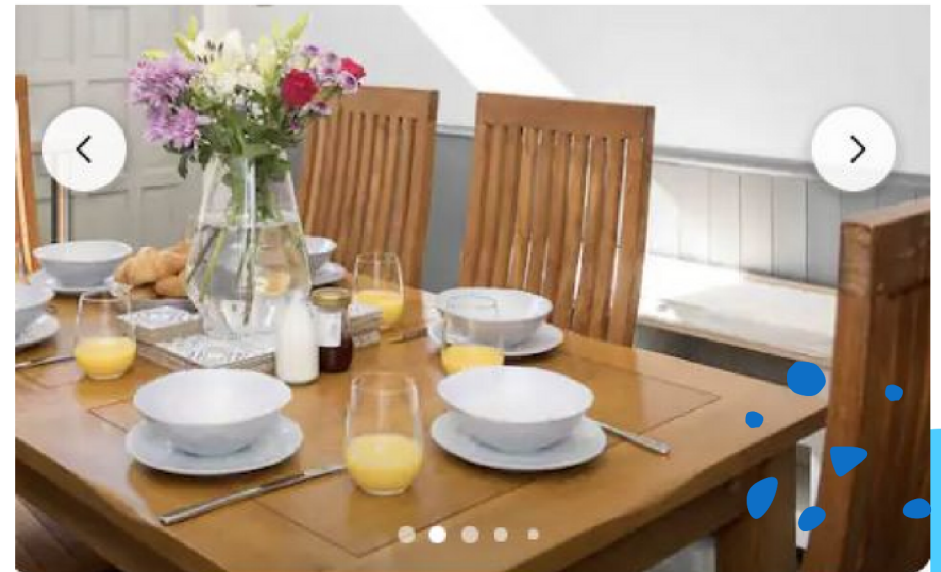
Mistake 6: Not getting professional photos



Unless you are a professional photographer, or close to it, your photos are unlikely to stand out from others. The algorithm will most likely rank properties higher that have professional photos

Here is an example of the same kitchen before and after a professional took them. The original snap was taken by a keen amateur photographer. Yet the difference is huge!

Though the second picture is a slightly different angle, with the right lighting as well as dressing the space, having a professional photo makes a huge difference



Mistake 7. Not checking your ranking in private mode



Its an easy mistake to think that your property is appearing on page 1 when you do a search

But as Airbnb uses cookies, its most likely when you do a search, the cookies have already tracked you and are therefore presenting your property first

So, searching for your property in private browsing mode will allow you to see where it really comes up – and why you may not be getting bookings!

Mistake 8. Not completing the captions below your photos



Details Edit

Caption

Mention what's special about this space like comfortable furniture or favourite details.

Luxury bathroom with free-standing bath and shower and underfloor heating

73/250

Though guests may well not read your captions - there is a very good reason to do so

Its very likely that the system uses the detail in the captions to inform information to inform it of what is in the property

Therefore, captioning your images is likely to help your ranking

Mistake 9. Not setting up your scheduled messages

Setting up your scheduled messages means you can instantly reply to guests when they book with a pre-written message as well as at other times during their stay

This will save you huge amounts of time and means that you won't have to repeat yourself again and again

It will also mean that you will keep your response rates high which again drives your ranking

In tourist areas, weekends are in more demand than the weekdays. Therefore, it makes sense to increase your prices at weekends.

By the same token, forgetting to increase your pricing over national holidays and in high season is an easy mistake to make

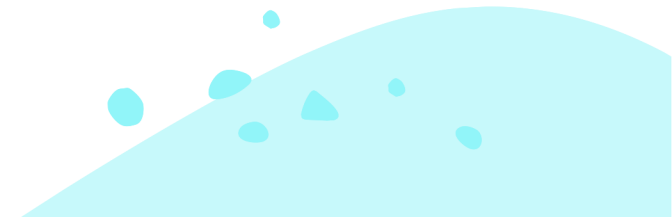
If you don't do this, you could be losing money that will help grow your profits

Mistake 10. Not charging more at weekends



If you found this useful and would like 10 easy steps for HOW to implement these changes and MORE that are guaranteed to grow your profits then click here:

[HOST LIKE A PRO: The 10 Day Airbnb Profit Accelerator](#)





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