

Sample Every fact below is invented for illustration. No real listing, host, or guest appears anywhere in this document.

3-Bedroom Lakefront Cabin, Pocono Lake, PA

Sleeps 8. Self-managed. Listed on Airbnb and VRBO.

This is a sample of what the free listing SEO audit at basispropertygroup.com/airbnb-seo-audit/ returns: the same 8 categories, the same 100-point scale, run against one fictional listing built to show specific, checkable findings instead of generic advice.



Solid host, leaking bookings.

This score sits in the band Basis Property Group's tool calls a solid base with specific gaps: nothing here needs a rebuild, and every gap on the pages that follow is fixable inside the platform's own settings.

How this is scored. 8 categories, weighted out of 100: Title (10), Photos (15), Description (10), Amenities Coverage (15), Reviews & Recency (15), Booking Friction (10), Trust Signals (15), Completeness (10). Each category is graded Strong, Good, Needs Work, Weak, or Missing based on the share of its points earned.

Score by category

CATEGORY	POINTS	BAR	GRADE
Title	6 / 10		NEEDS WORK
Photos	8 / 15		NEEDS WORK
Description	4 / 10		WEAK
Amenities Coverage	13 / 15		STRONG
Reviews & Recency	13 / 15		STRONG
Booking Friction	6 / 10		NEEDS WORK
Trust Signals	6 / 15		WEAK
Completeness	5 / 10		NEEDS WORK

Title & Photos

Title

6 / 10 · NEEDS WORK

WHAT WE CHECKED

Character count against the roughly 40-character mobile-search truncation point, and whether the title leads with a concrete, searchable detail instead of a generic adjective or a repeated location.

WHAT WE FOUND

Your title runs 55 characters: "Cozy Getaway in Pocono Lake, PA - Charming Family Cabin." The first 40 of those, everything visible before mobile search truncates it, are the town name your listing's location field already shows, plus two stock adjectives. Lakefront, the private dock, and sleeping 8 all fall past the cut.

THE FIX

Lead with what guests filter on. "Lakefront Cabin with Private Dock, Sleeps 8, Pocono Lake" puts the three facts search cares about inside the visible 40 characters, and still names the town once, at the end.

Photos

8 / 15 · NEEDS WORK

WHAT WE CHECKED

Total photo count against the range top-quartile listings in this market run, the cover photo choice, and whether the first several photo captions carry searchable keywords.

WHAT WE FOUND

You have 14 photos. Comparable lakefront cabins that rank on the first screen of search in this market run 30 or more. Your cover photo is a daylight exterior, the right call, but none of your first 5 photos have a caption, so 5 chances to plant words like "lakefront," "private dock," or "hot tub" into searchable text are sitting empty.

THE FIX

Shoot the gaps, then caption them. The dock at golden hour, each bedroom, the kitchen, the fire pit, the lake view from the deck. Get to 30 or more. Caption the first 5 with the specific words a guest would search, not a description of what the photo already shows.

Description & Amenities Coverage

Description

4 / 10 · WEAK

WHAT WE CHECKED

Length, and whether the description is broken into sections a guest can scan (the space, guest access, the neighborhood, house rules) or written as one block.

WHAT WE FOUND

Your description runs 82 words in a single paragraph: no headers, no line breaks. A guest scanning on a phone has to read the whole thing to find out whether the dock is private and whether pets are allowed.

THE FIX

Break it into 4 sections. One bold lead word each: Space, Access, Neighborhood, Rules. Put the private dock in the first line of Space and the pet policy in the first line of Rules; those are exactly the two questions a single paragraph buries.

Amenities Coverage

13 / 15 · STRONG

WHAT WE CHECKED

Which of the 9 most-searched amenity filters are marked on the listing itself, not just mentioned in the description.

WHAT WE FOUND

8 of 9 are marked: Wifi, dedicated workspace, self check-in, hot tub, pool, pets allowed, washer/dryer, and AC. Missing: EV charger.

THE FIX

Confirm it on purpose. If there's an outlet a guest could reasonably charge from, even a standard exterior outlet, mark it. If there genuinely isn't one, leave the box unchecked because you checked, not because it defaulted that way.

Reviews & Recency, Booking Friction

Reviews & Recency

13 / 15 · **STRONG**

WHAT WE CHECKED

Review count and average rating, and whether reviews arrive at a steady pace or in a stale cluster.

WHAT WE FOUND

You have 37 reviews, averaging 4.86. Recency looks healthy: reviews are spread across the last 12 months instead of bunched into one season.

THE FIX

Nothing to repair here. Keep responding to every review, and keep the same host behavior that produced 4.86; that number is the input to the next two categories, not a separate task.

Booking Friction

6 / 10 · **NEEDS WORK**

WHAT WE CHECKED

Instant Book status and minimum-stay length, the two settings that filter a listing out of search before a guest ever opens it.

WHAT WE FOUND

Instant Book is off, and your minimum stay is 2 nights. A 2-night minimum paired with a manual request means a guest waits on approval for exactly the short lakefront weekend they can get approved instantly somewhere else on the same map.

THE FIX

Turn Instant Book on. At 4.86 across 37 reviews, there's enough of a track record to hand the calendar to the platform's own guest-screening tools instead of a manual approval step.

Trust Signals & Completeness

Trust Signals

6 / 15 · WEAK

WHAT WE CHECKED

Top-host badge status (Superhost or Premier Host) and average rating, the two signals search treats as a proxy for reliability.

WHAT WE FOUND

No top-host badge, despite the 4.86 average from Reviews & Recency. That combination almost always means response rate or response time, not guest satisfaction: the reviews say the stays are good, the missing badge says the host is slow or inconsistent to answer.

THE FIX

Pull the two numbers that decide it. Response rate and response time, straight from the host dashboard. Most hosts short of the badge are missing it on response time alone. Answer every inquiry inside the platform's own window for one full evaluation cycle, then check again.

Completeness

5 / 10 · NEEDS WORK

WHAT WE CHECKED

A rollup across 6 best-practice boxes touched in the categories above: photo count, description structure, amenities coverage, rating tier, Instant Book, and cover photo choice.

WHAT WE FOUND

3 of 6 are already checked: amenities coverage, your rating tier, and cover photo choice. The other 3, photo count, description structure, and Instant Book, are each already flagged above with their own fix.

THE FIX

Nothing new to do here. This score moves on its own once Photos, Description, and Booking Friction move.

Fix these in order

Today, 5 minutes each

- BOOKING** Turn on Instant Book.
- AMENITIES** Confirm the EV charger box on purpose, checked or not.
- PHOTOS** Caption your first 5 photos with lakefront, private dock, hot tub, sleeps 8.

This week

- TITLE** Rewrite it to lead with lakefront, private dock, sleeps 8.
- DESCRIPTION** Break it into 4 sections: Space, Access, Neighborhood, Rules.
- PHOTOS** Shoot the remaining photos toward 30.

This season

- TRUST** Track response rate and response time for one full evaluation cycle.
- COMPLETE** Recheck Completeness once Photos, Description, and Booking Friction move.

What this becomes

Every item above, done, and this cabin's score moves from 61 to the high 80s. Same cabin, same 8 categories, described and set up the way these platforms actually reward in search.

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