



# STR Listing Optimization Checklist

Run all eight sections before you publish or refresh a listing. Check the box, fix the gap, move to the next one.

## TITLE

- ☐ Leads with one concrete, specific detail (a standout amenity, a view, a proximity fact) instead of a generic adjective like “Cozy” or “Beautiful”
- ☐ Meaningful within the first 40 characters, since mobile truncates long titles
- ☐ Names the property type or setting plainly (cabin, condo, farmhouse, downtown loft) so the right guest self-selects
- ☐ Free of ALL CAPS, stacked punctuation, and repeated keywords

## PHOTOS

- ☐ 20 photos or more
- ☐ Cover photo is a wide, daylight exterior or hero shot, never a dark or cluttered interior close-up
- ☐ Every room shown at least once, bathrooms and laundry included
- ☐ Every amenity named in the listing shown in at least one photo
- ☐ Photos reflect the space as it looks today, not a prior renovation or staging pass

## DESCRIPTION

- ☐ Broken into clear sections: the space, guest access, the neighborhood, house rules, rather than one dense paragraph
- ☐ States exact amenities plainly instead of vague claims
- ☐ Sets expectations up front on anything a guest could be surprised by: stairs, shared walls, road noise, parking
- ☐ Written in short paragraphs a guest can skim on a phone
- ☐ Checked for spelling and formatting before publishing

## AMENITIES COVERAGE

Mark every one of these accurately in the platform's own amenity list. An unchecked box hides the listing from guests filtering on that amenity.

- ☐ WiFi
- ☐ Dedicated workspace
- ☐ Self check-in
- ☐ Hot tub
- ☐ Pool
- ☐ EV charger
- ☐ Pets allowed
- ☐ Washer/dryer
- ☐ AC

## REVIEWS & RECENCY

- ☐ Steady cadence of recent reviews, not a cluster from a year ago followed by silence
- ☐ Every review gets a response, positive or negative
- ☐ Repeat complaints fixed operationally, not argued in the listing copy
- ☐ Public responses stay professional even when the review does not

## BOOKING FRICTION

- ☐ Instant Book turned on wherever comfortable doing so
- ☐ Minimum-stay length set intentionally for the calendar and season, not left at a high default
- ☐ Cancellation policy matches how the property actually books
- ☐ Check-in and checkout windows are realistic and clearly stated

## TRUST SIGNALS

- ☐ Superhost or top-host status (or equivalent) maintained where eligible
- ☐ Response rate kept at or near 100%
- ☐ Response time kept fast and consistent
- ☐ Identity and payment verification on file with the platform

## COMPLETENESS

- ☐ Every optional platform field filled in: house rules, neighborhood overview, guest access details
- ☐ Cover photo and thumbnail both set deliberately, not left to auto-select
- ☐ Exact location and map pin confirmed accurate
- ☐ House rules stated clearly: smoking, pets, parties, quiet hours
- ☐ Guest access instructions (lockbox, parking, entry process) fully specified