

A 5-QUESTION QUICK CHECK

Is your listing leaving money on the table?

Five honest questions. If you can't answer yes to all five, your listing is almost certainly under-earning, often by thousands a year. This is a diagnostic, not a how-to. If you want the fixes, that's what the audit is for.

01

Your cover photo

Pull up your listing next to twenty competitors in your market. Does your cover photo stop the scroll, or does it disappear into the grid?

02

Your first impression

Read your title and the first line of your description out loud. Does it sell a feeling and a reason to book, or does it list bedrooms, bathrooms, and amenities?

03

Your pricing

Is your nightly rate roughly the same in your slow season as it is in your peak season? If yes, you're losing money in both directions, leaving revenue on the table in peak and pricing yourself out of bookings in the off-season.

04

Your reviews

Open your last five review responses. Do they sound like a warm host, or like a policy document? Future guests read these more carefully than the reviews themselves.

05

The three-second test

Show your listing to a friend who has never seen it. Within three seconds, can they tell you what makes it special and who it's for? If they hesitate, so will guests.

If any of these landed uncomfortably, that's the signal. A full listing audit goes line by line through your photos, copy, pricing, reviews, and positioning, with specific changes you can make this week. Reply to the email this came with, or book a call at bookingoptimized.com.