

AIRBNB LISTING REVENUE REFRESH™

Willow Bend Cottage

Marlow Bay, North Carolina

A professional audit and refresh of the listing — title, description, photography order, amenities, guest positioning and marketing — with an implementation-ready action plan.

PREPARED FOR

A fictional property

PREPARED BY

**Vacation Rental Listing
Optimization**

REPORT LENGTH

26 pages

THIS IS AN 8-PAGE SAMPLE. WILLOW BEND COTTAGE IS NOT A REAL PROPERTY.

YOUR LISTING AT A GLANCE

Willow Bend Cottage

40 / 100

Needs Work

Listing Optimization Score — our internal measure, not an Airbnb metric.

First Impression		5/15
Photography & Presentation		9/20
Listing Copy		6/20
Amenities & Value Communication		7/15
Guest Confidence		5/10
Market Positioning		4/10
Conversion Readiness		4/10

Your top 5 priority changes

CHANGE	IMPACT	TIME	COST
1 Change your property type from Apartment to a cottage	HIGH IMPACT	1 minute	\$0
2 Lead with the creek, not the driveway	HIGH IMPACT	15 minutes	\$0
3 Put the porch in the title	HIGH IMPACT	2 minutes	\$0
4 Replace the description, and open with the porch	HIGH IMPACT	20 minutes	\$0
5 Tick the amenities that are already true	MEDIUM IMPACT	12 minutes	\$0

APPROXIMATE IMPLEMENTATION TIME	IMMEDIATE UPGRADE COST	FULL DETAIL
50 minutes	\$0	Section 01

WHAT IS INSIDE

01 Executive Summary	07 Photo Captions
02 Listing Scorecard	08 Amenities & Guest Confidence
03 Strategic Audit	09 Search, Discoverability & Conversion
04 Title & Positioning	Bonus 1 10 Ready-to-Post Social Posts
05 Your New Listing Description	Bonus 2 Custom AI Host Toolkit
06 Photo Strategy	12 30-Day Action Plan

COPY

Title & Positioning

Five titles, and the positioning they come from.

What you have now

Cozy Cottage in Marlow Bay - Great Location!

43 characters that tell a guest the property is small, that it is in Marlow Bay, and that you think the location is good — and nothing about the porch, the creek, the road that ends at your driveway or the 2024 kitchen. "Great location" is the weakest claim a title can make: it is the one thing a guest cannot evaluate without clicking.

The recommended title

RECOMMENDED TITLE

45 CHARACTERS

Quiet Screened-Porch Cottage on a Tidal Creek

Every word is a noun or a fact, and the two that matter most come first. "Quiet" is what your guest is shopping for and the claim you can substantiate better than your competitors; "Screened-Porch" names the differentiator in a guest's own words; "Cottage" corrects the property-type impression (Priority #1); "Tidal Creek" gives the setting without claiming waterfront status. It also survives truncation.

#	TITLE	CHARS	BUILT TO DO
1	Quiet Screened-Porch Cottage on a Tidal Creek	45	Recommended. Motive, differentiator, setting — in that order.
2	Creek Cottage · Screened Porch, Walk to Village	47	High season. Puts the walkable village forward instead of the quiet.
3	Quiet Cottage on a Tidal Creek · Sleeps 4	41	The plainest of the five, and it adds the guest count.
4	Creek Cottage · Porch, Books, No Neighbors	42	The writer-and-birder guest. "No neighbors" is unusual and stops the right scroll.
5	Marlow Bay Cottage · New Kitchen, Screened Porch	48	Leads with the town, and surfaces the 2024 kitchen.

COPY — READY TO PASTE

Your New Listing Description

A complete rewrite, written to go straight into the listing.

THE NEW DESCRIPTION — COPY THIS STRAIGHT INTO YOUR LISTING

A screened porch runs the whole width of the back of the house, and it looks out over the tidal creek. That is where you will eat, read, and lose most of an afternoon. The road ends at the driveway, there are no shared walls, and from the porch you cannot see another house.

This was my grandmother's cottage. Her books are still on the shelves and most of her furniture is still where she put it, which is why people tell us it feels like a house rather than a rental.

Why guests love it

- The screened porch — full width, over the creek, with a table that seats six
- Genuinely quiet: no shared walls, no neighbours in view, no through traffic
- A kitchen rebuilt in 2024, with a gas range, a dishwasher and real counter space
- The village on foot — bakery, bookshop, hardware store, the dock
- A wall of books that came with the house

Living spaces

The living room is where the bookshelves are, and they are the reason the room looks the way it does. There is a TV if you want one. Most guests end up on the porch instead, which is a compliment to the porch rather than a criticism of the room.

[The rewrite continues — sleeping arrangements, the porch and creek, location, and a Good to Know block answering the questions guests keep asking.]

PRESENTATION

Photo Strategy

The first five positions, and why each one earns its place.

First 5 photos

1 • The creek from the porch, late afternoon (*currently photo 11*) Your best image, and it does three jobs at once: it establishes the setting, it implies the porch without explaining it, and the late light does what no interior shot can. In a grid of twenty thumbnails it is the only one that is not a living room or a facade.

2 • The screened porch itself, reshot (*currently photo 10*) Having promised the creek, show where you see it from. The existing shot was taken at midday in harsh light with an empty table, which makes a generous space look like a corridor. Reshoot late in the afternoon with the table set — you already have a version of this and have not posted it. This position turns "attractive setting" into "I can picture us out there".

3 • The kitchen (*currently photo 5*) The first practical photograph and a strong one. It answers the question a guest who has stayed in cottages before is already asking: is the kitchen real, or a kitchenette with a hotplate? Third position converts atmosphere into competence.

[Positions 4 and 5 follow, then the full 16-position order as a table, then a reshoot / move / remove checklist.]

VALUE

Amenities & Guest Confidence

What to fix now, and the questions the listing should answer.

Fix now

Everything here is free and can be done tonight in the listing editor.

WHAT	STATUS	DO THIS
Property type	Set to Apartment since 2019	Change to a detached cottage type. <i>Priority #1</i>
Dishwasher	Installed in the 2024 renovation, unticked	Tick it — the most valuable single tick on this list
Outdoor dining area	You eat every meal on the porch, unticked	Tick it. It supports the whole repositioning
Coffee maker	Likely true, unticked	Tick if true
Cooking basics	Likely true, unticked	Tick if true
Bed linens	Almost certainly true, unticked	Tick if true

[13 rows in the full report.]

Questions your listing should answer

The diagnosis is in Section 03. This is the wording — now in the description rewrite, and all of it drawn from your own answers.

WHAT A GUEST WANTS TO KNOW	WHERE TO ANSWER IT	WORDING YOU CAN USE
What is in the second bedroom	Description — Sleeping	"The second bedroom has a full bed and a small writing desk under the window."
The primary bed and its size	Description — Sleeping	"The primary bedroom has a queen bed and gets the morning light."
Is the porch screened	Title, description, caption	"The porch is screened, so evenings outside are actually pleasant, and the table seats six."
Can we use the creek	Description — Good to Know	"The creek is tidal and not for swimming — no dock, no launch, muddy at low water. Herons most mornings."
How many cars fit	Description — Good to Know	"Free parking on the driveway, which fits two cars comfortably."

[15 rows in the full report, each with wording you can paste.]

EXTRAS

The two bonuses

Ten social posts and a fifteen-prompt AI toolkit, both written for the property.

BONUS #1 — ONE OF THE TEN SOCIAL POSTS

Post 1 — Property showcase

CAPTION

The porch is the whole reason this house works.

It runs the full width of the back, it's screened, and it looks out over the creek. In practice that means every meal happens outside from spring through fall, and nobody goes back in until the light does.

Two bedrooms, one bathroom, and a road that ends at the driveway. Link in bio.

#marlowbay #screenedporch #creeklife #cottagerental #ncgetaway #quietplaces #porchlife

Visual: the creek from the porch, late afternoon — your current photo 11.

[Nine more, including a carousel and a Reel shot list.]

BONUS #2 — ONE OF THE FIFTEEN AI HOST PROMPTS

Prompt 1 — Responding to an inquiry

USE WHEN A GUEST MESSAGES BEFORE BOOKING

You are helping the host of Willow Bend Cottage, a two-bedroom, one-bathroom detached cottage in Marlow Bay, North Carolina, that sleeps four. Distinguishing features: a screened porch running the full width of the back overlooking a tidal creek; a road that ends at the driveway with no shared walls and no neighbouring houses in view; a kitchen rebuilt in 2024 with a gas range and dishwasher; the village on foot; a library of books that came with the house from the host's grandmother. Queen in the primary bedroom, full bed and a writing desk in the second. Air conditioning by mini-split. Two cars fit on the driveway. No pets. Two-night minimum, 4pm check-in, 10am checkout, no smoking, no parties, four guests maximum.

A guest has sent this inquiry: [PASTE THEIR MESSAGE]

Write a reply that answers their question directly in the first sentence, adds one useful detail they did not ask about but would want, and ends with a clear next step. Warm and brief, under 120 words, no exclamation marks. Do not invent any detail about the property that is not stated above; if the answer is not there, say the host will confirm.

[Fourteen more, covering guest messages, reviews, marketing and operations.]

IMPLEMENTATION

30-Day Action Plan

A checklist, sequenced. Nothing here repeats the reasoning.

Today — about 50 minutes

THE TOP 5, IN ORDER

- ☐ Change the property type from Apartment to a detached cottage type — 1 min
- ☐ Reorder the photographs to the sequence in Section 06 — 15 min
- ☐ Delete the two surplus living-room photographs — 2 min
- ☐ Replace the title with option 1 from Section 04 — 2 min
- ☐ Paste in the description rewrite from Section 05 — 20 min
- ☐ Tick every true amenity from the table in Section 08 — 12 min

[This week, week 2, week 3 and the day-30 review follow.]

The full report also includes

- Professional Listing Audit
- Listing Optimization Score
- 5 Optimized Title Options
- Photo Order Strategy
- 15–20 Photo Captions
- Amenities Audit
- Guest Confidence Recommendations
- Search & Discoverability Review
- Conversion Review
- BONUS: 10 Social Media Posts
- BONUS: 15-prompt AI Host Toolkit
- One revision within 7 days

One Airbnb listing and a five-minute intake form. Your report arrives within 48 hours of the completed intake.

Founding price \$199 for the first 5 properties — regular price \$249.

ABOUT THIS SAMPLE

Willow Bend Cottage is a fictional property created to demonstrate the deliverable. It is not a client, and nothing in this sample describes a real listing. Recommendations are provided for informational and marketing-optimization purposes and reflect professional opinion based on the listing and the information the owner supplies. Results vary. No guarantee is made regarding bookings, occupancy, revenue or search ranking. Airbnb Listing Revenue Refresh™ is an independent service and is not affiliated with, sponsored by or endorsed by Airbnb.