

5

Listing Site Copywriting Hacks

Pro hacks to revitalize your listing in less than 1 hour!

#1

Be bold in your headline

Your listing site headline isn't permanent. Be daring. Ditch the tried-and-true formula (Adjective + # of Bedrooms + 2 Features + Sleeps #) and try something new. An image: "Morning Coffee with a View." A call-to-act: "Escape the rat-race!" If your re-vamped headline fails to bring results, just switch it back!

#2

Make your bio guest-focused

Personal details about your family, pets, and hobbies are great—just be sure they connect back to the guest experience. Tell us how your love of dogs inspired you to create the ultimate dog-friendly rental. Or how your family's ho-hum hotel vacations convinced you to open a vacation rental packed with personality.

#3

Marry your photos & captions

Your photos and copy are two halves of a marketing whole. Photos say a lot. But copy instructs guests how to feel about the image. Don't just caption "Backyard." Try: "Home of BBQs, Bocce Ball & Firefly Chases." Make it easy for your guest to imagine themselves there!

#4

Hit "enter" a few more times

In your main description, a huge wall of text may keep potential guests from reading at all—and you lose your prime chance to sell! Limit each paragraph to one or two sentences. Shorter paragraphs break up the reading experience and keep your audience focused.

#5

Add personal pronouns

Ditch the high-fallutin (and boring) Four Seasons-style copy and get real. Use "we," "us," and—most importantly—"you." Write like you were talking to a friend. Most guests will sniff out your marketing speak and tune out so keep it real—it's why they're in the market for a vacation rental stay!