SAMPLE: FICTIONAL LISTING

SCORED TEARDOWN · AIRBNB-STYLE LISTING, INVENTED FOR THIS EXAMPLE

Larkspur Hollow Cabin

14/30

Needs work

14 of 30 points (47%), the sum of the six scores below.

WHAT A GUEST SEES IN THE FIRST FIVE SECONDS

In search, a guest sees a gray exterior with a car in the frame, under a title in capitals and star symbols. On the listing, the first five photos include a sign, a vertical bathroom shot and a duplicate. The hot tub, the lake dock and the quiet, which the reviews praise most, stay out of sight until the guest scrolls.

PART	SCORE	IN ONE LINE
Title	**2**/5	Inside the limit, but shouty, and silent on two of the three things guests praise most.
First five photos and photo order	**2**/5	The two strongest photos sit at positions 4 and 9. The cover is the weakest of the set.
Description	**2**/5	Opens with the hosts' story and leaves out four things the reviews complain about.
Amenities	**3**/5	The basics are ticked. Nine things your photos and reviews show are not.
House rules	**2**/5	Fourteen rules, seven with capitals, three check-out chores and two fees shown nowhere else.
Pricing display	**3**/5	Fees are itemized, but the cleaning fee weighs on short stays and one fee is hidden.
Overall	**14**/30	**Needs work. Each part is scored 1 to 5 against a fixed rubric.**

START HERE: THREE CHANGES, ABOUT 40 MIN IN TOTAL

1. Replace the title with the first option on the rewrite page. (5 min)
2. Reorder the first five photos to 9, 4, 7, 6, 12 and delete photo 5. (15 min)
3. Paste the new description and fill in the highlighted brackets. (20 min)

The six parts, one by one

Each score comes with the reason, what we saw on your listing, and what to change. Scores run from 1 (works against you) to 5 (nothing to fix), use the same written rubric for every listing, and describe the listing page, not your place or you as a host.

01 Title

2/5

Inside the limit, but shouty, and silent on two of the three things guests praise most.

Why this score. The title fits the 50-character limit and names the hot tub, the most-praised feature. It loses points for capitals and repeated symbols, which the platform's own title guidance advises against, and for spending 15 characters on bedroom and guest counts, details a guest already sees elsewhere. It says nothing about the quiet or the lake dock, the next most-mentioned things in the reviews.

WHAT WE SAW

- Current title: COZY CABIN!! 2BR/1BA ★ Hot Tub ★ Sleeps 6 ★ WiFi (48 characters).
- The first two words are in capitals with a double exclamation mark; three star symbols act as separators.
- "2BR/1BA" and "Sleeps 6" take 15 characters. "WiFi" takes 4 more for something most listings have.
- Not in the title: the quiet (6 of 25 reviews), the lake dock (5 of 25), the wood stove (3 of 25).

WHAT TO CHANGE

- Use one of the three titles on the rewrite page. Each leads with what reviews praise and stays within 50 characters.
- Sentence case, commas instead of symbols, no exclamation marks.
- Drop the bedroom count, the guest count and WiFi from the title. They are shown elsewhere on the listing.

02 First five photos and photo order

2/5

The two strongest photos sit at positions 4 and 9. The cover is the weakest of the set.

Why this score. The first photo is the image shown in search and the first five open the listing. Here they are a gray exterior with a car in it, a sign close-up, a vertical bathroom shot and two near-identical living room pictures. Only one of the five (photo 4) helps a guest decide. The bedrooms, kitchen, hot tub and lake do not appear until photos 6 to 12, and only 3 of 18 photos have a caption.

WHAT WE SAW

- Photo 1 (cover): exterior on an overcast day, parked car lower right, horizon tilted.
- Photo 2 is a sign close-up, photo 3 is vertical with the shower curtain closed, and photo 5 nearly repeats photo 4, the strongest interior shot.
- Photo 9 (hot tub at dusk, lake behind) is the strongest photo in the set and sits ninth.
- Photo 8 (twin bedroom) is dark, curtains closed. No photo shows the sofa bed made up.
- Captions on 3 of 18 photos (6, 12 and 15). Photos 16 to 18 are two close-ups and a picture of a printed map.

WHAT TO CHANGE

- New first five, from photos you already have: 9 (hot tub), 4 (living room and stove), 7 (queen bedroom), 6 (kitchen), 12 (dock and kayaks).
- Delete photo 5 (duplicate). Move photos 2, 16, 17 and 18 to the end.
- Reshoot four: the exterior on a clear day, level, without the car; the bathroom horizontal with the curtain open; the twin room in daylight; the sofa bed made up.
- Caption every photo with what it cannot show: bed size, "4 min walk", "seats six", which room is which.
- Add a photo of the grill and one of the keypad at the door.

03 Description

2/5

Opens with the hosts' story and leaves out four things the reviews complain about.

Why this score. A guest reading the first lines learns when the hosts bought the cabin, not who it suits or why. The text is one block with no breaks. It says "sleeps 6" without saying the third bed is a sofa bed, calls the cabin "luxury", and says "minutes from the lake" where reviews describe a walk to a shared dock. The steep driveway, the weak wifi and the lack of air conditioning are not mentioned. The hot tub appears in passing near the end.

WHAT WE SAW

- One paragraph of 145 words, no line breaks. The first 60 words are about buying and renovating; the first fact about the stay is "sleeps 6", in the fifth sentence.
- "Sleeps 6": the bed list shows the third bed is a sofa bed in the living room. 3 of 25 reviews complain about it.
- "Just minutes from the lake": one review says this was "not what we pictured". The dock is shared and a 4 min walk (photo 12 caption).
- "Luxury" is not supported by anything shown. Reviews say clean, quiet and warm.
- Not mentioned: steep gravel driveway (3 reviews), weak wifi and cell signal (3), no air conditioning (1), how check-in works.

WHAT TO CHANGE

- Paste the description from the rewrite page. Its first two lines say who the cabin suits and what guests praise.
- State the beds exactly, sofa bed included, in the description and in the photo captions.
- Keep the "Good to know before you book" lines, so the driveway, the wifi and the sofa bed are not a surprise on arrival.
- Move the renovation story to your host profile, or cut it to one line at the end.

04 Amenities

3/5

The basics are ticked. Nine things your photos and reviews show are not.

Why this score. Wifi, kitchen, free parking, hot tub, TV, washer and dryer are ticked, which covers most of what the platform says guests search for, and air conditioning is honestly shown as not available. But nine features that appear in the photos or reviews are not ticked, among them pets allowed and self check-in, which the platform lists among popular amenities. A guest who filters for a pet-friendly place may not be shown this listing, although the rules allow dogs.

WHAT WE SAW

- Ticked (12): wifi, kitchen, free parking, hot tub, TV, washer, dryer, heating, smoke alarm, carbon monoxide alarm, essentials, hair dryer.
- Pictured but not ticked: fire pit (photo 11), wood stove (photo 4), kayaks and lake access (photo 12), coffee maker (photo 17), board games (photo 16).
- In reviews but not ticked: keypad self check-in (1 review), grill on the deck (1 review).
- House rule 5 allows dogs, yet "Pets allowed" is not ticked.
- Air conditioning is shown as not available, which matches the one review that mentions warm bedrooms in July.

WHAT TO CHANGE

- Tick: pets allowed, self check-in (keypad), fire pit, indoor fireplace, BBQ grill, lake access, kayak, coffee maker, board games. Use the closest option your editor offers.
- Wifi is ticked and 3 of 25 reviews call it weak. Run a speed test and state the number in the description.
- With no air conditioning, list the fan if your editor has that option.

05 House rules

2/5

Fourteen rules, seven with capitals, three check-out chores and two fees shown nowhere else.

Why this score. Rules do their job when they are short, clear and hold no surprises. These read as a list of warnings: 14 additional rules, seven with words in capitals. Three of them give guests check-out chores (strip beds, start laundry, carry trash to the road) on top of a $140 cleaning fee, and 3 of 25 reviews complain about exactly that. Two fees appear only here. How a guest gets in is not stated anywhere.

WHAT WE SAW

- 14 additional rules beyond check-in time, check-out time and the guest limit.
- Capitals for emphasis in rules 1, 2, 4, 9, 10, 11 and 14. Rule 1 ends with three exclamation marks.
- Rules 10 to 12: strip all beds, start laundry, take trash and recycling to the road, run the dishwasher, wipe the counters.
- Rule 5 ($75 pet fee) and rule 13 ($50 fee) are the only places these fees are shown.
- The check-in method is not stated. One review mentions a keypad.

WHAT TO CHANGE

- Cut to seven plain rules: no parties or events; no smoking; quiet hours 10 PM to 8 AM; hot tub closes at 10 PM, no glass; dogs with approval, two at most; registered guests only; no shoes inside.
- Replace rules 10 to 12 with one line: "Before you leave, start the dishwasher and bag the rubbish." Leave beds, laundry and the road bins to your cleaner.
- Add one line on arrival: "Self check-in by keypad from 4 PM. Your code arrives [WHEN YOU SEND IT]."
- Where a rule might look strict, add the reason in a few words, for example why the hot tub closes at 10 PM.
- Move both fees out of the rules. Set the pet fee in your pricing settings so it shows in the price; drop the $50 fee or state it up front.

06 Pricing display

3/5

Fees are itemized, but the cleaning fee weighs on short stays and one fee is hidden.

Why this score. From the public page with sample dates, the nightly rate and the cleaning fee are both itemized before booking and the 2-night minimum shows on the calendar. That is a fair, visible setup. Points are lost because the $140 cleaning fee adds 37% to a 2-night stay, no weekly discount is shown for 7 nights, and the $75 pet fee does not appear in the price when a pet is added. We only see what a guest sees: your calendar settings and your rates on other dates are not visible to us.

WHAT WE SAW

- 2 nights, 2 guests: $189 x 2 = $378, plus a $140 cleaning fee, total $518 before taxes.
- The cleaning fee adds 37% to the nightly charges for 2 nights, and about 11% for 7 nights ($140 on $1,323).
- Minimum stay shown: 2 nights. With 7 nights selected, no weekly discount is shown.
- The $75 pet fee is in house rule 5 only, not in the price breakdown.
- 3 of 25 reviews mention check-out chores; one of them names the cleaning fee in the same sentence.

WHAT TO CHANGE

- Put the pet fee in the platform's pet fee setting so it appears in the total before a guest books.
- If your editor offers a lower cleaning fee for 1 to 2 night stays, consider using it. The platform's host guidance describes this option.
- Consider a weekly discount. The platform says weekly discounts of 10% or more are called out in search and on the listing.
- If you keep the full cleaning fee, remove the check-out chores. The platform's own guidance notes that a cleaning fee raises what guests expect.

Your reviews, read properly

We read 25 of the 25 reviews shown on your listing (overall rating shown: 4.36). A theme counts once per review, however often that guest mentions it.

Recurring praise: move it to the top of your listing

THEME, IN GUESTS' WORDS	REVIEWS	PUT IT TO WORK
The hot tub *"hot tub under the stars"; "hot when we arrived"*	**8** of 25	Make photo 9 the cover. Put the hot tub in the title and in the first line of the description.
Quiet, with dark skies *"heard owls and nothing else"; "peaceful and private"*	**6** of 25	Lead the title with "quiet". Mention the stars in the caption of the hot tub photo.
The lake dock and kayaks *"kayaks at the shared dock"; "swam off the dock"*	**5** of 25	Move photo 12 into the first five, keep its "4 min walk" caption, and tick lake access.
Very clean *"spotless"; "immaculate"*	**5** of 25	Nothing to change on the listing. Keep the cleaner and the checklist you have.
A quick, thoughtful host *"answered within minutes"; "left us alone"*	**4** of 25	Add one line near the end of the description on how you host: quick replies, no drop-ins.
The wood stove *"kept us warm all weekend"*	**3** of 25	Tick indoor fireplace and caption photo 4. Rule 9 implies stove firewood is supplied: say so plainly.

Recurring complaints, each with a fix

THEME, IN GUESTS' WORDS	REVIEWS	THE FIX
Steep gravel driveway *"our sedan struggled"; "icy in February"*	**3** of 25	FIX THE LISTING Say it in the description and caption photo 15 "Steep gravel driveway". In the pre-arrival message, tell guests where to park in snow or ice.
Weak wifi and cell signal *"dropped during video calls"; "slow in the evenings"*	**3** of 25	FIX THE PLACE Run a speed test at the cabin in the evening. Try moving the router or adding a mesh point. Either way, state the tested speed and the weak cell signal in the description.
Check-out chores on top of a cleaning fee *"a lot after paying a cleaning fee"; "lots of chores at check-out"*	**3** of 25	FIX THE LISTING Drop the laundry, bed-stripping and road-bin rules. Keep one line: start the dishwasher and bag the rubbish. Tell your cleaner about the change.
The third bed is a sofa bed *"did not realise"; "it was thin"*	**3** of 25	FIX THE LISTING Name the sofa bed in the description and in a photo caption, and suggest it for children. A mattress topper kept in the closet is a small spend that answers "thin".

Raised once or twice, still worth acting on

THEME	REVIEWS	THE FIX
Hard to find after dark	**1** of 25	Put a reflective house number at the road, correct the map pin, and add the last three turns, with a photo, to the check-in message.
"Minutes from the lake" read as lakefront	**1** of 25	Replace it with "shared dock, a 4-minute walk down a footpath; not lakefront". The rewrite does this.
Warm bedrooms in July	**1** of 25	Say "no air conditioning" in the description and put a fan in each bedroom.
Pet fee found after booking	**1** of 25	Move the $75 pet fee into the platform's pet fee setting so it shows in the price.

Quotes are short phrases only. No guest is named and no review is reproduced in full.

The rewrite

A new title and description built from what your listing shows and what your guests already say. Nothing here claims something your listing does not support.

Title options

Quiet cabin with hot tub, short walk to lake dock — 49 of 50 characters

Our pick. The three most-praised things in your reviews, in the order guests mention them, in plain words.

Hot tub, wood stove and kayaks near Tamsin Lake — 47 of 50 characters

Leads with the most-praised feature and names the lake for guests searching the area.

Dog-friendly cabin with hot tub near Tamsin Lake — 48 of 50 characters

Use this one if dog owners are the guests you most want. Tick "pets allowed" first.

Description, ready to paste

A quiet two-bedroom cabin in the trees above Tamsin Lake, for couples, small families and dog owners who want a hot tub, a wood stove and dark skies.

What guests mention most: the hot tub on the back deck, evenings by the wood stove, and mornings at the shared dock, a 4-minute walk down a footpath, where two kayaks are kept.

Sleeping: bedroom 1 has a queen bed. Bedroom 2 has two single beds. The third bed is a sofa bed in the living room; guests have found it thin, so the cabin suits four adults best, or a family with children on the sofa bed. One bathroom with a shower.

The space: full kitchen with a gas range and a drip coffee maker, dining table for six, washer and dryer, board games, a fire pit and a grill on the deck. Firewood for the wood stove is supplied; bring your own for the fire pit. Check-in is by keypad from 4 PM.

Good to know before you book:
- The driveway is steep, loose gravel (see the photo). Guests in low cars have found it hard going. In snow or ice, **[SAY WHERE GUESTS SHOULD PARK]**.
- The lake is close, but the cabin is not lakefront. You see the water through the trees from the deck.
- No air conditioning. Bedrooms can be warm in July; there is **[NUMBER OF FANS AND WHERE]**.
- Wifi covers the basics, but guests have found it unreliable for video calls and slower in the evenings: **[YOUR TESTED SPEED]**. Cell signal is weak.
- The hot tub closes at 10 PM.
- Dogs are welcome with approval: two at most, $75 pet fee.

A hiking trail starts behind the cabin. Restaurants are in Alder Notch, **[DRIVE TIME]** away, and in winter there is skiing about 40 minutes from the door.

[HIGHLIGHTED BRACKETS] mark facts we could not see: fill them in or delete the sentence. 1,608 characters including spaces. Paste the first two paragraphs into the main description box and the rest into the sections below it.

Where each claim in the rewrite comes from

Quiet, dark skies
6 of 25 reviews

Wood stove; firewood supplied for the stove only
Photo 4, house rule 9, 3 of 25 reviews

Not lakefront; lake seen through the trees
Photo 10, 2 reviews

Gas range, coffee maker, table for six, games, fire pit
Photos 6, 11, 13, 16 and 17

Steep loose-gravel driveway
Photo 15, 3 of 25 reviews

Dogs with approval, two at most, $75 fee
House rule 5

Hot tub on the back deck; closes at 10 PM
Amenities list, photo 9, house rule 4, 8 of 25 reviews

Shared dock, 4-minute walk, two kayaks
Photo 12 and its caption, 5 of 25 reviews

Queen bed, two single beds, a thin sofa bed
Bed list on the listing; 3 of 25 reviews for the sofa bed

Keypad check-in from 4 PM; grill on the deck
1 review each (no photo yet); check-in time in the rules

No air conditioning; weak wifi and cell signal
Amenities list; 1 review; 3 of 25 reviews

Trail behind the cabin, restaurants, skiing 40 min away
1 review; current description

WHAT THIS REPORT IS BASED ON

This is a worked example. The listing, its photos and its reviews are invented. One listing only; no guest names kept.

What we could see: Title, 48 characters; 18 photos in order, 3 with captions; Description, one paragraph; Bed list: queen, two singles, one sofa bed; 12 amenities ticked, air conditioning shown as not available; 14 additional house rules, plus check-in and check-out times; Price breakdown for a 2-night and a 7-night stay; 25 reviews, all 25 read; overall rating 4.36.

What we could not see: Where the listing appears in search results; Calendar settings and prices on other dates; Messages between host and guests; Anything inside the host account.

The priority list

Ten changes, in the order to do them. Times are our estimate for one person. All ten: about 4 hr 50 min.

Do these first

Under an hour: about 40 min for all three

1 **Replace the title with the first option on the rewrite page.** — **5 min** (Title)
It is the fastest change, and the title sits beside your cover photo wherever the listing is shown.

2 **Reorder the first five photos to 9, 4, 7, 6, 12 and delete photo 5.** — **15 min** (Photos)
Your strongest photo becomes the cover and the first five then show the hot tub, living room, a bedroom, the kitchen and the lake.

3 **Paste the new description and fill in the highlighted brackets.** — **20 min** (Description)
It opens with what reviews praise and tells guests about the driveway, sofa bed, wifi and missing air conditioning before they book.

Then these

About 4 hr 10 min for the remaining seven

4 **Tick the nine missing amenities, starting with pets allowed and self check-in.** — **10 min** (Amenities)
You already offer them. Unticked amenities cannot match a guest's search filters.

5 **Cut the house rules from 14 to seven plain lines and remove the check-out chores.** — **30 min** (House rules)
3 of 25 reviews complain about chores on top of the cleaning fee. Short rules without capitals read as a welcome, not a warning.

6 **Move the $75 pet fee from the rules into the pet fee setting.** — **10 min** (Pricing display)
One guest found the fee only after booking. A fee in the price breakdown is seen before the booking, not after.

7 **Caption every photo, the first five first.** — **30 min** (Photos)
Only 3 of 18 have captions. Captions carry what a photo cannot: bed sizes, the 4-minute walk, the sofa bed.

8 **Reshoot four photos (exterior, bathroom, twin room, sofa bed made up) and add the grill and the keypad.** — **1 hr 30 min** (Photos, needs a visit)
These are the dark, tilted, vertical or missing shots. Daylight, curtains open, camera level and horizontal.

9 **Fix the arrival: a reflective number at the road, a corrected map pin, and turn-by-turn directions in the check-in message.** — **1 hr** (Guest messages, needs a sign)
One guest drove past twice after dark with no signal to call. Script 4 in your bonus PDF is the message to adapt.

10 **Review the cleaning fee for 1 to 2 night stays and consider a weekly discount of 10% or more.** — **20 min** (Pricing display)
The fee adds 37% to a 2-night stay, and no discount shows for a week. Both are your call; this is display, not pricing advice.

AI-assisted analysis of your public listing. Not affiliated with any booking platform. No booking or revenue outcome is promised.

If anything in this report is wrong about your listing, reply to the email it came with or write to hello@frontdeskstandard.com and we will correct it. Your bonus, the 12 guest message scripts, is the second PDF attached to the same email. Reference: SAMPLE-0001.