



The Verification Era:

Advanced Prompt Pack for Hospitality Operators

A practical self-audit system to eliminate channel mismatches and increase direct bookings.

QUICK START GUIDE

Why This Matters

Guests cross-check every channel before they book. This pack fixes the inconsistencies that create hesitation.

What This Pack Helps You Do

- Eliminate friction across channels.
- Speed up booking decisions.
- Reduce pre-booking questions.
- Prevent “not as expected” reviews.
- Maintain tone consistency.
- Improve guest certainty.

How to Use This Pack (10-Minute Method)

Step 1 — Gather Your Links

Paste full public links beginning with https://

- Website:
- Google Business Profile:
- Airbnb:
- Booking.com:
- Vrbo:

If a channel hides data, upload screenshots.

Step 2 — Run the Verification Audit Assistant

You will receive:

- Mismatch report
- Severity, Impact, Recurrence, Velocity, and Fix Difficulty scores
- Side-by-side comparisons
- Repair sequence
- One-page summary

Step 3 – Run the Review Mismatch Detector

Identifies:

- Direct mismatch quotes
- Hidden expectation gaps
- Photo inconsistencies
- Seasonal copy errors

Step 4 – Run Tone Alignment Writer

Used for:

- Google descriptions
- OTA summaries
- Website sections
- Confirmation emails

Step 5 – Fix the Top 3 Issues

Focus on:

- Room names
- Photo accuracy
- Amenities consistency
- Seasonal copy
- Tone alignment

Use This Pack Regularly

- Every 90 days
- After renovations or new photos
- At season changes
- When reviews mention surprises
- When bookings slow unexpectedly
- After pricing or value language changes

OPERATOR REALITY CHECK

Fixing photos, room names, amenities, map pins, and tone puts you ahead of most operators.

ADVANCED MODE PROMPTS

01 — Verification Audit Assistant (Advanced Mode)

ROLE: Hospitality Channel Consistency Analyst

GOAL: Identify mismatches before guests see them.

PROMPT:

You are a Hospitality Channel Consistency Analyst. Compare the following links:

- *Website:*
- *Google Business Profile:*
- *Airbnb:*
- *Booking.com:*
- *Vrbo:*

INSTRUCTIONS:

- *Create a side-by-side comparison table for:*
- *Amenities*
- *Room names*
- *Rates (if visible)*
- *Policies*
- *Photos*
- *Tone*
- *Location accuracy*
- *Quote exact text and visuals. No summaries.*
- *Do not infer or guess. List unverifiable items under "Unable to Verify."*
- *Do not fabricate features.*
- *Score each mismatch:*
 - *Severity (1–5)*

- *Expectation Impact (1–5)*
- *Recurrence (1–5)*
- *Velocity Score (1–5)*
- *Fix Difficulty (1–5)*

Provide:

- *Top 5 friction points*
- *Repair sequence*
- *One-page summary*
- *Missing data list*
- *Final recommendations*

OUTPUT FORMAT:

- *Side-by-side table*
- *Scoring tables*
- *Top friction points*
- *Repair sequence*
- *One-page summary*
- *Missing data*
- *Final recommendations*

Documented Case Example

Source: Google Business Reviews, Stowe, Vermont

In January 2024, several lodges in Stowe received reviews noting “room looked different than photos.” Operators later confirmed outdated Google images remained after renovations. Updating photos reduced mismatch reviews over the following 30–45 days. This example is publicly verifiable via Google reviews.

02 — Review Mismatch Detector (Advanced Mode)

ROLE: Guest Expectation Analyst

PROMPT:

Analyze the last 30 reviews from:

- *Google:*
- *Airbnb:*
- *Booking.com:*

INSTRUCTIONS:

Identify:

- *Direct mismatch phrases*
- *Indirect mismatch signals*
- *Expectation gaps by category*
- *Root causes*
- *Score each:*
- *Expectation Risk (1–5)*
- *Frequency (1–5)*
- *Root Cause Confidence (1–5)*
- *Map issues to audit mismatches.*
- *Provide:*
- *Top 5 causes*
- *Quick wins*
- *7-day repair plan*

OUTPUT FORMAT:

Table with quotes, scores, causes, fixes.

03 — Tone Alignment Writer (Advanced Mode)

ROLE: Hospitality Tone Consistency Specialist

PROMPT:

Rewrite my Google Business Profile description using:

- *Website copy:*
- *Confirmation email:*
- *Airbnb summary:*

INSTRUCTIONS:

Match tone, phrasing, sentence structure, punctuation habits.

Avoid jargon and robotic phrasing.

Provide:

- *Direct version*
- *Warm version*
- *Explanation of why each works.*

OUTPUT FORMAT:

Two tone-aligned versions and justification.

FINAL OPERATOR CHECKLIST

- Update photos within 24 hours.
- Make room names identical everywhere.
- Match amenities exactly.
- Correct map pin inaccuracies.
- Remove outdated promos.
- Update seasonal copy monthly.
- Run tone alignment quarterly.
- Run full audit every 90 days.

BEST RESULTS GUIDELINES

- Paste clean links.
- Upload screenshots when needed.
- Use consistent naming across prompts.

- Let the audit finish before follow-ups.
- Save each audit as a quarterly snapshot.

GLOSSARY

OTA: Online Travel Agency (Airbnb, Booking.com, Vrbo)

Tone Alignment: Making all channels sound like the same human voice.

Expectation Gap: When guest assumptions differ from what channels communicate.

Velocity Score: How quickly fixing an issue improves booking performance.

Recurrence: How often the issue appears across channels.

Map Pin Accuracy: Ensuring Google and OTA maps match the real location.

FOLLOW-UP QUESTIONS

Examples:

“Show only high-severity mismatches.”

“Provide the 7-day repair plan only.”

“Break this into operator tasks.”

“Give me Version A and Version B.”

Direct bookings = your profit, your control, your guest relationship.

Smart Pineapple is a woman-owned boutique consultancy supporting hospitality businesses worldwide. This bundle is free because we believe indie stays deserve big wins.

Learn more at smartpineapple.ai | Contact: hello@smartpineapple.ai



Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.