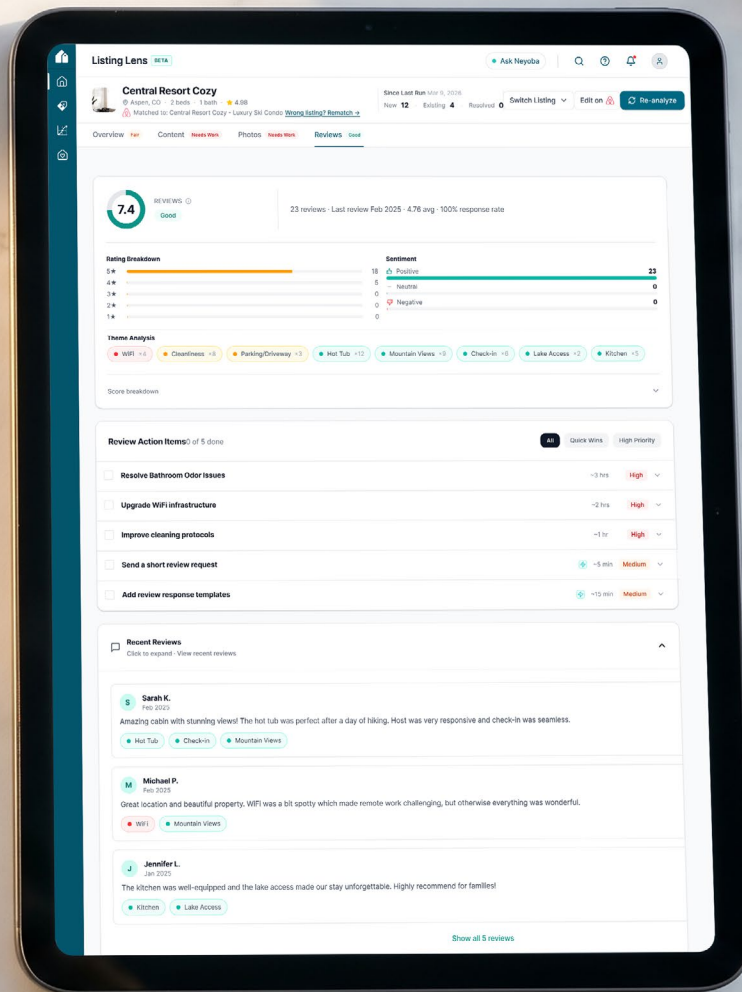




The Listing Audit

Find the Gaps That Are Costing You Bookings



Contents

Digital Presence Audit	> 04
Listing Content Audit	> 07
Commercial Signal Audit	> 10
Scoring Guide	> 12



Search is changing faster than most short-term rental operators realize. Before a guest can book, they have to find you, and that's no longer just an OTA problem.

Most discoverability conversations start and end with Online Travel Agency (OTA) search rank. But guest behavior is shifting. AI-powered search, conversational queries, and non OTA discovery are becoming part of how guests find their next stay. The reality is that most portfolios aren't built for success in this new world. This audit helps you assess where your listings stand today and what to fix before it costs you bookings.

The shift in guest search behavior

58%

of travelers start their trip search on Google, not an OTA

Phocuswright, 2024

3x

more descriptive: how AI-driven queries compare to traditional keyword search

Google Search Trends Analysis, 2024

40%

of Gen Z travelers have used AI tools to research or plan accommodation

Skift Research, 2025

01

Digital Presence Audit

What shows up when a guest Googles your property?

Before opening your PMS or OTA dashboard, search for your listings as a guest would. What appears - and what doesn't - tells you more than any occupancy report.



Search your property name and address

Open an incognito web browser. Search "[Property Name] + [City]" and "[Address] vacation rental." Note what appears: OTA listings, a Google Business profile, a direct booking site, reviews, and photos. If nothing comes up outside of your OTA listing, you have a discoverability gap

What to look for

Does your Google Business Profile appear? Are the photos current? Does the description match how a guest would search for it, or is it purely functional?

Audit your Google Business Profile (or create one)

Google Business Profiles are increasingly surfacing in AI-powered search responses. A missing or incomplete profile means you're invisible in a layer of discovery that doesn't require OTA placement. For each property (or your entire portfolio), ensure: accurate address and contact info, current photos, property description, and category tags.

Why it matters for revenue managers

Google Business Profile data feeds into LLM-based assistants (Google Gemini, Perplexity, etc.). Properties with structured data and rich descriptions show up in conversational AI responses. Properties without them don't.

Test a conversational AI search for your market

Open ChatGPT, Perplexity, or Google Gemini. Ask: "What are the best vacation rentals in [your city/neighborhood] for [use case: family of 4, remote work, pet-friendly, etc.]" See if your properties or portfolio brand appear. If a competitor shows up and you don't, the gap is likely in your listing descriptions and metadata, not your pricing strategy.

Note

AI systems surface properties with contextually rich descriptions, structured amenity data, and consistent cross-platform presence. Keyword stuffing doesn't help. You need specific, experience-led language.

Map your portfolio's cross-platform footprint

For each listing, document where it appears: which OTAs, whether a direct booking page existsw, and whether a Google Business Profile is live. This is your discoverability lever. Listings present on only one channel are one algorithm change away from losing potential bookings. Properties with 3+ channel presences show materially higher booking stability.

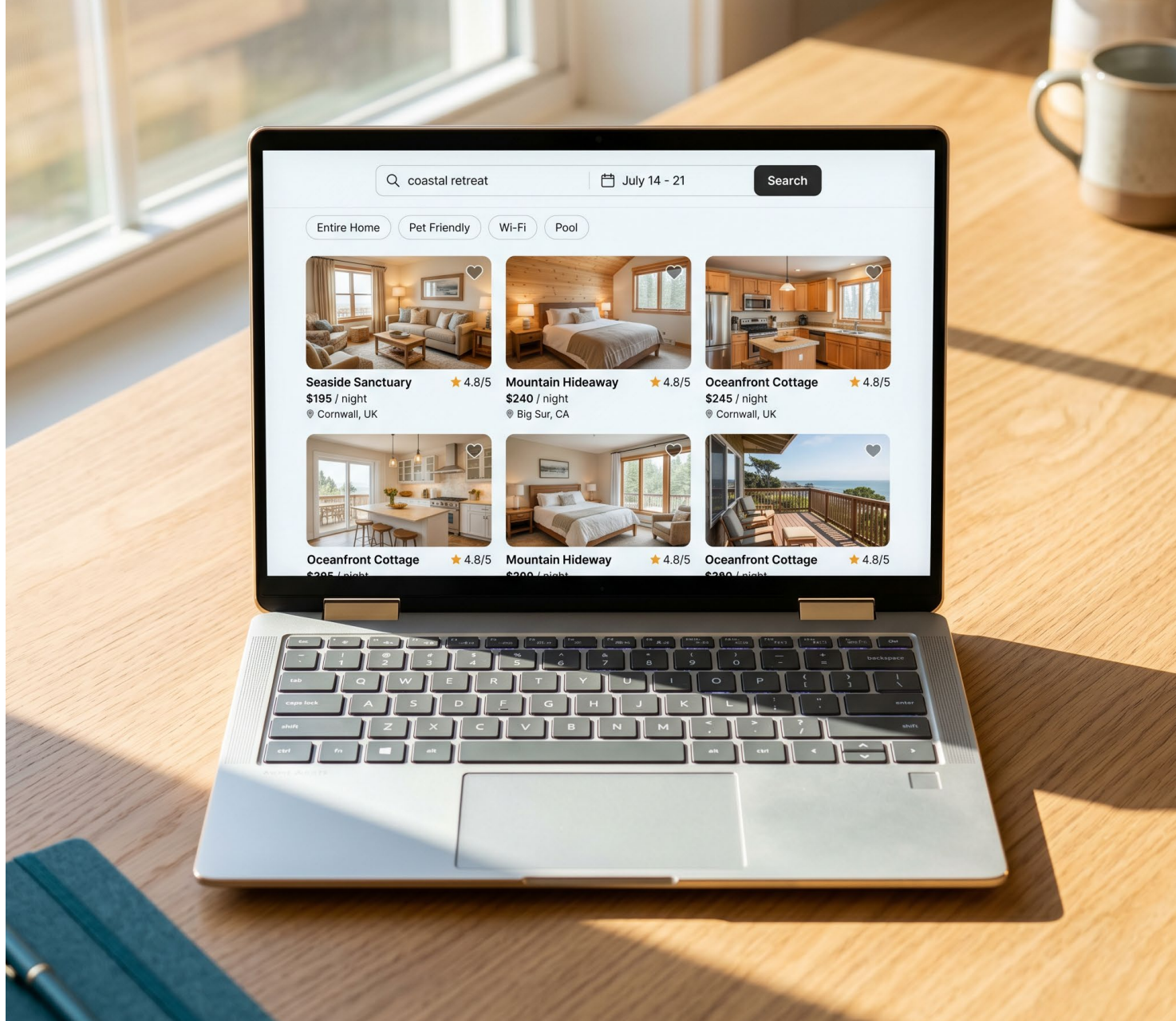


02

Listing Content Audit

Do your listings describe experiences, or just features?

Guest search is becoming experience-led, not keyword-led. "3-bedroom, dog friendly" won't surface in a query like "spacious place for a family with a toddler near the Eiffel Tower." Your listings need to describe the stay your guest wants, not just the specs of your space.



Read your listing description out loud, just like a guest would

Ask: Does this describe a stay someone would search for, or does it read like a spec sheet? Descriptions that say "fully stocked kitchen, high-speed wifi, parking available" rank worse in AI-driven discovery than descriptions that say "a quiet retreat for remote workers two blocks from the beach with high-speed wifi, a dedicated desk, and blackout curtains."

Quick test

Remove the address from your description. Can a guest still visualize exactly what kind of stay this is, who it's for, and why they'd book it over a competitor?

Audit your amenity data across all platforms

Amenity tagging is the structured data layer that feeds search filters, including AI recommendation engines. Missing tags like "pet-friendly" even though you allow dogs or missing a "workspace" tag even though you have a desk and printer, means you're filtered out of searches you'd otherwise win. Audit each listing's amenity data against what the property actually offers.

Check photo quality and sequencing for top listings in your portfolio

AI image ranking (used by Airbnb and Google Vacation Rentals) evaluates lighting quality, composition, and whether the first 5 photos tell a coherent story of the stay. Photos shot in dim light or with poor composition suppress search placement independently of your pricing and reviews. Prioritize the listings driving most of your revenue.

Pro tip

Beyond's Listing Lens function scores your Airbnb photos, descriptions, and reviews and identifies the specific changes most likely to improve your ranking. It takes less than a minute per listing.

Identify listings where pricing is strong, but conversion is weak

High click-through with low conversion is a listing quality problem, not a pricing problem. If guests are finding a listing but not booking, your content isn't matching what they expected when they clicked. The fix is usually not a rate reduction, it's a listing audit. Isolate these listings in your PMS by comparing views-to-bookings ratios against portfolio averages.

The diagnostic question

Is your revenue underperformance driven by demand (fewer views than comparable listings in your market) or conversion (views but no bookings)? Each problem has a different fix.

Review how your most recent guest reviews read, not just the scores

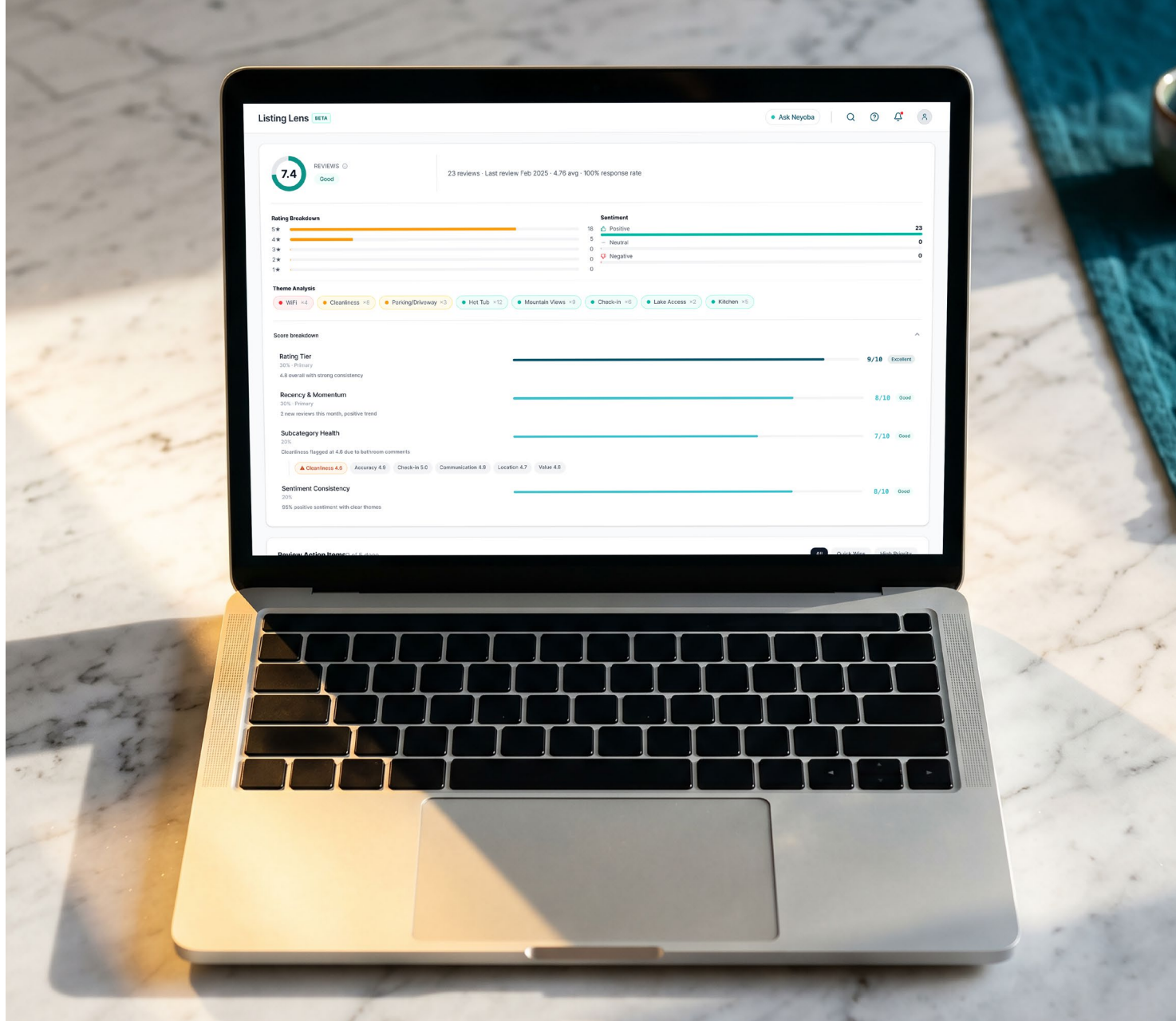
Review text is indexed by OTA algorithms and increasingly cited by AI travel assistants. Listings where reviews describe specific, positive experiences, like "perfect for our team retreat," "our dog loved the yard," or "exactly what we needed for a quiet writing week," surface more effectively in contextual searches than listings with generic reviews. This system can't be gamed since it's a product quality signal.

03

Commercial Signal Audit

Are your commercial settings making you harder to book?

Discoverability isn't just about metadata. Restrictive availability settings, inflexible minimum stays, and uncompetitive pricing reduce your placement in OTA sort algorithms and in AI-driven recommendation systems that weight "bookability" alongside relevance.



Audit minimum stay rules against booking window data

Long minimum stays reduce your placement in searches for shorter trips. A 5-night minimum filters you out of every 1-4 night search that a guest is looking for. Compare your minimum stay settings against your market's dominant booking window. If you're blocking your highest-demand segments with restrictive minimums, you're paying a discoverability penalty that no amount of description quality can offset.

What to check

Are your minimum stay rules uniform across seasons, or calibrated to demand? A 3-night minimum in peak season may be appropriate; the same rule in shoulder season may be costing you placements.

Check OTA availability windows for forward calendar gaps

OTA algorithms penalize listings with limited availability windows. If your calendar isn't open at least 12 months out, you're invisible to guests booking well in advance, and your listing is deprioritized in "flexible dates" searches. Check how far your calendars are open across your portfolio and standardize minimum availability windows.

Map your cancellation policy against your comp set

Flexible cancellation policies are a ranking signal on Airbnb and increasingly weighted in AI search recommendations. Travelers looking for "flexible cancellation" represent a growing share of all searches. If all of your listings are on strict policies, test the revenue impact of moving some of them to moderate, especially in shoulder season when conversion is the primary lever.

04

Scoring Guide

How did your audit go?

Count the items you can answer "yes" to across all three phases.

✓ 10-12

Strong foundation

Your listings are well-positioned. Focus on maintaining commercial signal quality as search behavior continues to shift.

⚠ 6-9

Gaps to close

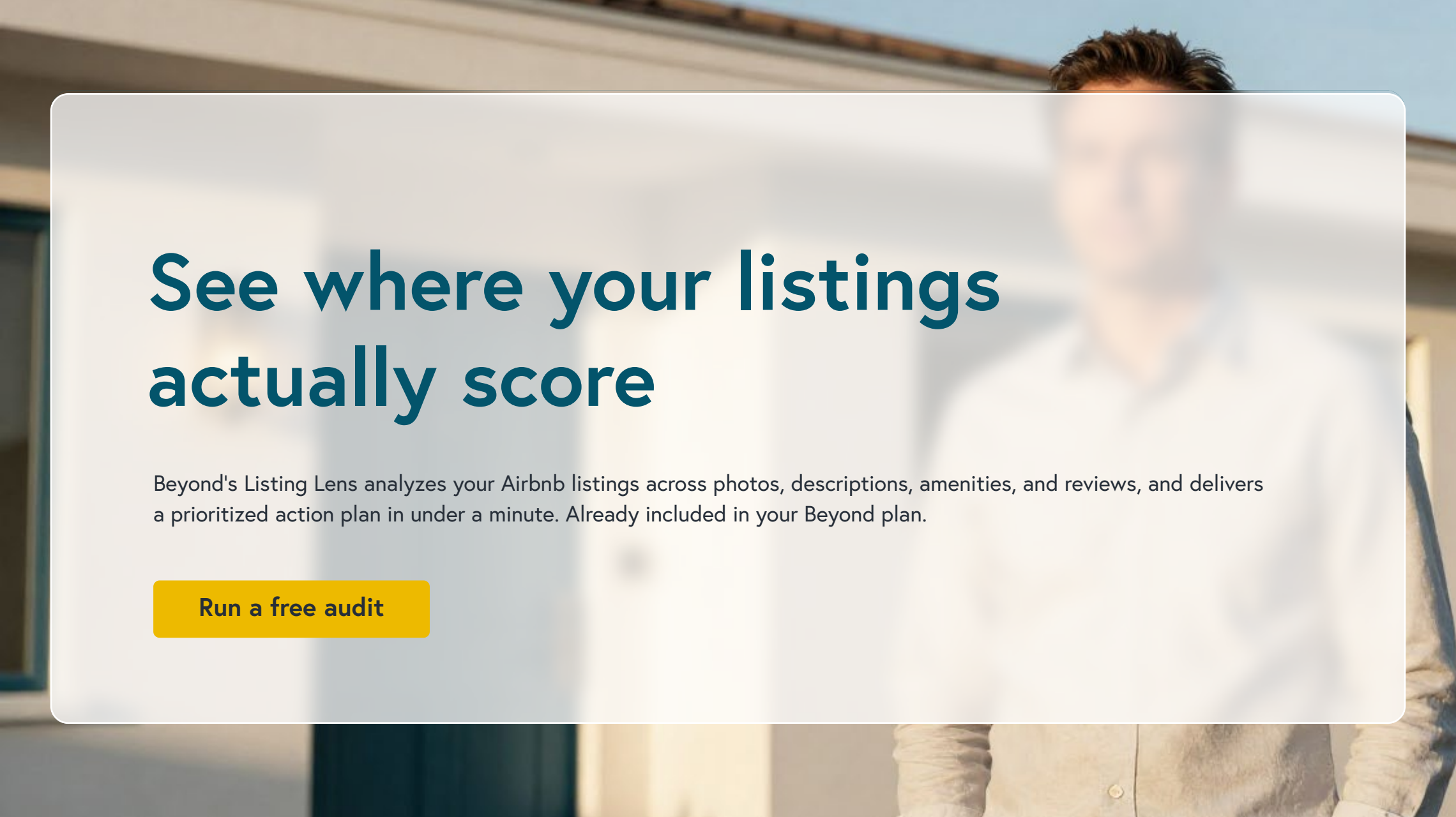
You have clear, fixable issues. Prioritize listing content and commercial signal items; these are where most operators leave bookings behind.

✗ 0-5

Significant exposure

Your portfolio has real discoverability risk. The good news: most of these are solvable. Start with Phase 1: your digital presence audit.





See where your listings actually score

Beyond's Listing Lens analyzes your Airbnb listings across photos, descriptions, amenities, and reviews, and delivers a prioritized action plan in under a minute. Already included in your Beyond plan.

[Run a free audit](#)