

3 SIMPLE STEPS TO MAXIMIZING YOUR

AIRBNB EARNINGS

IN 42 DAYS

For The **Non-Tech Savvy**



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PREFACE

My passion for Airbnb earnings optimization started about 5 years ago in Bali, with a villa I had just co-purchased.

After months of eagerly waiting, today was hand-over and I could not be more excited.

I'd heard stories from other hosts who were making money hand-over-fist with this new thing called the "sharing economy".

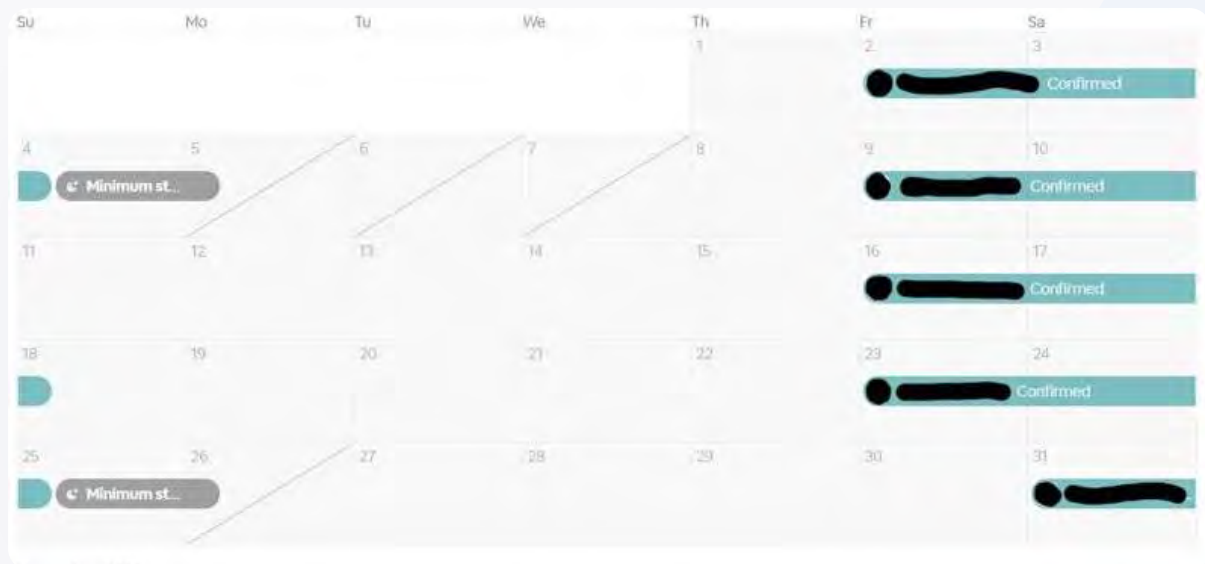
So I put my villa up on Airbnb, crossed my fingers and pressed "publish"!

Here I was, ready for the reservations to start rolling in like clockwork.

Unfortunately, the reality didn't meet my expectations...

My weekends were getting booked, but there were dismal bookings during weekdays (especially during low-season).

HERE'S HOW MY CALENDAR USED TO LOOK:



Preface

I thought to myself, "That's okay, it's not holidays, so nobody's booking during the weekdays anyway."

But just to make sure, I decided to do some snooping... looking at the calendars of hosts with similar properties in my area.

They were nearly booked flat for the following few months AND had higher nightly rates than me!

What was I doing wrong?

From here, I decided something needed to be done to improve my dismal returns...

So I went on a quest to find the best experts in the industry who could help me with my problem.

After roughly a year, a bunch of trial and error experiments with my short-term rentals (and a hell of a lot of investment!), I finally figured out what I was doing wrong...

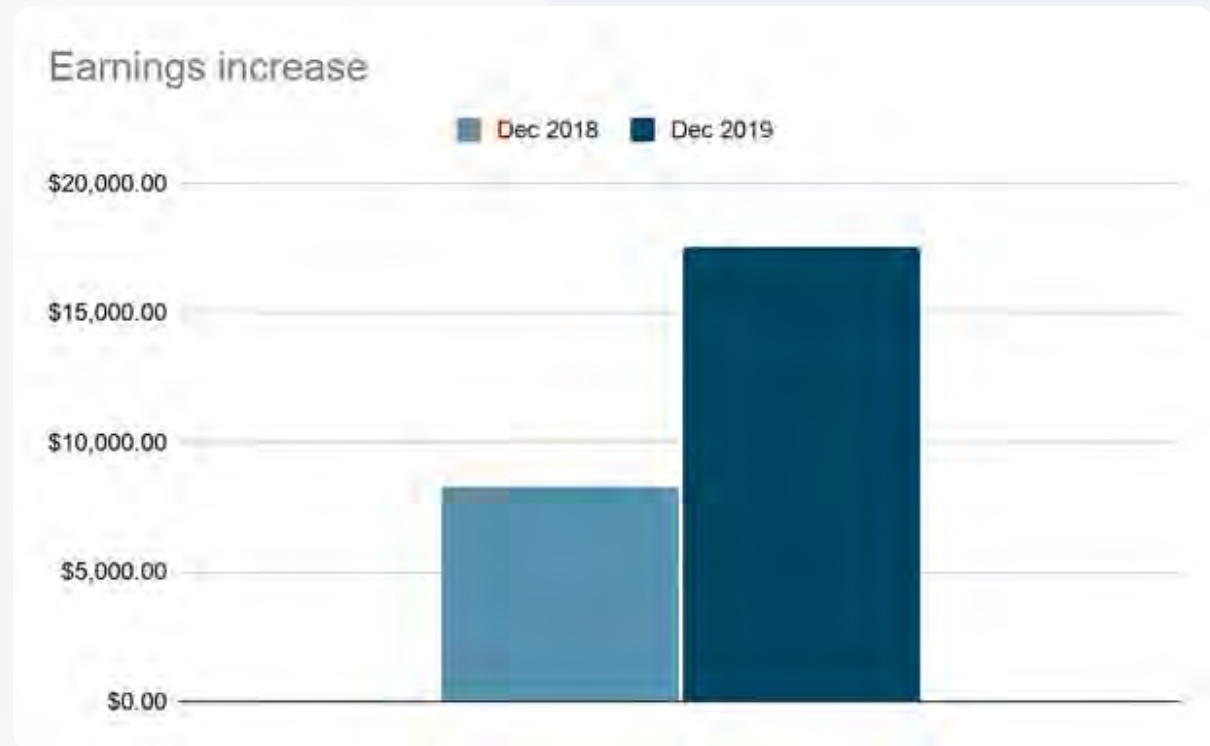
And even more importantly...

How to do it RIGHT to consistently outperform the market.

Over the next 5 years, I've taken both my own and my clients properties from "Airbnb-listing" to "Thriving Short-Term Rental Business".

Preface

**HELPING SOME OWNERS THROUGH MY SHORT-TERM RENTAL
MANAGEMENT COMPANY "BEYONDBNB.IO" INCREASE THEIR
REVENUE BY UP TO 112%.**



This result is not uncommon.

In this book, I'm going to show you how you can:

- **Market your listing to 5 times MORE guests**
- **Potentially DOUBLE your occupancy (whilst charging more)**
- **Convert twice as many people "looking" at your listing, to actually "booking" it**

I call this the **"Airbnb Earnings Optimization Framework"**.

Preface

You can use this framework in your own Airbnb business to drastically increase your earnings.

So instead of you going out, hiring a number of expensive consultants and spending your valuable time consolidating the information into a useful framework you can use within your business, I'm giving it to you for free.

HERE'S HOW MY CALENDAR LOOKED AFTER IMPLEMENTING EACH STEP IN THIS FRAMEWORK:



And the best part?

You don't have to be a "tech-genius" to implement everything I'll be showing you.

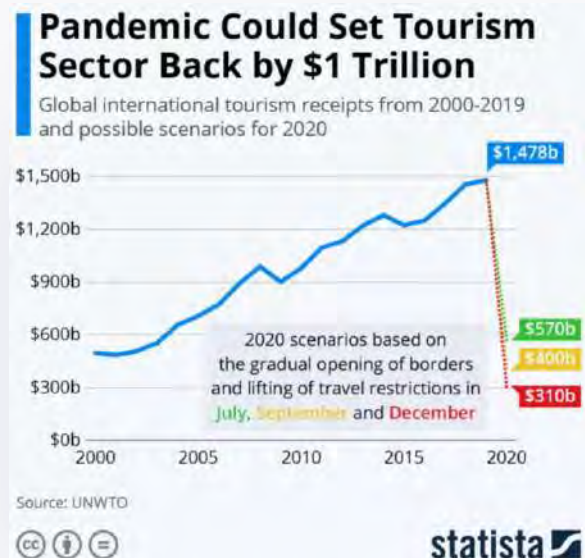
INTRODUCTION: 2020 - THE YEAR OF COVID

2020 was a difficult year for businesses all around the world, with tourism being hit the hardest.

Countless hosts and short-term rental management companies shut their doors as travel restrictions began to tighten.

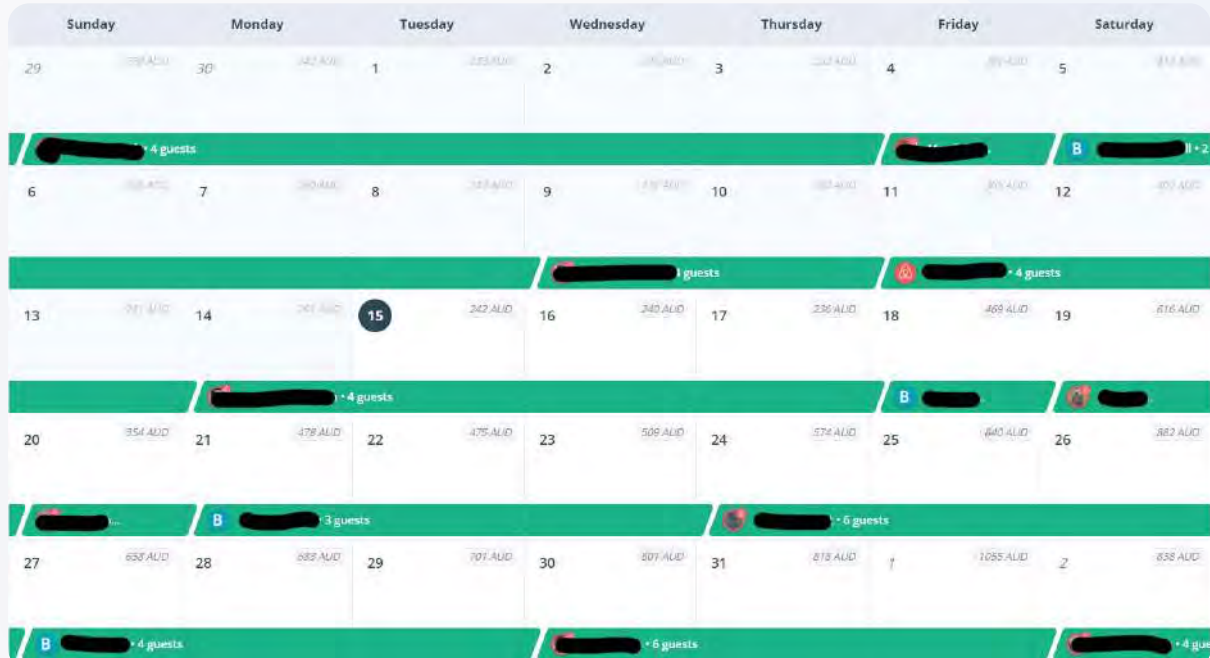
But the very fact you're reading this book means you've pushed through and are willing to take your Airbnb business to the next level.

Although challenging, 2020 ended being one of our most lucrative years for clients around Australia.



Introduction: 2020 - The year of COVID

**BY THE END OF THE YEAR, WE HAD CLIENTS MAKING
MORE THAN DOUBLE WHAT THEY DID THE PREVIOUS YEAR
IN DECEMBER.**



You may be wondering how we managed to not only survive, but THRIVE during one of the worst years in tourism.

And the answer is a lot to do with trial and error...

We took our existing "Airbnb Earnings Optimization Framework" and turned it on it's head.

Strategies that worked pre-COVID, simply weren't yielding the same results.

Times had changed and we had to change with them.

Introduction: 2020 - The year of COVID

“Pressure makes diamonds” so they say, and 2020 forced us to take our existing framework and turn it into something that has not only withstand the test of this pandemic, but even as the world is slowly coming back to a sense of normality (or a new definition of normal anyway!), is continuing to help us thrive at rates far greater than any year prior.

My goal with this book is to give you all the tools and information you need to change your Airbnb business forever.

So, let's get started!



OVERVIEW: 3 PILLARS OF THE "AIRBNB EARNINGS OPTIMIZATION FRAMEWORK"

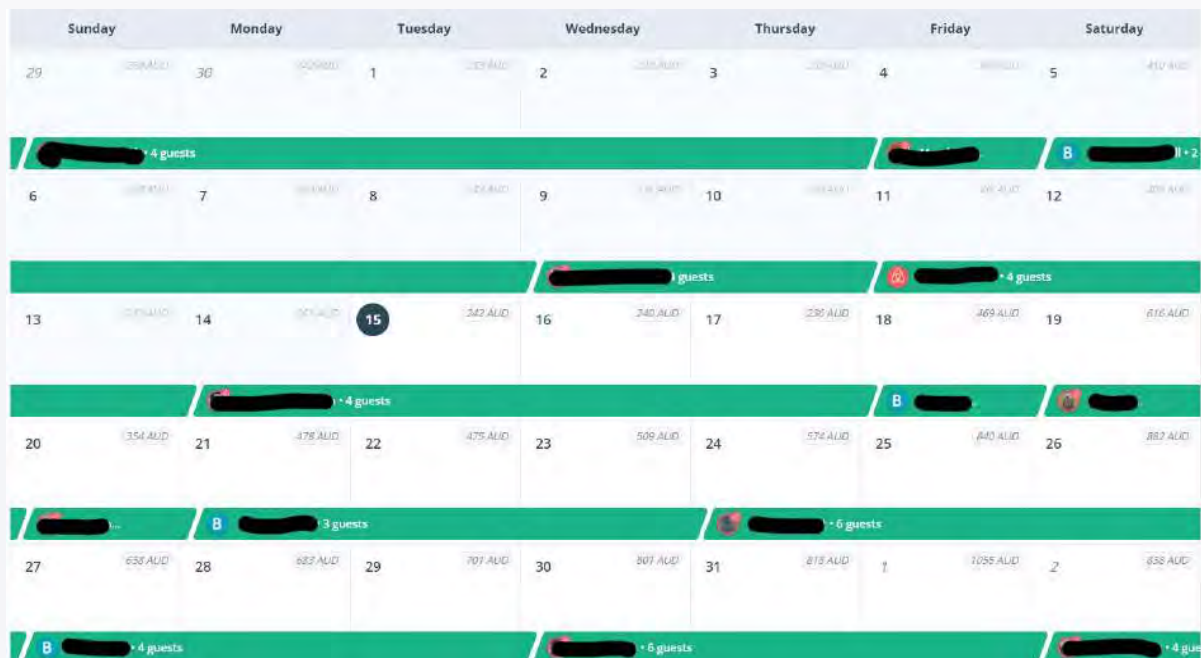
What if I told you, this year was going to be the most lucrative year you've ever had in your Airbnb business?

That **five times more guests** would be viewing your listing online every single month...

That you could be achieving **80% to 100% occupancy all year round**, even during low-season...

That your **booking conversions will sky-rocket...**

This is what your calendar should look like all year round...



Overview: 3 Pillars Of The “Airbnb Earnings Optimization Framework”

Even if you achieved one of the three statements above, how would this look for your earnings forecast?

To put it in perspective, let's say that just by reading this book, you managed to implement our pricing strategy to increase your occupancy.

You got just ONE additional one-night midweek booking at the low price of \$192.

That would equate to an **additional \$10,000 per year in earnings.**



Overview: 3 Pillars Of The “Airbnb Earnings Optimization Framework”

Ideally, I’ll inspire you to implement all three parts of the framework, and your results will be far greater than this.

So what is the “Airbnb Earnings Optimization Framework”?

It’s broken down into three pillars:

1 Occupancy

2 Exposure

3 Conversions

While implementing just one pillar will yield substantial results in isolation, I like to think of each part as just one piece of the puzzle. Once the puzzle is completed, you’ll have turned your “Airbnb Listing” into a “Thriving Short-Term Rental Business”.

Keep in mind that there are no “quick-fixes” in this book. Each part will need to be set up correctly and constantly refined over the course of 90 days.

But I can promise you this... it’s worth it!

Although each pillar is important... If I had to choose just one aspect to action, that would have the greatest impact on my earnings, it would be “Occupancy”.

“Occupancy” has both the largest impact on earnings AND has the fastest most noticeable change.

Considering this will yield the quickest results for you, let’s start here so you can see first hand, just how powerful these strategies can be.

THE FIRST PILLAR - "OCCUPANCY"

In this section, we're going to be focusing on creating a custom pricing strategy for your property.

Each night will be priced differently, based on 4 key factors:

- 1 Seasonality
- 2 Special Events
- 3 Historic Trends
- 4 Supply And Demand

The goal here is to set your pricing for the next 365 days based on the factors above, then keep refining them daily. As we know, market supply and demand fluctuates and thus, so should our prices.

We want to achieve a minimum of 80% occupancy, even during low-season.

Any night that's not booked is potentially costing you hundreds, if not thousands when extrapolated over the entire year. So we're going to aim at getting every night booked.

Don't worry, I'm not going to ask you to go through each of your 365 nights and price them all manually (then do it again every day)!

There's a much easier way to achieve the same results.

In fact, I'm about to show you how you can set this up so your prices will update every 24 hours, based on the 4 key factors above.

The First Pillar - "Occupancy"

Keep in mind, this is not a set-and-forget strategy. It will require some time and dedication on your end to achieve the desired results.

At BeyondBNB.io we tell clients that it will take us 90 days to find the pricing "sweet-spot" for their unique property.

But once you've found this "sweet-spot", you'll only need to check in every couple of weeks to make sure everything is on track for maximum occupancy at great rates.

Within these 90 days, you'll find the right "baseline" price for your properties, along with specific price ranges for:

- 1 Low-season weekdays
- 2 Low-season weekends
- 3 Peak-season weekdays
- 4 Peak-season weekends
- 5 Peak dates (Christmas, Easter, etc.)

Once your baseline is established, your prices will (near) automatically refine this baseline to maximize both your occupancy and nightly rates.

And the best part? After the 90 days, your listing will keep raising its prices to reach the maximum rate guests will pay to stay at your home.

Think of it this way... if you booked out every Friday and Saturday night, why not raise the price until it stops getting booked every weekend, then bring the price back down to the point where it's still booked 100% of the time.

Without attempting this... how do you know if you're charging enough?

The First Pillar - "Occupancy"

This is how the strategy works... If your weekends are always booked, we'll slowly increase the prices until we find what works best, and if the weekdays aren't getting booked at all, we'll start to slowly drop the price to increase occupancy. Then once the weekdays are booked, slowly start increasing the prices to maximize occupancy.

"With great power, comes great responsibility!"

We all know this cliché quote from Spider Man's uncle Ben.

And you're probably wondering how the hell it relates to your Airbnb's pricing strategy...



Reality is, once you've implemented this in your Airbnb business, there's an inevitable problem that will arise.

When we first encountered it, I couldn't believe that by out-pricing out-occupying the competition, it would result in ANY kind of negative outcome.

We started to notice that our "Value" rating was starting to go down! People were wondering why they had booked an apartment for up to DOUBLE the price of near identical places, and reflecting their concern in their reviews.

Wow... what a problem to have!

Even though we were getting booked flat, at unbelievable rates, there was a downside.

The First Pillar - "Occupancy"



This was an indication that we'd reached our pricing ceiling and it was time to stop raising the prices.

But don't worry, with some trial and error you can successfully find your absolute peak prices that will yield you the best returns and reviews simultaneously.

A WARNING To All Airbnb Hosts

So by now, you're probably thinking to yourself... "Are you just talking about Airbnb's smart-pricing?"

NO!

Airbnb Smart-Pricing is by far the best way to lose thousands of dollars.

The First Pillar - "Occupancy"

Trust me... I know from personal experience.

When I first tried Airbnb's Smart-Pricing, it dropped my Christmas and New Years Eve rates so low that they instantly got booked by bargain hunters.

Nights that usually would yield us \$1,000, were getting booked for around \$300...

That's the biggest problem with Smart-Pricing, it might increase your peak-season rates by 20% above your baseline, when in fact, you should be tripling your prices for that period.

So from my personal experience, all this did was price my property so competitively that it made the Airbnb platform more appealing to guests...

Your Occupancy Rate Doesn't Matter...

Isn't this whole chapter about "occupancy"? How can you say occupancy doesn't matter if that's the ONE thing we're talking about!?

The reality is...

It doesn't...

At least not nearly as much what I'm about to share with you.

Before delving into the strategy, it's important to know how to measure success.

Contrary to popular belief, neither occupancy nor nightly rates are a true indicator of monthly success.

There are generally two kinds of hosts when it comes to so called "success stories".

The First Pillar - "Occupancy"

The first host likes to showcase just how amazing her occupancy is by saying something like "I've got 100% occupancy for the past 2 years!"

The next talks about how high their rates are... "We charge over \$1,000 on the weekends because our home isn't worth a penny less."

In reality, the market determines the price for your property...

As with any business decision, it's best to steer clear of your emotional attachment for the property, and look at your pricing objectively.

Let's say Host #1 (High-occupancy) achieves 100% occupancy, charging \$120 per night...

That equates to \$3,600 in a month. Keep that number in mind.

Now, Host #2, who charges \$450, but is only booked out on the weekends (26.67% occupancy)...

They'll make the exact same income for the month, \$3,600...

So if occupancy and nightly rates doesn't determine success, what does?

The answer lies in an old term used by hotels...

"RevPAR"

It stands for "Revenue Per Available Room".

But as we don't run hotels, that can seem confusing.

It's best to think of it essentially as your average nightly rate, during the month. This encompasses all unbooked nights as well.

Before I get into how to calculate this for your property, here's WHY it's important...

The First Pillar - "Occupancy"

Introducing Host #3 who focuses primarily on "RevPAR".

For simplicity sake, she charges \$350/ night and achieves 60% occupancy.

Yielding her \$6,300 for the same 30 day period.

Can you see how a balance of both "occupancy" and "high-rates" can lead to a far superior outcome.

So how do you calculate RevPAR for your property?

To calculate your monthly RevPAR, you would divide your total revenue, by the number of nights in that period.

$$RevPAR = \frac{\text{Total Revenue for a time period}}{\text{Number of nights in time period}}$$

To use Host #3 as an example, her RevPAR would be $\$6,300 / 30 = \mathbf{\$210}$

$$RevPAR = \frac{\$6,300}{30 \text{ days}} = \$210/day$$

Whereas the first two hosts who focused primarily on either high occupancy or nightly rates, had RevPAR of $\$3,600 / 30 = \mathbf{\$120}$

$$RevPAR = \frac{\$3,600}{30 \text{ days}} = \$120/day$$

The First Pillar - "Occupancy"

Now let's compare the 3 approaches in their respective measurements of success...

Option	Average Daily Rate	Occupancy Rate	Actual Revenue	RevPAR
1	\$120	100%	\$3,600	\$120/day
2	\$450	26.67%	\$3,600	\$120/day
3	\$350	60%	\$6,300	\$210/day

Can you see how measuring success on either occupancy or rates alone will be misleading?

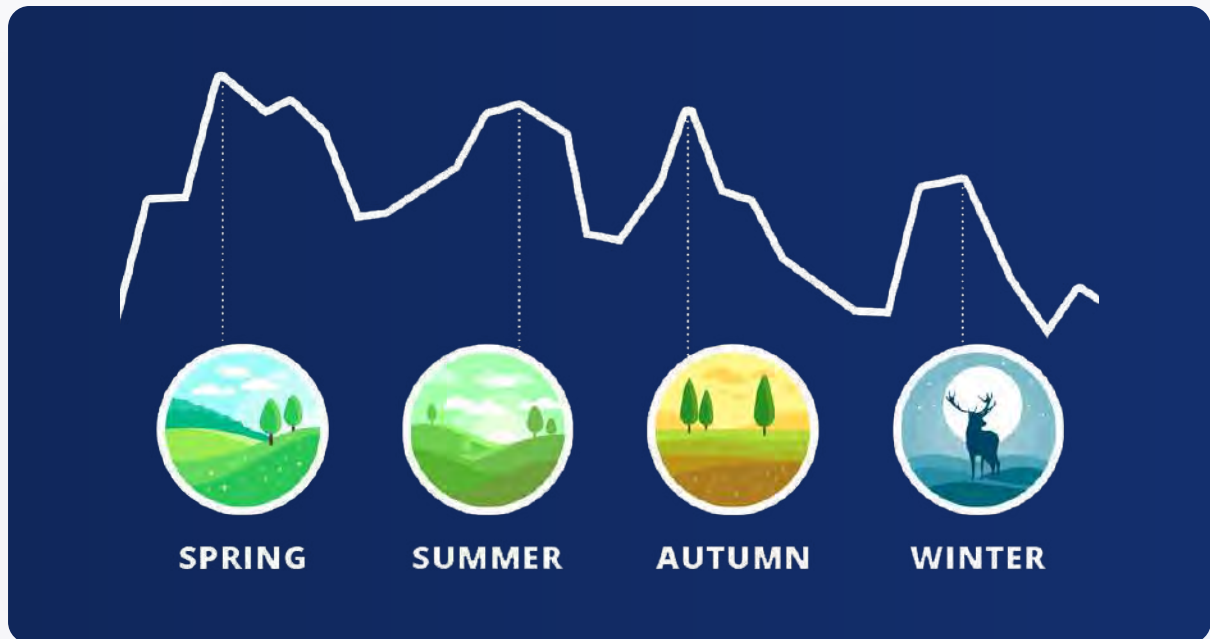
How To Price Your Property

As I mentioned above, there are four key factors to consider when pricing your property:

- 1 Seasonality
- 2 Special Events
- 3 Historic Trends
- 4 Supply And Demand

The First Pillar - "Occupancy"

1. Seasonality



Seasonality is essentially peak-season vs low-season. This is a macroscopic view of your entire pricing strategy. You want to have entirely different rates for your Christmas season, than your lowest month.

Everyone's seasons will be different depending on your location. A good first step is to write down the specific date range for each, so you can refer to it within your pricing strategy.

2. Special Events

You know your suburb better than anyone. Create a list of ALL local events that attract a crowd. This could be anything from sporting events to music festivals or concerts.

Once you've created a list, write down the dates for each event.

The First Pillar - "Occupancy"

3. Historic Trends

Assuming you've been operating for over a year, the best way to achieve this is to first look at all peak-season dates and spot any trends.

If you were booked out every weekend over the Christmas period for example, note down the price you were charging, then do the same for non-peak seasons. This price is now the MINIMUM you should expect moving forward.

Once established, start increasing your prices by small increments until (in this case), you start to notice a drop in occupancy for those specific dates.

At this point, you'll know to slowly start decreasing the price back to where the dates were still getting booked.

This is an iterative process that should be done over the course of at least 90 days in order to find the "sweet-point" in your pricing strategy.

If you HAVEN'T been operating for over a year. It's best to look at the prices being charged by your most comparable local competitors.

To do this, simply go on Airbnb and search for homes in the same suburb, with the same number of beds and maximum guests.

4. Supply And Demand

Last but not least, supply and demand is by FAR the most important aspect to take into account when creating your unique pricing strategy.

As in any market, real estate or otherwise, the supply and demand of that market always dictates the price.

The First Pillar - "Occupancy"

It doesn't matter if you think your property is worth \$1,000 or \$100 per night. That's up for the market to decide.

I'll give you all the tools and information you need to help dictate this for your specific market, in the final section of this pillar.



The "Pricing Curve"

This is where things get interesting...

I mentioned earlier that we want to update pricing daily depending on market supply and demand...

Again, don't worry, you don't need to do this manually every day. I'll share the toolkit you need to help you with this shortly.

Essentially, the idea is to drop prices if your occupancy is low and the date is near, to fill up those additional nights that wouldn't have been booked otherwise.

Then increase prices far in advance when your occupancy is higher, to achieve a greater nightly rate and therefore return.

The First Pillar - "Occupancy"



Imagine it's the start of January, and for the month of February, you're already booked out 24 nights (~80% occupancy).

Should you drop your rates to fill up the remaining nights?

Absolutely not!

In fact you should be **INCREASING** your nightly rates by about 10% in an attempt to get more lucrative bookings.

Now let's look at the flip side...

It's Monday and over the next week, you've only got 2 nights booked. Let's use Friday and Saturday night for this example.

The majority of people going on holidays during this week have booked about a month and a half ago.

The First Pillar - "Occupancy"

That means, we'll have to drop our prices to incentivise last-minute bookings and fill up those nights.

We may even drop the rates by as much as 35% to get heads in beds.

Remember, it's better to have those remaining nights booked at low rates, than not at all.

Doing this to achieve an additional \$192 booking each week yields you \$10,000 over the year.

See the image below for an example of how you might structure your pricing curve discounts.

Occupancy %	Day Ranges			
	0 - 7	8 - 15	16 - 30	31 - 60
≤ 10 %	-40	-30	-20	-15
≤ 20 %	-35	-25	-20	-10
≤ 30 %	-30	-20	-15	-10
≤ 40 %	-30	-20	-10	-5
≤ 50 %	-25	-15	0	0
≤ 60 %	-20	-10	0	0
≤ 70 %	-15	-5	0	5
≤ 80 %	-15	-5	5	10
≤ 100 %	0	0	10	20

The First Pillar - "Occupancy"

Your Pricing Toolkit

There are tools you can use to help you with implementing everything I've spoken about.

But keep in mind that this is not a "Plug-And-Play" approach.

You can't just sign up to one of these websites and expect your pricing to be on point.

Instead, use the information outlined above to help you customize your own unique pricing strategy.

And remember, the first 90 days will be VERY hands-on, as this is an iterative process.

It takes time and effort to find the "sweet-spot" in your pricing.

But it's well worth the effort!

Here are some tools you can use to help you along your journey:

- PriceLabs
- AirDNA
- Wheelhouse
- BeyondPricing



AIRDNA



The First Pillar - "Occupancy"

Measure Your Progress

Calculate your RevPAR for each month of the previous year, then set a goal to increase RevPAR for the same month this year by a certain percentage.

For example, if your RevPAR for October last year was \$200... set a goal to increase your RevPAR by 20% for the coming year, with the goal of hitting \$240.

Do this for every month as a way to consistently monitor your progress.

Want Help Putting Together A Custom Pricing Strategy For Your Property?

If you have any questions or would like any further information as to how you can create and implement your very own custom pricing strategy, feel free to schedule a free "Airbnb Strategy Session" with one of our team of experts by going to:

www.go.beyondbnb.io/apply-now

Please note, as this is a free service, there are limited spots available each month.

THE SECOND PILLAR - "EXPOSURE"

Would you believe me if I told you that you could market your listing to five times MORE guests every month?

That's five times more potential guests viewing your listing.

Five times more chances to secure new bookings.

Well it's true, and I can prove it...

The Blue Ticket To Exponentially More Guests

Chances are, you're currently only listed on Airbnb...

If you are listed on other platforms, then this section will be useful for you as well.



According to "similarweb.com", Airbnb had 58,300,000 monthly active users on their website for the month of December 2020.

58 million sounds like a huge number, and it is!

BUT...

Let's compare it to some of the other major booking platforms...

First let's look at Booking.com...

And before you tell me about all the horror stories and scan right past this section...

The Second Pillar - "Exposure"

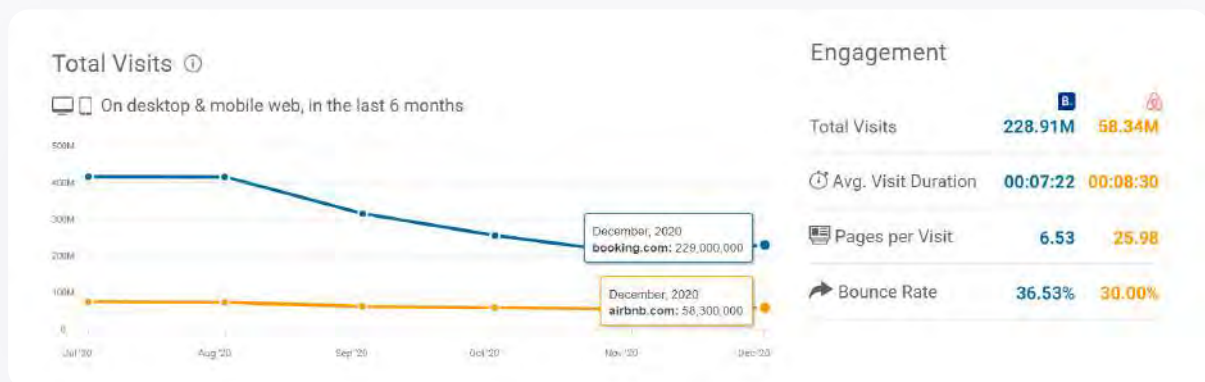
First, let me outline just how powerful it can be.

Then how very different it is to Airbnb and how you can use that to your advantage with greater control over your bookings, damage deposits and policies.

At BeyondBNB.io, we actually much prefer using Booking.com versus any other OTA, as it gives us more freedom to run our business the way we want to run it, without having to contact Airbnb support staff and jump through a thousand hoops to get things done.

But I digress...

According to "Similarweb.com", for the same December 2020 period, Booking.com had a total of **229,000,000** monthly active users.



That alone is just under FOUR TIMES MORE people looking at their website every single month!

But it gets better...

Guests on Airbnb tend to shop around more...

A LOT more...

The Second Pillar - "Exposure"

The average user on Airbnb generally goes on 26 different pages before making a purchasing decision.

Which means, your listing has to stand out as the best against 25 comparable listings. (I'll teach you how to do this in the next section.)

Whereas on Booking.com, potential guests are only looking at an average of 6.5 pages before making up their mind as to where to stay.

So not only are four times more potential customers looking at your property, but they're also only comparing you to 6 other listings, as opposed to 25 others on Airbnb.

Where do you think you have the best chance of being booked?

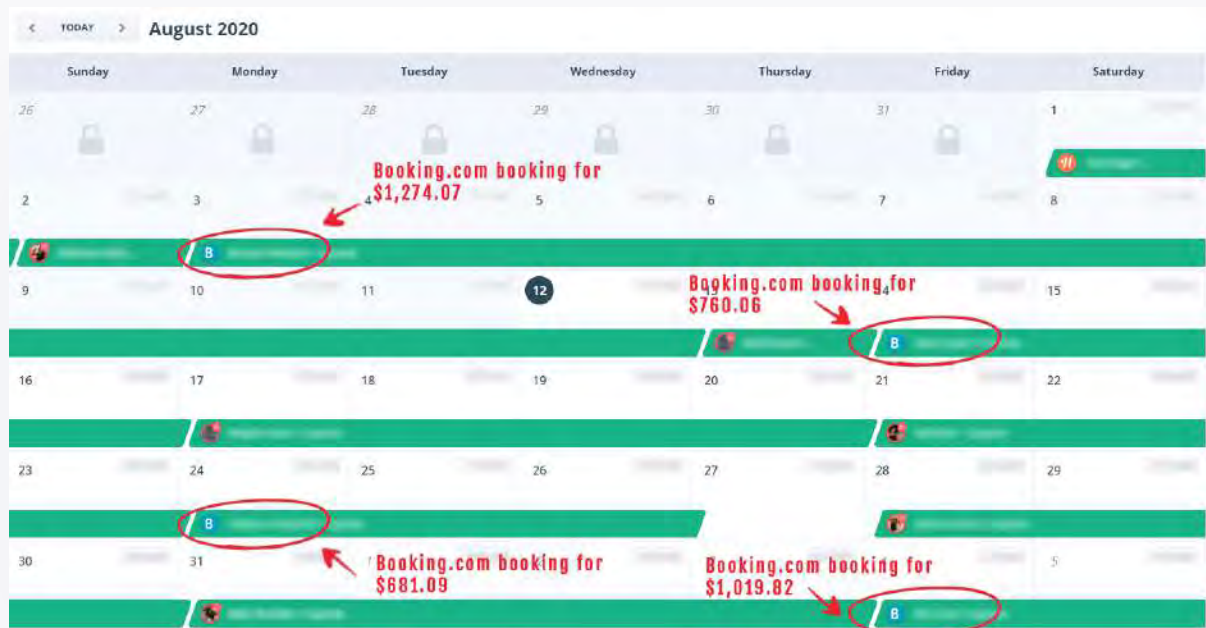
I know my answer.

In fact, depending on the location, we get around 50% of our bookings coming through Booking.com and they're always much easier to deal with.



The Second Pillar - "Exposure"

See the image below for an example of the revenue we generate from Booking.com in any given month:



The Second Pillar - "Exposure"

Myth-Busters

Now, there's a common misconception when it comes to Booking.com...

We've all heard the horror stories of hosts who've used it and:

- Had to take money in person when the guests arrived (or not gotten paid at all)
- Wasn't able to charge guests for damages, as the host wasn't able to contact Booking.com's customer support
- Got a high number of cancellations
- Had poor quality guests

In fact, all of these outcomes WILL come to fruition...

And HAVE come to fruition for me in the past when I first listed on Booking.com.

But there's also a way to list without running into any of these issues, and having some major upsides from day one, such as:

- Full control over payments
- Full control over charging security deposits
- Attract better guests by creating your own house rules (outside of Booking.com's limited set)
- Create your own cancellation policy and be able to enforce it without the OTA overruling it (bar extraordinary circumstances)

And the list goes on...

The Second Pillar - "Exposure"

The first thing to be aware of is that Booking.com is NOT just another Airbnb.

In fact, they're entirely different...

Airbnb facilitates the transaction between the host and the guest from end-to-end.

Meaning if there's any issues that arise, Airbnb plays mommy and daddy to help mediate the resolution.

Booking.com on the other hand, merely introduces the two parties and then leaves it up to you as the host to facilitate the entire transaction.

Meaning, you have to take payments, hold, charge or release security deposits and enforce your own policies.

Can you see how listing on the platform without this knowledge could end up in a disaster?

It happens every day...

But knowing the core differences between the two platforms, and having systems in place to facilitate each transaction is the difference between success and failure.

Sounds difficult?

It's not...

Once you've got everything set up correctly, have policies and systems in place to help you with payments and security deposits, then it should be easier than running your Airbnb.

And with a LOT less headaches!

The Second Pillar - "Exposure"

The First Step - An Easy Way To Double Your Exposure Quickly

Now that you've seen the power of expanding your market, let's consider the first step you should take...

You may or may not have heard about another OTA called "Expedia".

If not, I'm sure you've heard of "Stayz", "HomeAway", "Hotels.com" or "VRBO".

Expedia is essentially every booking channel you've ever seen that's not Airbnb or Booking.com.



In fact, they own over 200+ other booking channels.

Because they're listed across so many different websites, it's difficult to pin-point the exact number of monthly active users.

But if we tally up the monthly active users in the same month of December 2020 from:

- VRBO
- HomeAway
- Expedia
- Stayz
- Hotels.com

The Second Pillar - "Exposure"

We end up with a sum total of 87,770,000 monthly active users across the Expedia network.

This may not be entirely accurate, as it's across all of Expedia's channels...

But I think it would be safe to say the numbers are comparable to Airbnb's 58,300,000 users (if not slightly more.)

The great thing about Expedia, is that it's still easy to operate like Airbnb, but it also gives that added flexibility in terms of how you wish to operate your listings.

So as a great first step, I'd recommend listing on Expedia to get a feel for going "Multi-Channel".

Then once you're comfortable with the platform, move on to Booking.com.

This is a great way to double your potential guest audience without much hassle at all.

And the best thing about Expedia?

We find that bookings made through their channel are generally longer and mainly well-behaved families.

Higher yielding bookings with better guests... nothing wrong with that!

If you're in Australia, the best way to get started on Expedia is by going to HomeAway.com (not .com.au) and listing there. This will list you across all eligible 200+ booking channels.

The Second Pillar - "Exposure"

Manage Your Listing Across Multiple Booking Channels

Now that you're listed across multiple booking channels, it presents a problem...

If a booking is made on Airbnb, does it automatically block out those dates on your Booking.com and Expedia calendar?

The answer is no.

But there's a simple solution...

It's called a "Channel-Manager".

The sole purpose of a channel manager is to enable you to manage your listing across multiple booking channels.

It will sync your calendars to ensure no double bookings, provide you with a "unified inbox" so you can message guests that have come through any booking channel via the channel manager, help you manage payments and security deposits and a whole lot more depending on what you require.

As there are hundreds of channel managers on the market, with hundreds of unique features and pricing models, it's first important to outline exactly what you need it for.

If you only need something to sync your calendars and message guests, you can choose a simple solution like YourPorter.com. I've used them personally and would recommend it for anyone getting started. Prices start from as little as \$5 per month.



The Second Pillar - "Exposure"

If you're wanting a little more customization and advanced functionality, I'd recommend HostAway.com. This is what we use to offer a fully customizable experience to our clients.



Getting Started On Your "Multi-Channel" Journey

If you're currently only listed on Airbnb, your first step will be to list on Expedia.

This is a great stepping stone to ultimately listing on Booking.com and expanding your audience by 5X.

Before you list, be sure to do your research on reputable channel managers that will be able to assist you along the way.

If you need assistance with any of this or have any questions, feel free to schedule a free "Airbnb Strategy Session" with one of our team of experts by going to:

www.go.beyondbnb.io/apply-now

But remember, as this is a free service, we only have limited spots available each month.

THE THIRD PILLAR - "CONVERSIONS"

If you've followed each step so far...

Your RevPAR/ earnings has increased by charging more on higher demand nights and getting those weekdays booked...

Your listing is now being marketed to five times more potential guests...

But what's the point of all this if everyone that looks at your listing ends up choosing the other 25 listings they're looking at on Airbnb, or other 5 on Booking.com?

Driving more traffic to your listing is one thing...

But converting potential guests from LOOKING to BOOKING is another...

As I mentioned previously, the average user on Airbnb views 26 different pages.

This could mean they're looking at 25 other listings before selecting which one to choose.

Converting more guests all boils down to three key performance indicators:

- 1 First Page Impressions
- 2 Search-To-Listing Conversions
- 3 Listing-To-Booking Conversions

First, I'll give you an overview of what each one is, then how to optimize each part to turn more people looking into more people booking.

The Third Pillar - "Conversions"

How To Get On Their First Page Of Airbnb's Search Results

"First Page Impressions" is essentially how often your Airbnb listing is displayed on the first page of the search results.

Similar to how Google works, Airbnb has their own algorithm that determines what listings will be displayed on the first page.

This is known as Airbnb Search Engine Optimization ("SEO" for short).

Although Airbnb will never disclose exactly what metrics they measure to determine this result...

After years of managing listings all across Australia and Bali, I had the unique opportunity to look under the hood of each listing to see what was working...

And more importantly...

What wasn't working.

After much trial and error, I boiled it down to 23 key SEO factors.



The Third Pillar - "Conversions"

These are 23 actionable steps you can use to help your listing rank on the first page.

Airbnb essentially rewards you for keeping your listing "fresh" by frequently updating it, having a short response time and providing guests with all the information they need for a smooth booking process.

Here's a breakdown of each:

1 Fast Response Times

Airbnb ranks listings that respond to their guests quicker, higher in the search results. Meaning if you've got an inquiry at 11pm, it's important to answer it right away, rather than leaving it to the next day.

2 Daily Calendar Updates

This point is two-fold. Firstly, Airbnb rewards users that continuously update their listing with better search rankings. And secondly, you need to be updating your minimum night stay (for those orphan nights), so you'll show up when people are looking to book those dates.

3 Keep Your Listing "Fresh"

Airbnb rewards hosts for frequently updating their listing. Whenever you make edits to your description, photos, pricing and min night policy. Keeping your 'Last modified date' frequent, will have a dramatic impact on your SEO ranking.

The Third Pillar - "Conversions"

4 Market Your Listing On Social Media

Start promoting your Airbnb listing outside of the Airbnb platform. The more people that visit your Airbnb listing from outside of Airbnb, the better.

5 Create A Guidebook

Airbnb gives you the ability to have your very own guest guidebook.

6 Have A Complete Listing And Profile

Make sure you go through both your listing AND profile to ensure everything has been completed.

7 Property Description Length

Airbnb wants you to put in as much detail as possible about your property. Make sure you get as close as you can to the maximum number letters.

8 Attention Grabbing Headline

Be sure to create a heading that stands out from the competition.

The Third Pillar - "Conversions"

9 Professional Photography

Airbnb is optimized for mobile phones, so they give ranking preference to listings with:

- Landscape photos ONLY
- High resolution images

10 Carefully Configured Settings

Little things you may not even consider can impact your SEO, such as extra person fees, security deposits and percentage discounts for staying a week or a month.

11 Positive Reviews

Of course, it goes without saying that the more positive reviews your listing has, the more Airbnb will favor your listing. But don't worry if you receive a couple of bad reviews.... we found that quantity actually has a greater impact on rankings.

12 Pricing

Price per head is one of the most important factors we have been able to find to increase our ranking. Having a sofa-bed in the living room has worked incredibly well for us to not only boost our ranking but also increase earnings.

The Third Pillar - "Conversions"

13 Superhost Status

Funnily enough, being a superhost only has a minor impact in your rankings. Although it is something we recommend you strive for, as each step counts.

14 New Listing

New listings will receive an initial boost, especially after they have received their first 3 reviews, in order to judge if potential guests find the listing appealing.

15 Minimum Night Policy

1 night stays are a good thing, especially at the last minute. If you've got a 2 night minimum, and you've got 2 bookings, a day apart, your listing won't even show in the search results.

16 Long-Term Stays

Set your policies to accept longer stays, to list in the search results for people seeking an extended holiday.

The Third Pillar - "Conversions"

17 Amenities

Be sure to include ALL of the amenities your property offers, as these can be selected as filters on the search page.

18 Avoid Cancellations

A lower cancellation rate will increase your SEO ranking.

19 Enable Instant-Book

If you haven't already, enable instant book INSTANTLY!

Firstly, instant-book is a frequently used filter for guests... meaning if you have it turned off, you'll show up 0% of the time when it's on. Secondly, Airbnb is pushing for better booking experiences, so they'll reward hosts with ranking preference for turning it on.

20 Naming & Allocating Images

Be sure to caption all of your listing photos, and allocate the photo to the relevant room.

The Third Pillar - "Conversions"

21 Airbnb Wishlist

Airbnb will deem your property as desirable, the more potential guests that add your listing to their shortlist.

22 1st Page Click Through Rate

Optimizing your click through rate will improve your SEO rankings.

23 SEO Keywords

Keywords are essential information that helps the Airbnb algorithm prioritize listings, based on a searcher's enquiry.

You'll want to include the highest volume and most relevant search terms people use who are looking for listings like yours.

We'll discuss this more on the following page.

The Third Pillar - "Conversions"

How To Get More Potential Guests To Click-Through To Your Listing

Once you've gone through and completed each of the 23 steps outlined above...

Your listing should be displayed on the first page of Airbnb's search results more frequently.

This is a great first step!

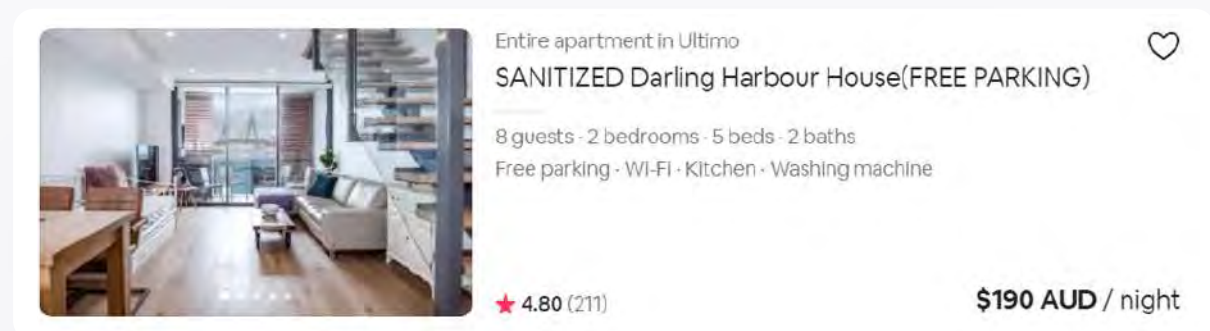
But it's only one piece of the three part puzzle...

So now that more guests are viewing your listing on the first page, the question is...

How do we actually get them to click through to your listing?

Remember, you're now competing with 19 other listings on the first page of the search results.

Let's have a look at what guests see when they're on this page:



The Third Pillar - "Conversions"

As you can see, there are four main aspects that will determine whether or not a potential guest is going to click through:

- Cover photo
- Heading
- Price
- Rating

You're not selling real estate, you're selling an experience.

To improve your search-to-listing conversion rate, you must use this opportunity on the search page to sell your unique experience.

To do this, you need to create your "Guest Avatar".

This is your ideal target audience. Someone who is most likely to book your property.

It's important to identify your target audience so you can tailor your marketing to that specific guest.

An easy way to do this is to go through ALL of your previous bookings and look at:

1 Guest Feedback

What did they like the most about staying at your home? Was it the view? The location?

The Third Pillar - "Conversions"

2 Guest Demographics

How old is your average guest? Is it usually a couple or a family?

3 Occasion

Why are they booking? Are they on a holiday? Is your property a convenient stop-over location?

4 Point Of Difference

What's the point of difference people loved about your property? Do you accept dogs where no other properties in the area do? Are people able to park their boat trailer at your property?

5 Property Appeal

Why did they choose your property? Do you have a unique style? Does your property appeal to those looking for a "luxury" experience?

Once you go through and collect this data from as many previous reservations as possible, you'll be able to see a trend as to why people are choosing your property over others.

From this, you'll be able to create your "Guest Avatar".

The Third Pillar - "Conversions"

The reason why creating your "Guest Avatar" is so important, is because you'll be able to charge more for providing a tailored experience for those individuals AND receive better reviews.

Think of it this way...

If you wanted to hire a lawyer to help you settle a property, would you hire a lawyer that services EVERYONE for any legal needs, or one that specializes in property law?

Same story when it comes to your Airbnb...

If you're looking for a specific holiday experience, would you prefer booking a generic listing OR one that speaks to your exact and specific desires?

Go into as much detail as possible. Here's an example of a "Guest Avatar".

The Third Pillar - "Conversions"

My Guest Avatar



NAME:	Mary
AGE:	45
MARITAL STATUS:	Married
CHILDREN:	2 children under 18
OCCASION:	Weekend away to reconnect with the family
WANTS:	A place that accepts a dog and is walking distance to the beach but also close to popular restaurants and shops
PROPERTY APPEAL:	Wants to stay somewhere luxurious and modern

From here, simply tailor your messaging to appeal to your target audience, or "Mary" in this situation. For this example, I'd have a heading along the lines of;

Luxury Ocean View - Walking Distance To Beach AND Shops

My cover photo would reflect these amazing views and showcase how close it is to the beach.

The Third Pillar - "Conversions"

If "Mary" is on the first page of the Airbnb search results, there's a very high chance she'll click through to my listing as this is exactly what she's been looking for. You want her to feel like the listing is speaking to HER specifically.

Convert More People From LOOKING To BOOKING

Congratulations!

You're on the first page of Airbnb...

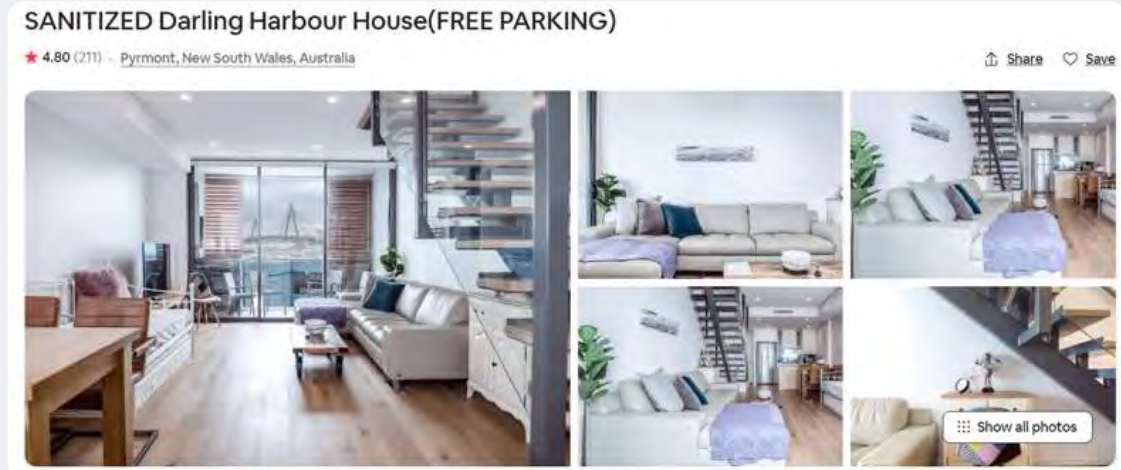
Potential guests are clicking through to your listing...

And now it's time to sell them on WHY they should choose your property over the other 25 they're most likely looking at.

So what can potential guests see when they click through to your listing, so we know what we can improve upon:

The Third Pillar - "Conversions"

1 Photos



Photos are the single most important aspect of your listing-to-booking conversion strategy.

So as much as your new iPhone can take fantastic photos...

It's important to hire a professional photographer to make your property shine in it's best possible light (quite literally.)

I'd also recommend hiring a professional interior designer or stylist to look over your home and give it some added flair that will appeal to your "Guest Avatar".

Remember, people going on holidays want to stay somewhere special... somewhere that stands out against the rest, where they'll be taking photos with their loved ones to look over in the years to come.

The Third Pillar - "Conversions"

2 Property Specs



Entire home
You'll have the apartment to yourself.

Enhanced Clean
This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Great location
100% of recent guests gave the location a 5-star rating.

Cancellation policy
Add your trip dates to get the cancellation details for this stay.

House rules
The host doesn't allow pets or parties. [Get details](#)

\$189.14 / night ★ 4.80 (211)

CHECK-IN	CHECKOUT
Add date	Add date

guests
1 guest

Check availability

[Report this listing](#)

There's not much you can customize here, just ensure your listing is completed to the full extent of Airbnb's options.

The Third Pillar - "Conversions"

3 Property Descriptions

Sanitized after each stay!
Brand New Apartment –Situating in Sydney’s most desirable location .
Luxury design apartment
Only Few minute Walking Distance To Darling Harbour,ICC,Fish Market,Sydney
CBD,Casino,Wildlife, Aquarium, Sydney tower etc
Easy go everywhere -few minutes walking distance -light rail
Master room have beautiful night view.
Many cafes and restaurants nearby
Fully Eq... [read more](#)

[Contact host](#)

Remember how I said to tailor your headline to what your "Guest Avatar" is looking for in their experience?

This is your chance to elaborate on each unique selling point your property has to offer.

Let's use our guest avatar "Mary" for an example...

We'd want to include the following in our description:

- Quiet location, great for the whole family
- X mins walking distance to beach
- X mins walking distance to popular restaurants
- Dog friendly
- Luxury architecture

Go into detail on each point and appeal to her ideal experience, as outlined in your avatar profile.

4 Sleeping Arrangements

Sleeping arrangements



Bedroom 1

1 queen bed, 1 single bed



Bedroom 2

1 double bed, 1 single bed



Common spaces

1 single bed, 1 air mattress

People want to know the sleeping arrangements before they book.

You'd be surprised at how many hosts haven't gone through and allocated specific bedding to each room in their host dashboard.

This can be easily overlooked, as it's not in your initial set up process.

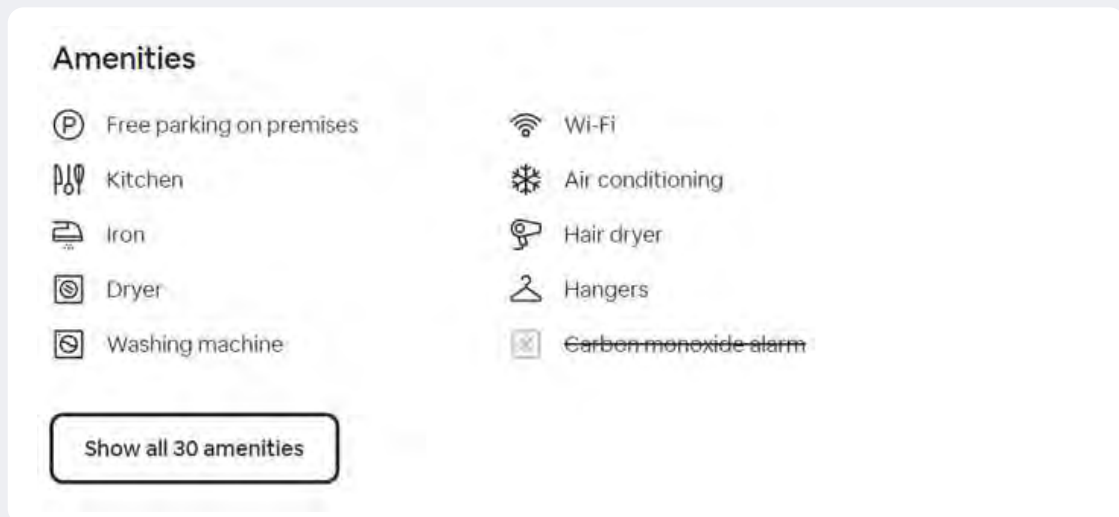
To ensure this has been completed for your listing, go to:

Listing Details > Rooms & Spaces > Edit

Then click on each bedroom and add your bedding arrangements and relevant photos for each room.

The Third Pillar - "Conversions"

5 Amenities



Again, this is something that's missed 99% of the time due to it not being included in your Airbnb listing setup.

Did you know guests can actually filter their search for certain amenities they're looking for?

Which means, if you don't have one of the amenities they're searching for, you'll show up a sum total of 0%.

It's SUPER important to go through and add every amenity that your property provides so when a guest is searching for something in particular that you have, your listing will be displayed.

It's also worth noting that just by doing this one simple step, you'll be setting yourself apart from the vast majority of other hosts.

The Third Pillar - "Conversions"

Guests can filter their search to only display listings with certain amenities included, such as:

- Shampoo
- Air conditioning
- Pool
- Apartment
- Pets allowed
- Wifi
- Iron
- The list goes on...

So make sure you go to:

Listing details > Amenities > Edit

To complete this portion of your listing.

The Third Pillar - "Conversions"

6 Reviews

Last but not least, the final factor that comes into the potential guests decision making process is your reviews.



It goes without saying that it's important to provide the best possible experience for every guest, not just for reviews, but to build your list of return customers.

Putting It All Together

This process is referred to as "Airbnb Listing Optimization" and is a crucial part of maximizing your earnings potential.

If you have any questions or would like for one of our team of experts to run through your listing with you in real time and help tailor a specific approach to your unique property, you can do so for free by scheduling an "Airbnb Strategy Session".

www.go.beyondbnb.io/apply-now

But remember, as this is a free service, there are only limited spots available for each month.

If availability is full, send me an email at jordan@beyondbnb.io and I'll save you a spot for the next month.

TURNING YOUR "AIRBNB LISTING" INTO A "THRIVING SHORT-TERM RENTAL BUSINESS"

Obviously I've given you a lot to take in and digest...

But I can assure you that putting each of the 3 pillars into action will have a dramatic impact on your business.

So if you're looking to take your Airbnb to the next level, the best time to start was yesterday and the second best time is today.

Free Training

On a final note, I'd like to mention that every now and then I'll run a free Airbnb Training Web Class where you can sit with me live and I'll actually run through exactly HOW you can implement these strategies into your business in an easy-to-follow, step-by-step process.



Turning Your “Airbnb Listing” Into A “Thriving Short-Term Rental Business”

I always get asked if there’s a replay people can get their hands on after they miss the live event.

Unfortunately, we do not record these events, and if we do, the replay will only be available for a couple of days, then it's gone forever.

So please, keep an eye out for such an event and be sure to attend on time, otherwise you will miss out.

I'll also be answering any questions you have while online during the training (or as many as I can).

All the best on your Short-Term Rental journey,

Jordan Hrovat
Co-Founder BeyondBNB.io

ABOUT BEYONDBNB.IO

Our vision for BeyondBNB.io is to help Short-Term Rental hosts make over \$1B in annual earnings.

We started out in 2017 as a full-service Airbnb Management company, servicing properties on the Gold Coast, Queensland Australia.

After being on the front-line of this booming industry, we experienced the HUGE increase in demand, first-hand.

In light of this, we started to expand our portfolio across every corner of Australia, with 'Earnings Optimization' being our big point of difference.

Then in March of 2020 when COVID rocked the entire accommodation industry across the globe, we realized that we could make more of an impact...

With hosts all around the globe struggling to make ends meet... we decided there was more value in assisting hosts alleviate this financial stress.

So in 2020 we started to focus solely on just that - helping hosts earn the most out of their short-term rental business through our proven 'E.O. Framework'.

If you'd like to work with us to take your Airbnb earnings to the next level, you can apply for a free strategy session by clicking on the link below:

<https://go.beyondbnb.io/apply-now>

About BeyondBNB.io

If you're committed to taking the next step in skyrocketing your Short-Term Rental earnings, then schedule a free strategy session with our team by using the link below.

Where we'll take a look at what you're trying to achieve, and outline the biggest opportunities in your market.

And for everyone that's downloaded this eBook, we'll give away a \$297 custom Pricing Strategy, tailored to your unique listing - for free.

Why? Well, in the nature of full-transparency, because the majority of hosts that go through get this pricing blueprint are so happy with the results, they ask to become a client.

Now, obviously I hope you go through the same thought process! But if not, I'd be genuinely happy to offer you some free value regardless.

Please keep in mind, we have paying clients that we need to dedicate the vast majority of our time to, and only so many of us here in the office...

Which is why we can only offer 20 of these strategy sessions per week, and spots fill up fast.

So if you are committed to taking the next step in maximizing your earnings, go to the website below in order to apply for one of these free sessions:

www.go.beyondbnb.io/apply-now