



Checklists for Adverts on HomeAway Holiday Rentals and Owner's Direct

HomeAway Holiday-Rentals Advert Checklist

A 5-star Advert Headline:

- Uses the space available
- Conveys the competitive advantage of the home
- Highlights a special feature
- Describes a stand out feature
- Uses correct spelling and consistent capitalisation and punctuation

An attention grabbing Accommodation Summary:

- Uses the space available
- Denotes non-repetitive location info
- Describes the suitability of your home for stand out groups of travellers
- Specifies the distance to a nearby attraction
- Uses correct spelling and consistent capitalisation and punctuation

Top Tip: by “non-repetitive location info” we don’t mean describing the geographical location (such as the town or region). The traveller will have come to your advert by our search filter, so already know where the property is located. Descriptions such as “five minutes from the beach” or “in the city centre” will be more attractive to potential customers.

A standout property description:

- Uses the space available
- Offers the property's selling points in first sentence
- Describes the home, not the location
- Details the property type and size
- Specifies bedroom info and bed setup
- Divides the information into paragraphs, uses headings and spaces
- Lists key facilities and features
- Highlights a competitive advantage
- Describes the home's suitability for certain groups
- Uses carefully selected keywords that distinguish your property
- Talks to the traveler using “you” and “your”
- Uses correct spelling, grammar, and punctuation



The best thumbnail photo is:

- Colourful
- High resolution
- Well-Lit
- Properly Staged
- Makes Good Use of Perspective and Composition
- Clear
- Identifiable
- Showcases Feel of Home
- Unique or Exceptional
- Extra: Showcases View, Location or Feature

Your Advert should at minimum include photos of the:

- View from your home
- Exterior of your home, building or complex
- Living Area
- Kitchen
- Dining Area
- Master Bedroom
- Each Additional Bedroom
- Facilities or Special Features (Pool, Jacuzzi, Hot Tub, etc.)

Outstanding photos that will visually sell your home are:

- Colourful
- High resolution
- Well-Lit
- Properly Staged
- Well-Framed
- Clear
- Well-Grouped
- Recent (No Date Stamps)
- Represents the feel of your home

Terrific photo captions:

- Exist for each photo
- Are clear and concise
- Offer specific details about the photo
- Contain area or property type keywords
- Use correct spelling and consistent capitalisation and punctuation



An outstanding location description:

- Uses the map feature
- Describes local transport links accurately
- Clearly describes where the property is located
- Details the car necessity
- Offers distance to nearby towns and cities
- Describes the distance to the beach, mountain, lake, etc.
- Names nearby landmarks or attractions
- Lists area activities
- Lists upcoming events

Top tip: When explaining your proximity to towns, cities, attractions, natural beauty spots, restaurant and venues use the name. For example say “Ten miles from Lake Windermere” rather than “the lake”. This will help search engines pick up your property,

A clear calendar:

- Has been updated within the past week
- Shows accurate availability for the upcoming year

Top tip: Even if you have nothing to add, updating your calendar once a week will put you to the top of the Adverts. Make sure you are accurate about your available dates, to make your customer’s experiences as convenient as possible.

Your rates table should include:

- The dates of your rental periods (e.g. June – August, September – December)
- Rates for at least the next year
- Nightly rates
- Weekly rates
- Monthly rates
- Clear minimum stays
- Holiday or special event rates
- Reservation/security deposit info
- Fees and taxes
- Payment methods accepted

Top Tip: We recommend setting approximately five rental periods, and a holiday period. This will be easier for your clients to understand, and for you to manage.



To effectively showcase your property's facilities:

- Fill out the table completely
- Choose an appropriate theme
- Specify bathroom details
- Specify bedroom details
- Use the "Notes" section to further explain property features

Accommodation descriptions:

- Fill out the table completely
- Show a competitive advantage

Bedrooms:

- List each bedroom
- List type of bed
- List furniture and storage

Bedroom notes:

Describe bedrooms and contents extensively

- List en-suites
- List all equipment and facilities
- Mention famous brands
- Describe interior decorating style

Bathrooms:

- List each bathroom
- List all units (e.g. bath with shower, shower enclosure, Jacuzzi, wc)

Bathroom Notes:

Describe bathrooms and contents extensively

- Mention famous brands
- List any toiletries or cosmetics you provide

Informative Free Text Notes:

- Don't list anything you have checked off on the facilities table, unless you want to describe it further
- Mention famous brands
- Mention Unique Selling Points (USPs)

Here are a few examples of what you could include

Kitchen:

- Describe your kitchen (e.g. open plan, fully integrated, modern)
- List all units
- List dinnerware and glass ware
- List additional utensils, cooking equipment and gadgets



- List home cleaning products, bin liners, sponges, anything else useful you provide
- Mention famous brands
- List seating / dining areas

Utility Room: (if available)

- List all units
- List all household equipment (e.g. household cleaning products, clothes horse, clothes pegs, outside washing line)

Living Rooms:

- List soft furnishings
- List seating capacity
- List entertainment systems
- List games consoles
- Mention famous brands
- Describe interior decorating style

Dining area:

- List seating capacity
- Describe feel of the place

Other:

- Any additional rooms or features

Cleaning / Towels / Linens / Maid Service:

- Describe included cleaning service
- Mention whether or not you provide paper products
- List numbers of each type of towel provided per guest
- List numbers of each type of bed linen provided per guest
- Describe maid service (if available)
- Describe any extra services you provide

Top Tip: It may seem mad that we're telling you to be so extensive in your descriptions. Won't it be obvious that you have plates in your kitchen? Or loo roll in your bathroom? Unfortunately under equipped properties do exist, and this makes travellers anxious. By describing your facilities extensively you'll reassure a potential client.

For reviews on HomeAway Holiday-Rentals to be the most effective:

- Get reviews from at least 3 past travellers

Top Tip: A property with one review is 15% more likely to get enquiries, if you have five reviews your chances go up to 50%. Contact previous travellers and ask them to review.



An outstanding Further Details section will include:

- Additional area info
- Additional property info
- Other area activities
- Highlight competitive advantages
- Golf or ski info
- Suitability for children, and pets
- Accessibility for guests with mobility problems

Top Tip: pointing out if your property is a ski property, golf property, child friendly or pet friendly (amongst other things) will help the HomeAway Holiday-Rentals pick up your property when a traveller makes a search.

Complete contact information should include:

- The owner's name
- A phone number
- An alt. phone number
- Languages spoken
- The best times to call

Owners Direct Advert Checklist

The First Headline:

- Use characters available
- Describe property type
- Use consistent capitalisation and punctuation
- Show a competitive advantage
- Highlight the home's facilities
- Highlight home's special features
- Incorporate descriptive adjectives

The Second Headline:

- Use Characters Available
- Use consistent capitalisation and punctuation
- Describe Location Type
- List nearby attractions
- Define the home's suitability
- Incorporate descriptive adjectives



Brief Summary for List Page:

- Use all the characters available
- Number of bedrooms
- Sleeping capacity
- Attractive description of home
- Highlight home's special features
- Displays competitive advantage
- Uses SEO keywords

Opening Paragraph:

- Use all the characters available
- Emphasise selling points
- Property type
- Shows competitive advantage
- Brief description of location
- Describe the type of holiday travellers can expect
- Uses SEO keywords

The Thumbnail Photograph:

- Colourful
- Well-Lit
- Clear
- Well-Maintained/Clutter-Free
- Unique or exceptional
- Showcase Feel of Home OR Showcase View, Location or Facility

All Photos:

Your photos should include:

- View from your home
- Exterior of your home, building, or complex
- Living Area
- Kitchen
- Dining Area
- Master Bedroom
- Each Additional Bedroom
- Facilities (Pool, Patio, Game Room, etc.)



Try to take photos that exhibit the following qualities:

- Colourful
- Well-Lit
- Properly Staged
- Well-Framed
- Uncluttered
- Clear
- Sensible Order
- Recent (No Date Stamps)
- Showcases Feel of Home
- Size of the Space
- Wow factor

Top Tip: Your photos are your main selling point. Never take a photo that undersells your home, or shows it in a bad light. Focus on your home's best features.

The Photo Captions:

- Completed for each photo
- Use the characters available
- Provide specific information
- Incorporate area keywords
- Use consistent capitalisation and punctuation

Accommodation descriptions:

- Use all the characters available
- Show a competitive advantage
- Describe special features

Bedrooms:

- List each bedroom
- Leave a space between each bedroom description
- List furniture and storage
- List en-suites
- List equipment and facilities
- Mention famous brands
- Describe interior decorating style

Bathrooms:

- List each bathroom
- Leave a space between each bathroom description
- List all units (e.g. power shower, whirlpool tub, bath, wc)



- Mention famous brands
- List any toiletries or cosmetics you provide

Kitchen:

- Describe your kitchen (e.g. open plan, fully integrated, modern)
- List all units
- List dinnerware and glass ware
- List all your cooking equipment, utensils and gadgets
- List home cleaning products, bin liners, sponges, anything else useful you provide
- Mention famous brands
- List seating / dining areas

Utility Room: (if available)

- List all units
- List all household equipment (e.g. iron, ironing board, household cleaning products, clothes horse, clothes pegs, outside washing line)

Living Rooms:

- List soft furnishings
- List seating capacity
- List entertainment systems
- Mention famous brands
- Describe interior decorating style

Dining area:

- List seating capacity
- Describe feel of the place

Other:

- Any additional rooms or features

Cleaning / Towels / Linens / Maid Service:

- Describe included cleaning service
- Mention whether or not you provide paper products
- List numbers of each type of towel provided per guest
- List numbers of each type of bed linen provided per guest
- Describe maid service (if available)
- Describe any extra services you provide

Top Tip: It may seem mad that we're telling you to be so extensive in your descriptions. Won't it be obvious that you have plates in your kitchen, or loo roll in your bathroom? Unfortunately under equipped properties do exist, and this makes travellers anxious. By describing basic facilities you'll reassure a potential client.

**Facilities Table:**

- Check off all your facilities

Activities:

- List accurate distances
- List transport links (if applicable)
- Show competitive advantage
- List attractions, venues, courses and facilities by name for SEO purposes

General information:

- Mention names for SEO purposes

Coast / Beach:

- List beaches by name and distance
- Describe the atmosphere of the beach
- Any special features
- Suitability for different types of travellers
- Activities available (e.g. water sports, children's clubs)

Travel

- Car necessity
- Public transport links
- Nearest airport, name and distance

Distance:

- Towns and cities, name and distance
- Beach, mountain, lake, etc, name and distance
- Specific landmarks or attractions, names and distance
- Area activities
- Events
- Clear sense of where the property is located

The Calendar:

- Feature a calendar that shows accurate availability
- Never leave grey areas (unknown)

The Guest Comments:

- Seek out reviews from at least 3 past guests
- Encourage repeat travellers to post guest comments

Top Tip: Always leave a guest book in your rental, that way you can collect great testimonials from the lovely comments they leave.



The Rental Rates:

- Be organised
- Be clear
- Include specific dates
- Designate rates for at least 1 year from today
- Include nightly rates
- Include weekly rates
- Have a rental periods for the Festive Season or any special local seasons

In the information box:

- Promote any special offers, or mention any discounts you provide (e.g. senior citizen discounts)
- Explain reservation/security deposit info
- Specify extra fees and taxes
- Advise payment methods accepted

Top tip: Having approximately five rental periods (seasons) will be clear for your customer to understand, easy for you to organise, and take advantage of the tourist season.

Owner Profile (optional):

- Provide information that is useful to your travellers
- Sell your property's benefits
- Always be professional

About you:

- Build a picture of yourself as a trustworthy, responsible owner
- Create a rapport with your target audience

About your property:

- Highlight your property's USPs (Unique Selling Points)

Photograph:

- Don't leave the template picture
- Well lit
- Head and shoulders work best
- Include your partner
- Smile

The Contact Info:

- A phone number
- An alternate phone number
- Time zone/times to call
- Languages spoken
- A link to a personal site



Note to Homeowner: You may edit and use this form as needed for your holiday rental business. If another homeowner wishes to use this form, please direct him/her to www.holiday-rentals.co.uk/info/owner-resources.

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