

Score your OTA listing *in 10 minutes.*

20 checkpoints. Open your Booking.com, Expedia, or Airbnb listing side by side and check what is true today, not what you plan to fix.

A Content & structure

WHAT THE ALGORITHM READS

- ☐ Every amenity field is filled, and none contradicts your description
- ☐ Policies are current: children, pets, check-in, cancellation
- ☐ Your first line names who the property is for and 3 concrete reasons to pick it
- ☐ No adjective survives without a fact behind it ("quiet" = sound-insulated rooms)
- ☐ You know your sort position on Booking and Expedia, today, for your city search

B Photos

THE SELLING SEQUENCE

- ☐ Your cover image was chosen by testing, not by feeling
- ☐ The first 5 photos answer: what's the room, what's the vibe, what's practical
- ☐ Bathroom, breakfast, parking, and workspace are all shown
- ☐ Photos match what your social media and website promise
- ☐ Nothing outdated: old decor, wrong season, renovated rooms shown pre-renovation

C Reviews & trust

THE ONLY VOICE YOU FULLY OWN

- ☐ Your post-stay message asks guests to mention specifics (quiet, breakfast, parking)
- ☐ Every complaint gets an answer within 48 hours, stating the fix you made
- ☐ About half of all reviews get a response
- ☐ Your booking calendar is open at least 12 months ahead
- ☐ Fees, parking, and cancellation are written in plain one-sentence language

D Rates & reach

WHERE THE MARGIN LIVES

- ☐ Each room type has 2+ rate plans with a clear trade-off
- ☐ Same rates, same story, on every channel (parity)
- ☐ You are live and price-accurate on Google's hotel results (free clicks)
- ☐ You know net revenue per channel, after commissions and fees
- ☐ Paid boosts (Genius, visibility programs) have on/off rules, not always-on

18-20 CHECKED

You are the listing competitors audit.
Protect the rhythm quarterly.

14-17 CHECKED

Real money on the table. Each unchecked box is a measurable leak.

UNDER 14

Your listing is losing bookings every day, mostly to fixable causes.

EVERY UNCHECKED BOX HAS A FIX

The Listing Index: 13 modules, 46 tasks. *Rank it like a revenue asset.*

The implementation course behind this checklist: charts, templates, and the exact steps for every checkpoint above.

[Get the course](#)