



Improve Your Distribution Channel Listing

How do you make your property listing rank above your competition on the big accommodation marketing sites (aka distribution channels such as Booking.com, HomeAway, TripAdvisor, HolidayLettings)? What do these channels measure when it comes to listings and their ranking order?

Not-so-minor details

Detailed descriptions of your properties are essential and they score big points with the distribution channels. This includes the basics (two bedrooms, enclosed garden etc), the extra amenities (WiFi, hot tub etc), as well as what's on nearby. You won't be scored on property descriptions – or headlines – but they are key selling points for your properties, so make sure all content is well written, factual and spell-checked! Descriptions should be 700-1,000 characters long, and around 70 characters in length is ideal for headlines. Headlines should be informative and snappy. It's the first thing guests see, so make sure it grabs their attention.

Key Selling Points

Figure out your key selling points and promote them. For example, "Luxury 2-bed cottage with private hot tub", or "City centre apartment – walking distance to all main attractions". If you're not too sure what people love most about your property, ask your guests.

Photographs

Photographs should be high-quality, look professional and number at least a dozen (more is better, so add as many as you can). The first picture will be used as a thumbnail, so make sure it's a good representation of your property. And, guests love a floor plan so make sure your listing includes one, even if you can only add it as an image. Photos and floor plans are easy additions to make – and they have been proven to increase conversions. According to research from TripAdvisor, properties with interactive floor plans book an average 18% more nights than those without.

Availability and Pricing

Displaying up-to-date availability calendars on your listing is essential. To save you time and give you peace of mind, SuperControl enables you to connect with most of the big distribution channels through the channel manager. This means that they can maintain and update your availability calendars for you automatically. In many cases they can also automatically update pricing, which is handy because inaccurate, out-of-date pricing is a big no-no.

Put Yourself on the Map

Make sure your listing includes a map showing your precise location. Guests like to see where you are in relation to other places and the easiest way for them to visualise this is by providing them with a map. Not having a map is one of the top two reasons people leave accommodation websites.

Ask for Feedback

Reviews are a big deal – they reinforce your credibility and help maintain your relationship

with your guests. They're also known to increase the number of enquiries you get and, ultimately, boost your booking figures. So, make sure you include them on your listing.

Be Social

Finally, engage with people. If someone makes an enquiry, respond quickly and personally. More than 80% of guests expect a response within 24 hours. If their chosen property is booked for the dates they're looking at, provide an alternative. Ask them how you can help. Give them every reason you possibly can to book with you! And, not just because good customer service is good practice; the speed with which you reply to potential guests is another factor you're being judged on. Do it well.

Top Marks

If you do all the above, your listing should achieve a top ranking within whichever listing grade you have subscribed to with the likes of HomeAway, Booking.com etc. And, it's a good idea to incorporate all these ideas in your own website too.

SuperControl is a complete self-catering business management and marketing solution. It looks after your bookings, payments and communication with guests and connects with your marketing channels to save you time and get you more bookings. We make set-up easy with help videos, step-by-step guides and our Support team is always ready to help you by phone or email at every step of the way. To find out more or to book a demo, please call 01556 506701 or email info@supercontrol.co.uk.

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