



GET SEEN, GET BOOKED:

How to Increase Listing Visibility on Booking.com

The ultimate guide to achieving maximum exposure for your Booking.com listings.



Curated with care by the pros at Guesty

www.guesty.com

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First Things First

With more than 428 million monthly visitors, Booking.com has quickly established itself as one of the leading online travel agencies for short-term vacation rental bookings. That means you shouldn't just want your properties listed on Booking.com — you'll also want to take any additional measures to ensure your listings get the optimal visibility they deserve amongst the dense pool of competing properties also listed on the site.

In this guide, we will explore how Booking.com's search works and which factors are taken into consideration when pulling search results. This guide will also provide tips on what you can do to improve listing visibility in order to not only ensure your properties are seen, but booked too.



Understanding Booking.com's Search

Booking.com sorts their search results based on what's most relevant to guests' particular preferences, taking into account a few things: their past search behavior, specific market dynamics, and the overall performance of properties on the Booking.com site.

A few things to keep in mind:

- **Success Breeds Success:** The number of bookings you receive is vital to your ranking, because your conversion rate is the main indicator of how well your property performs on Booking.com. (Conversion rate = the number of guest searches that you turn into solid bookings.)
- **More Bookings, More Views:** Your conversion rate also helps Booking.com's ranking algorithm to predict the likelihood of your property being booked. If a guest searching with particular preferences books your property, you'll then appeal to guests with similar preferences in the future – thus affecting your ranking.
- **It's Gotta Be A Match:** To show up in users' search results, your property needs to be available for the dates a guest is searching for.



The Guest's Side of the Story

Every guest is unique, with preferences & needs that are changing over time. That's why Booking.com's ranking algorithm is optimized to meet guests' changing demands throughout their booking journey, which, in turn, will help you attract the right guests to your property.

A guest's journey can be split into 5 different stages:



Exploration: At this point, the guest is beginning their search for destinations, property types, particular property features (e.g. swimming pool), prices, and dates.



Comparison: They've decided on what they want in a vacation rental, and have started comparing different accommodations.



Booking: Having decided on the best accommodation for their needs, they make a reservation.



Experiencing: The guest's experience with a property begins the moment they make their booking, all the way through to the end of their stay.



Evaluating: The guest evaluates their overall experience, both during their stay and after they check out. Reviews of your listing are great indicators of how guests rate the quality and service at your property.

It's important for your property to be visible throughout the five aforementioned stages in order to maximize your conversion rate, and ultimately turn searches into bookings.

Improving Exposure

How high your property appears in Booking.com search results depends on many factors, including your performance, your competitors' performance, and the changing demand in your market. Guest behavior also plays an important role: depending on which filters or sort options they use, your property can appear higher or lower in the ranking for any given search.

To improve your conversion rate and increase occupancy, you need to be competitive in your market and attractive to potential guests. However, every guest and every market is unique, so you'll need to stay ahead of the changing preferences and dynamics of each. To ensure your finger is kept on the pulse of the market, make sure you're following these suggestions:



Be available: It's recommended to list your rentals at least one year in advance – you'd be surprised by the number of early birds out there who like planning trips that far ahead of time!



Be attractive: Make sure your listing page has attractive, high-resolution photos, a complete description, and an accurate list of features and facilities.



Be competitive: Booking.com recommends selecting a price strategy that best suits your business's needs, but try to offer different rate plans that appeal to all kinds of guests. Set a competitive price within your market, so it always reflects the changing demand.



Be flexible: To be seen by more potential bookers, try to offer some flexibility in your policies (e.g. free cancellation until 24 hours before check-in, reduced rates for longer stays).



Above & Beyond

Want to rest easy knowing you've covered absolutely all possible bases in getting your properties the visibility they deserve? These extra efforts might just give you that additional competitive edge you've been looking for.

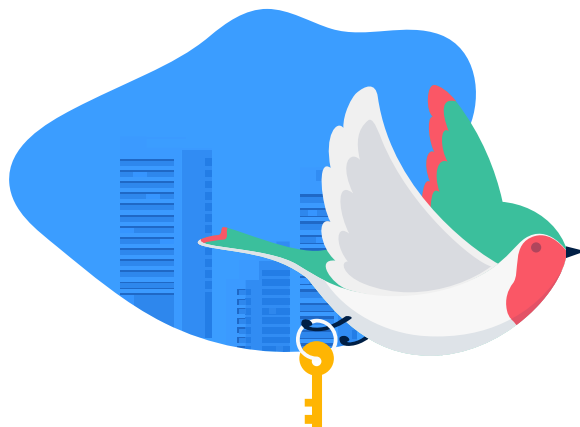
- **Make It Personal:** Writing a personal welcome message and being available for questions can really add to a guest's overall experience. Guest message templates can save time and make communicating with them easier.
- **Guest-Centric Approach:** Managing expectations through your listing content and staying on top of communication with guests will help you achieve even better guest reviews. Many people filter their searches on Booking.com based on guest review scores, so having excellent reviews will influence others to book your properties.
- **Genius Program:** An exclusive program that brings you closer to Booking.com's most frequent bookers. Your property gets a special Genius tag, a ranking boost, and stronger visibility in their site's search results.
- **Preferred Partner Program:** An exclusive program that rewards Booking.com's highest-performing properties with a special thumbs-up badge of approval alongside extra visibility in their site's search results.
- **Visibility Booster:** An add-on service provided by Booking.com to increase your properties' visibility, which they suggest to utilize during high-demand dates or periods where you're experiencing low sales or high cancellations.



Keep the Improvements Going

Want to learn more from the pros at Guesty? Let us show you how utilizing our end-to-end property management platform can not only further enable you to achieve more listing visibility, but how we can also promote growth in all areas of your short-term rental business.

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Clients who use guesty report...



100%

Increase in
Listings Annually



150%

Increase in
Annual Revenue



50+

Hours Saved Weekly
On Average

About Guesty

Guesty provides property managers and management companies with an end-to-end solution to simplify the complex operational needs of short-term rentals. With Guesty, users can manage listings from multiple online travel agencies including Airbnb, Booking.com, Agoda, TripAdvisor Rentals and more, and utilize the company's guest-centric tools including: Unified Inbox, Automation Tools, 24/7 Guest Communication Services, Payment Processing and more.



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