

Continuous Improvement





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Tracking Performance

Airbnb assist hosts to track and measure their performance as well as identify areas they're able to continually improve upon.

They do this by sharing dynamic statistics, insights, tips and recommendations on your areas of greatest strength as well as biggest improvement opportunities.

You're able to gain useful intelligence on your Airbnb performance in the **Ratings** and **Views** sections of the **Progress** tab within your Airbnb account.

These two sections are overviewed below...

RATINGS

Aside from leveraging good reviews and ratings to win additional bookings, the ratings you receive also provide an insight into how good a job you're doing on Airbnb, and any areas of your hosting you're able to improve upon.

You can gain these insights by logging into Airbnb and going to **Progress > Ratings**.

You'll be presented with statistics and insights across the overall experience as well as each of the six different review criteria.

It will also let you know if any of your recent ratings were less than 5 stars.

Ratings Earnings Views Standards

Select listing

Family-friendly Dream NYC Apartment

4.9 ★

Overall rating

56

Total reviews

93%

5 star reviews

Ratings (56)

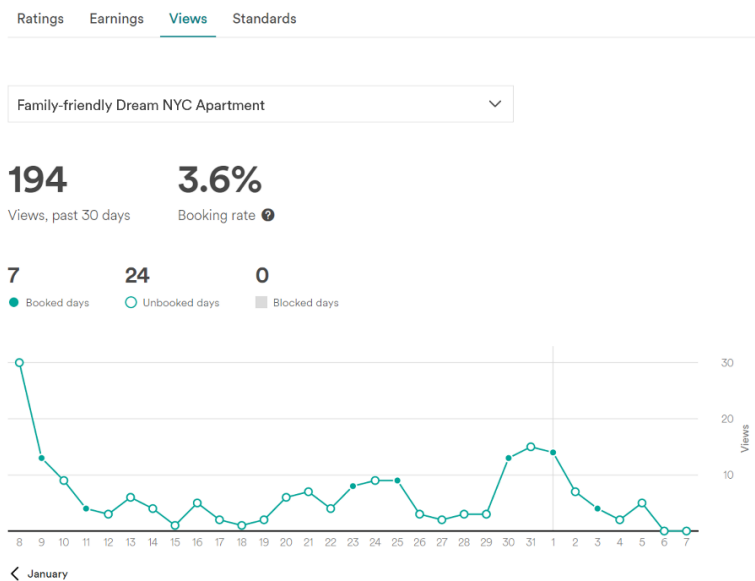
Overall experience	4.9 ★	▼
Accuracy	4.9 ★	▼
Cleanliness	4.8 ★	▼
Communication	5.0 ★	▼
Check in	5.0 ★	▼
Location	4.9 ★	▼
Value	4.8 ★	▼

Tracking Performance

VIEWS AND BOOKINGS

Airbnb also provide you with granular reporting data on the number of views your listing has received over the last month as well as any day that has already passed. You can gain these insights by logging into Airbnb and going to **Progress > Views**.

It will also tell you your **booking rate** – the percentage of guests that end up booking your place after viewing your listing.



You should continually monitor this data, and track your month-on-month performance. Note changes that take place to infer any insights you might be able to draw from the data.

For example, if your issue is a reduction in views, you may wish to consider reviewing your strategies for getting found more often, improving your listing name, pricing and photos; or working on improving your ratings.

However, if your issue is a reduction in bookings, you may wish to consider improving your pricing and photos, or working on improving your ratings, reviews or listing descriptions.

Tracking Performance

Let's consider an example of two consecutive sample months:

Month	Views	Bookings	Conversion Rate
January	94	4	4%
February	83	6	7%

By comparing the two months, we're able to note any month-on-month changes as well as identify any conversion 'bottlenecks' that are occurring. Using the example above, some questions that a host may wish to ask themselves would be...

What caused the reduction in listing views from January to February? Is it because you're...



Not getting found in search results?



Over-priced?



Suffering from worse ratings?



Reduced your prices?



Gained additional / better reviews?



Improved listing descriptions and/or photos

How are you able to maintain (and improve) the uplift in bookings achieved in February? Was this caused because you...

As you can see, these statistics enable you to think like a doctor diagnosing the cause of an illness or identifying the reasons behind improved health.

The majority of Airbnb hosts pay little attention to these insights, nor use them for these diagnostic purposes. This data represents a goldmine of intel to help you move from relying only on your gut instincts, to complementing your intuition with a data-driven, evidence-based approach for becoming an A+ Airbnb host.

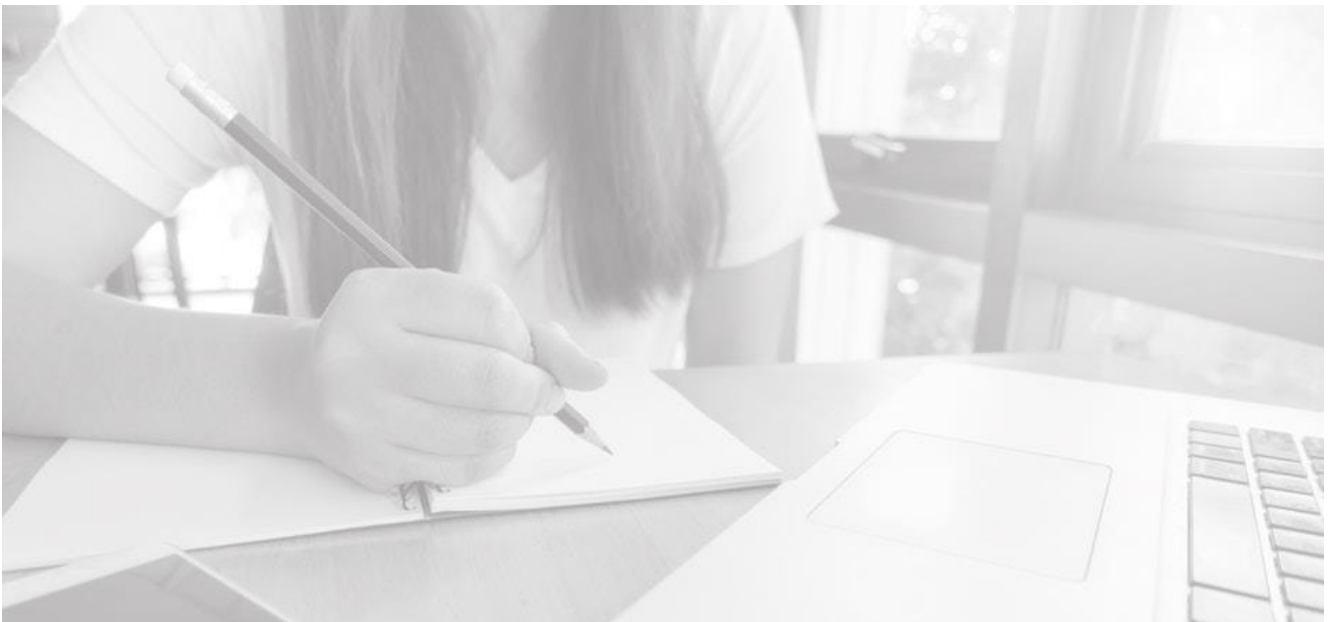
The Secret Ingredient to Becoming an A+ Host

Hosting on Airbnb is not rocket science, but it's still something you get better at with time and experience.

There's a lot to learn, and a lot to get right. It's easy to feel overwhelmed and confused. Channel your eagerness for providing superior hospitality experiences into a habit of **continuous improvement**.

All hosts, both new and old, will inevitably make mistakes. The difference between successful and unsuccessful hosts is simply the attitude they adopt in responding to those missteps.

Successful Airbnb hosts begin by adopting the default mindset that they wish to become the best Airbnb hosts they're able to become. When mistakes (inevitably) get made or things don't work out as planned, these hosts reflect upon the lessons they're able to learn and the ways they're able to avoid making those same mistakes the next time round.



By and large, guests recognize the efforts these hosts put into their hospitality standards and endeavors and respond in-kind. The financial rewards these hosts then receive become the natural by-product of their attitudes, efforts and incremental experience.



Your one-stop-shop for getting found more often,
selling your space and making more money on Airbnb

Other Airbnb Cheat Sheets in this series:

- Deciding to List your Place on Airbnb
- Safety, Security & Protecting Your Property
- Listing Your Place on Airbnb
- Pricing
- Booking Settings
- Getting Found
- Communications
- The Check-In Process
- Providing a Phenomenal Guest Experience
- Checkout, Cleaning and Turnover
- Payment and Taxes
- Reviews and Credibility

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