



Portfolio Sample: Airbnb Listing Tune-Up

Property: 2-bedroom cabin, Sevierville, TN (Great Smoky Mountains) | **Rating:** 4.9+ from 600+ reviews, Airbnb "Top guest favorite" | **Prepared:** October 2026

Anonymized portfolio sample. Based on a real, public Airbnb listing. The property name and the original wording are not shown, and there is no affiliation with the host. Items marked [confirm] are facts the owner supplies through the intake form.

1. Scorecard: What's Working and What Isn't

Area	Grade	What we found
Reviews and trust	A	4.9+ across 600+ reviews and a "Top guest favorite" badge. Strong social proof; the listing never mentions it
Title	C	The title leads with a vague adjective. It skips the three things competitors can't easily match: two king suites with private baths, the Mt. LeConte view, and the game room
Opening description	C	Starts with an all-caps label and room counts instead of the experience. The first lines are what guests see before they tap "Show more"
Grammar and polish	C	The same possessive error 3 times, a missing article, and the national park's name written incorrectly
Dated details	C	The TV setup is described as cable and DVD, which reads as older. If the TVs stream (Netflix, YouTube TV, and so on), say so; if not, a smart-TV upgrade is a low-cost fix [confirm]
Specifics	B-	Distances like "minutes from" and "a short drive" are vague. Exact drive times, guest count, Wi-Fi speed, parking, and road conditions are missing [confirm]
Structure	B	Good sections (Kitchen, Entertainment, Other), but they read as lists of appliances. Organize by what guests care about: sleep, views, fun, location

2. Title Options (50-character limit)

Airbnb advises putting the most important information first and keeping titles under 50 characters, since longer ones get cut off in search [Airbnb title guidelines](#).

Before	Characters
Original title (not shown): a generic adjective + "cabin with a hot tub and mountain views"	48
Recommended options (best first)	Characters
Mt LeConte Views, Hot Tub, 2 King Suites, Games	47
2 King Suites + Hot Tub + Mt LeConte Views	42
LeConte View Cabin: Hot Tub, Pool Table, 2 Kings	48
Hot Tub with Mt LeConte Views, 2 King Suites	44

Our pick: Option 1. It names all four differentiators. The first 32 characters ("Mt LeConte Views, Hot Tub, 2 Kin...") still sell the cabin on small phone screens.

3. Rewritten Opening Description

This is the main description box. It leads with the experience and stays under the 500-character limit (465 characters). On the app, only about the first 295 characters show before "Show more," so the view, hot tub, and king suites come first ([GuestReady](#)).

Wake up to Mt. LeConte from two mountain-facing porches, then end the day in the private hot tub as the sun sets over the Smokies. Both bedrooms are king suites with their own full bathrooms (the upstairs bath has a jetted tub), plus a sleeper sofa for extra guests. Fireplaces on both floors, a game room with a full-size pool table, arcade, and air hockey, and a neighborhood pool make it easy to stay in. Dollywood, Pigeon Forge, and Gatlinburg are minutes away.

Before (summary)

The original opening began with an all-caps "OVERVIEW" label and a bedroom count. The view and the hot tub didn't appear until the fourth sentence, past the point where most app users stop reading.

4. Rewritten "The Space" Section

Sleep

- **King Suite 1 (upstairs):** king bed, HD TV, private full bathroom with a jetted tub
- **King Suite 2 ([level] [confirm]):** king bed, HD TV, private full bathroom
- **Living room:** sleeper sofa, for up to [6] guests total [confirm]
- All linens and towels provided; washer and dryer on site

Views and outdoor living

- Mountain-facing porches on both levels with rocking chairs and views of Mt. LeConte and the Smokies

- Private hot tub on the porch, with the view [confirm cleaning schedule, e.g., "drained and cleaned after every stay"]
- Charcoal grill [confirm whether charcoal is provided]

Cozy inside

- Fireplaces on both floors [confirm gas or electric, and seasonal use]
- Full kitchen: oven, stove, refrigerator, microwave, dishwasher, toaster, blender, cookware, and dishes for everyone
- Dining area just off the kitchen

Fun for the whole group

- Upstairs game room: full-size pool table, arcade table, and mini air hockey
- HD TVs in both suites and the living room [confirm streaming apps]; free Wi-Fi [confirm speed, e.g., "200 Mbps, good for remote work"]
- Neighborhood pool [confirm season and hours] and a playground a short walk away

Location [confirm drive times]

- Dollywood: [X] minutes | Pigeon Forge Parkway: [X] minutes | Gatlinburg: [X] minutes | Great Smoky Mountains National Park entrance: [X] minutes
- Great Smoky Mountains National Park has 800+ miles of hiking trails and the Cades Cove loop, so ask us for trail tips

Good to know [confirm]

- Self check-in with [smart lock / keypad]; parking for [X] cars
- Road and driveway: [paved / steep / 4WD recommended in snow]. Guests value honest notes on mountain roads
- Pets: [allowed / not allowed]; no smoking; quiet hours [X]

5. Photo Order and Captions

The first few photos are what guests see while scrolling search results. Lead with what makes this cabin different. This order is based on the features in the description; check it against the actual photos.

#	Photo	Caption
1	Hot tub with Mt. LeConte behind it (golden hour)	Your private hot tub, with Mt. LeConte views
2	Porch with rocking chairs and the view	Morning coffee on the mountain-facing porch
3	King Suite 1 with the jetted-tub bathroom	King suite with private bath and jetted tub
4	Game room: pool table, arcade, air hockey	Game room for every age
5	Living room with fireplace lit	Fireplace evenings after a day in the Smokies
6	King Suite 2 and its bathroom	Second king suite, second private bath

#	Photo	Caption
7	Kitchen and dining area	Full kitchen and dining for the group
8	Neighborhood pool and playground	Neighborhood pool [seasonal]
9	Cabin exterior and parking	Easy arrival: parking for [X] cars

6. Amenity Checklist

Airbnb now writes its own short summary of each home from the listing details, and hosts can't edit that summary directly. Accurate, complete amenities are what feed it. Make sure each of these is checked in the listing settings:

Amenity	In description?	Action
Hot tub (private)	Yes	Confirm checked
Pool (shared / community)	Yes	Check "shared pool" and add season
Pool table, arcade games	Yes	Confirm both checked
Indoor fireplace	Yes	Confirm checked; note type
Mountain view	Yes	Confirm checked
Bathtub (jetted)	Yes	Confirm checked
Washer, dryer, dishwasher	Yes	Confirm checked
BBQ grill	Yes	Confirm checked; note charcoal
Dedicated workspace, Wi-Fi speed	No	Add if available, with the Wi-Fi speed
Coffee maker, crib, high chair, EV charger	No	Add any that exist [confirm]

7. Three Revenue Ideas Beyond the Words

1. **Upgrade to streaming smart TVs if they still use cable and DVD players** [confirm]. "Smart TVs with streaming" is now expected in this market; several nearby competitors list it.
2. **Advertise the review record.** Add a line such as "Rated 4.9 by 600+ guests" near the end of the description. It costs nothing and builds trust with families booking for the first time.
3. **Lean into couples and small families in the off-season.** Two king suites with private baths suit two couples traveling together. Test a weekday discount or a 3-night "Smokies getaway" minimum in January–February [owner decision].

8. Questions for the Owner

1. What is the maximum guest count, and which level is the second king suite on?
2. Do the TVs stream? What is the Wi-Fi speed?

3. What are the community pool's season and hours?
4. What are the exact drive times to Dollywood, the Parkway, Gatlinburg, and the park entrance?
5. What is the check-in method, how much parking is there, and what are the driveway and road conditions (especially in winter)?
6. What are the pet policy and hot tub cleaning schedule, and is charcoal provided?

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