

Simple,
Quick,
& Easy Ways To

Boost
Your
Bookings

Booked

SOLID

Rentals

Welcome, I'm Jayne Brodie and I'm so glad that you downloaded my free report. I'm going to share three simple strategies with you so that you can get started on the road to booking your vacation rental solid.



Here's what you're about to find out:

#1 ~ The Foundation of Your Online Success is Keywords

The foundation for your online success in marketing your vacation rental property is in identifying and incorporating the search terms (keywords) your renter is using to find you.



#2 ~ Maximize Your Search Engine Optimization (SEO) With Video

Everyone knows that YouTube gets a tremendous amount of traffic. What vacation rental property owners are just starting to discover is how to leverage video sites to reach out to their current and prospective renters (and maximize their SEO!) Create an experience for your renter and you'll see your inquiries and bookings increase.



#3 ~ Ad Listings That Fill Your Calendar

Are your rental ads working for you with a compelling headline, great photos, and ad copy that creates an experience for your renter? Your keywords should be strategically woven through out the headline, copy, and photo descriptions.

#1 ~ Identify The Keywords Your Renters Use to Find You – And Use Those Keywords Strategically In Everything That You Do

Search Engine Optimization – The Basics

A lot of people think that SEO is very dry. I used to think so too, but I have really grown to understand and appreciate it. The greatest thing about SEO is that it's all about getting FREE traffic to your property listing! I think of renter's being able to *find my property faster* because I've learned to speak their language. And the great news is that once you've done the research, you can use your search engine knowledge over and over and over again to drive traffic to your property's ad listings and web site.

As a property owner that is looking to grow their business through your ad listings or your web site, search engine optimization (SEO) is going to be one of THE most important strategies that determines your success in booking yourself solid. It doesn't matter if you just have ad listings for your property or if you have a web site. Either way, you will benefit from understanding and indentifying how your renters are looking for you. Once you understand this, you'll be able to take action and drive them to your ad listings and/or web site.

Over 80% of searches for vacation rentals begin at the search engine level. Learn how to give the search engines what they want, and renters will come you way faster than you can imagine.

The good news for you, is that by reading this, and then implementing some of what you learn, you'll be leaps and bounds beyond your competition. And it's a skill set that you'll be able to use in any business that you promote online.

What we're going to focus on for writing your vacation rental ad listing or web site content is keywords. Keywords are the words that your guest will use to ask the search engines what they are looking for. For example, a renter might type in "Beach Front Vacation Rental, Bar Harbor, Maine." A vacation rental that has that exact text in their ad is likely to appear on the first results page of the search results. (If you only had "Vacation Rental, Bar Harbor" in your description you're much less likely to appear on the first page because it's not a very specific description and there's a lot more competition.) You want to identify highly used keywords and keyword phrases so that you reach the highest number of potential guests with your listing.

Keyword Phrase Selection

To define what keywords are used for your rental, put yourself in the guest's position and brainstorm what keywords they might use when looking for a rental in your area. Keep in mind, the really broad keywords, like "Beach Vacation Rental," are going to be extremely difficult to rank for... and generic phrases like that don't tell the visitor much about your property. You want to be as specific as possible, ie "Beach Vacation Rental Sarasota, FL" or "Condo with Pool 10 minutes to Disneyworld." Help the renter, and the search engines, find what they're looking for!

I love the following graphic / example, because it really gets you thinking about how differently people describe and search for the same thing. What would you have called this?



Defining Keywords for Your Property

Say you have a ski rental in Stowe Vermont. Here are some key words to start with:

Ski Vacation Rental Stowe Vermont
Stowe Ski Chalet For Rent
Vacation Rental Stowe Vermont
Stowe Ski Vacation Rental

Ski Chalet Stowe, Vermont
Stowe Chalet Vacation Rental
Ski-In Condo Stowe

I could go on with dozens of variations of all of these. What you will need to do is decide what are the best phrases to target for your business.

These keywords are the foundation of all of your advertising as the easier your renters can find you, the easier they can rent your property.

#2 ~ Maximize Your Bookings With Video



Video is a great way to show your vacation rental, and to gain momentum in your Search Engine Optimization.

Video is fast becoming one of the top requests from potential renters. It increases confidence on the renters side... and the benefit to you is two fold... you're showing renters exactly what they're getting and you're engaging them for longer on your site. Another key benefit is that video gives you yet another opportunity to rank for your keywords on YouTube and other video sites.

Video shows that you're serious about renting and want to show renters exactly what they're booking. Currently VRBO features a separate tab with a video icon to highlight your video.

You shouldn't limit yourself to just showing your video on VR advertising sites though. Since YouTube is one of the top sites on the web, you will help your SEO efforts by posting videos with your keywords to YouTube and the other top video sharing sites. You'll see more and more vacation rental sites posted here... it's a great way to generate traffic, interest, and help your web site or ad listing rankings.

The [Booked Solid Blueprint](#) contains more specific direction on how to identify your high profit keywords but this is a great start to get you thinking. We also offer "[Done For You](#)" keyword discovery packages if you don't have the time to do this critical step yourself. Your keywords build the foundation for all your online success, so it's critical that they are clearly and correctly defined.

By understanding how your renters are looking for you, you'll be able to reach them quickly and inexpensively.

No video camera? Don't worry, you can also make a video using a slide show from your current photos and save it in video format. Here's an example of a slideshow video that I produced for "At the Bay's Edge."



If you are not inclined to do this on your own, we offer a simple and fast program to just get your video done, and posted online with your high traffic keywords. Check out the [Jump Start Your Bookings Program](#) for more information on video creation.

Always put yourself in your renters' shoes.
Create an experience for them.

#3 ~ Create Ad Listings That fill Your Calendar

Whether you're on all the major vacation rental sites, or just starting out, the first thing to do is look at how you're reaching out to your renters. One of the features of the [Booked Solid Blueprint](#) is that it's designed as a guidebook with plenty of real-life examples and suggestions. You'll learn quickly how to S-E-L-L your property and maximize your listing's potential.

Sound complicated? It's not. The process is all laid out for you!

Here are the top components we'll start with:

- **Headline**
- **Pictures**
- **Ad Copy**
- **Amenities**

Headline: The headline is your first opportunity to get your renter's attention. Do this right, and your inquiries and bookings will increase. Use your high-value keywords and you'll see even more traffic. Many property owners don't use this valuable real estate properly. They use the name of their property in the headline or they put in repetitive information that already shows when the ad is categorized.

Pictures: Everyone knows a picture is worth a thousand words...how do your pictures stack up? Do they tell the story of your property and make people want to know more? It always amazes me how many vacation rentals have pictures that are poorly lit, poorly framed, or don't tell a complete story. Many listings don't include pictures of each room, and they don't have any kind of meaningful or interesting description associated with them. Many owners don't think about the order that their pictures are presented in.

Renters often make a decision about rental property based on pictures alone, so this is a key opportunity for you to shine. Your pictures are a huge opportunity for you to reach out to your renters and S-E-L-L them on your property. Use them well and you'll see results quickly.

Ad Copy: Are you creating an experience for your renter or simply listing all that your property has to offer? There's a big difference and this is your chance to really talk about all your property has to offer. It's very common to see listings with typos and information in a list with no personality or story behind it. Information is often repetitive and little thought is given to using terms that make it easier for search engines to find you.

Let your listing do its job and *create an experience* for your renter so it interests them enough to inquire further. Write for both your renter and the search engines and you'll be amazed at the results.

Amenities: When was the last time you looked at your amenities list? Have you checked out your competition lately to see what they're offering? Many amenities lists are incomplete and out-of-date. Many property owners don't know how to prioritize what amenities are most important to their renters or how to feature them in their ad listings. Make sure and review your amenities list, confirm that it's up to date, and determine your top 3 to pull out and use in other components of your ad listing. Ensure that you are advertising amenities that are important to people (recent examples would include free Wi-Fi and iPod docking stations).

You don't have to do it all.

Take any one of these strategies, implement it, and you'll see a dramatic increase in your inquiries and bookings.

Then you won't want to stop with just one!

Want More Help to Boost Your Bookings Faster?

Ready to kick it up a notch and move up to a full house? If you're interested in learning more about simple strategies you can implement, along with step-by-step instructions on how to do everything, check out my book, the [Booked Solid Blueprint](#). The blueprint walks you through simple strategies to keep your property booked. You can do one, or all, as much or as little as you want, *at your own pace*. I walk you through all the steps. It's jam-packed with tips, short-cuts, and proven strategies to help you get your calendar filled. 15 minutes a day of targeted effort following this plan (or a few hours a week, whatever works for you), will change your bottom line forever.



JumpStart
Your Bookings

I also offer a “[Jump Start Your Bookings](#)” program for those of you that want a program that’s “Done For You.” You can invest in any or all of the following programs,

- Laying the Foundation For All Your Advertising with the Right Keywords
- Maximize Your Media With YouTube Video
- Ad Listings That Fill Your Calendar

You can invest in these programs individually, or save when you purchase all three.

No matter which path you choose, I look forward to helping you get booked solid!

Jayne Brodie

About Jayne Brodie

I hope you got a lot out of this special report. If you want to know a little more about me... here goes.

I have a passion for travel and own several rental properties in Northern California, including “[At the Bay’s Edge](#)” in Bodega Bay, CA. I have over 20 years of marketing experience in both the online and offline world, working in the high-tech arena for clients including: Sun, Oracle, Intuit, Openwave, Netscape, DHL, and Toyota. I’ve now combined this marketing know-how with my vacation rental experience and success.

When I started marketing my vacation rentals 10 years ago, I went the traditional route. I advertised on the bigger vacation rental sites (at that time there weren’t so many to choose from!), and the local sites geared to tourists. While I did OK, I certainly wasn’t booked solid.

Over the next few years the vacation rental industry really started to expand. All of a sudden there were a lot of free site listings, and even more (paid) niche travel sites. I signed up for literally dozens of the free listing sites, thinking “what could it hurt?” I soon found out what hurt when I had to update all of my listings with price changes and amenity changes... what a nightmare! When I stepped back and really looked at my decisions, I realized I didn’t have a handle on which sites were working for me, and which ones weren’t. I was just trying to “be” everywhere in an effort to get more bookings. At the time, I didn’t understand how to *leverage* the Internet to bring renters to me.

Being a vacation rental owner myself, I appreciate what it’s like to operate on a small budget and wear all the business hats. That’s why I developed a simple plan that focused on reaching renters in a number of different ways. Once I did this, I realized that marketing doesn’t have to be hard, or cost an arm and a leg. It’s all about understanding how your potential renters are looking for you, and your ability to reach them in an effective manner.

Once I decided I needed to treat my vacation rental property like a business and develop a system for marketing it everything fell into place. The end result? After a lot of trial and error, I’m spending less money than I ever have, and ***my occupancy rate is consistently over 90%***.

I created this Special Report to share with you just a few of the top tips included in my new book, the [Booked Solid Blueprint](#). I created this step-by-step manual for vacation rental owners based on a proven framework that puts all the marketing pieces together for you so you don’t have to go through the same time-consuming guess work that I did. Follow this easy system, and you too can be booked solid.

No time to do it yourself? No problem. We’ll get you on the fast track with “[Jump Start Your Bookings](#)” programs featuring keyword research, YouTube video production, and ad listing review. Choose one or all.

Either way you go, I look forward to helping you keep a full house.

Jayne Brodie