

Improve your ad and get more bookings

The holiday season is getting close and this is the time when travellers start to look for their holiday. Now more than ever, it is important that your accommodation appears attractive to users.

Here at [Rentalia](#) we would like to give you some advice to optimise your advertisement and obtain more bookings (click on each link to access the content):

- Add unlimited photos.
- Review the features.
- Include prices of your accommodation in the price tables.
- Activate Online Booking.
- Take care of the descriptions of your accommodation.
- Your guests' opinions are your best allies.
- Add the exact address of your accommodation
- Give a prompt reply to the e-mails.
- Contract an offer.
- Review the features.
- Verify the address of your accommodation.
- Use the social networks like Facebook, Twitter...

Add unlimited photos

On Rentalia, you can add as many photos as you like to your accommodation. The relationship is quite simple: very few photos, very few bookings. The photo gallery is one of the sections travellers look at most frequently and it is important that you have a lot of photos and they are as varied as possible. We recommend **at least 10 photos per advertisement** and, if possible, in landscape format.

In order to improve the quality of your photos, we recommend a series of basic tips: **take your photos on sunny days**, ideally with "Golden light" (the start or end

of the day). Take your indoor photos with as much natural light as possible, and with the lights on to give it a cosy atmosphere. To make a room look more spacious, you should take the photograph standing on a chair. [You can see more tips here.](#)

Ensure that you have a photo for each of the tabs offered on Rentalia (terrace, garden, exterior, swimming pool, views, etc...).

Remember that Rentalia offers a professional photo service to get the most of your ad. Do not hesitate to contact us for any information.



Keep your calendar up to date

As you might know already, there are a lot of advantages to updating your availability calendar: your accommodation will appear in the searches by date carried out by our travellers.

Also, the more dates you mark as occupied the better position you will have on

the dates available and you will give **more valuable information to the traveller** (it is not the same to see a calendar updated daily with than one which was updated 25 days ago).

Availability Last update: 11/Aug/2014

< Previous

August 2014						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2014						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Calendars that have not been updated in the last 30 days, will no longer be shown. Therefore,

even if you have not got any occupied dates to add to your calendar, **don't forget to update it regularly.**

Include prices of your accommodation in the price tables

Now more than ever, the travellers are looking after how much their holidays will cost and their searches will follow their purchasing power.

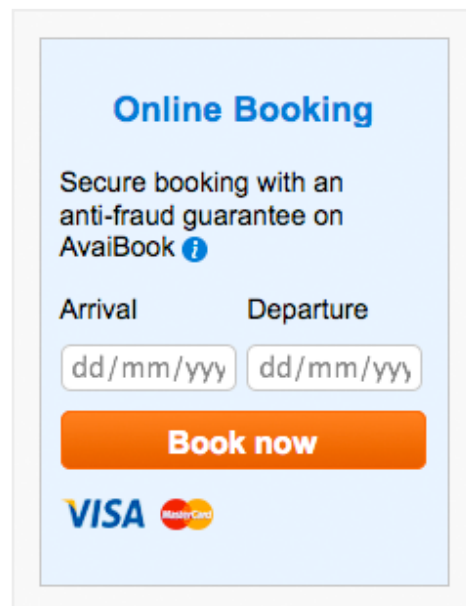
House prices		Contact the owner					
Prices for a capacity of 8 people and a maximum of 2 extra guests.							
Season	1 Night	1 Night weekend	1 Week (7 nights)	A fortnight (14 nights)	1 Month (29 nights)	Cost per extra guest/night	Nights minimum rental
Basic price	150 €	150 €	-	-	-	0 €	2 nights
01/08/2014 to 31/08/2014	400 €	400 €	-	-	-	0 €	3 nights
01/09/2014 to 30/09/2014	250 €	250 €	-	-	-	0 €	2 nights

If you don't fill the price tables, your accommodation won't appear in the searches by price carried out by our travellers. Furthermore, **the price tables are translated to the 7 languages** in which you can navigate in Rentalia. You can add prices for any period of the year (long weekends, Christmas, Holy Week...) as well as for holiday time: price per night, night during weekend, week, fortnight...

Activate Online Booking

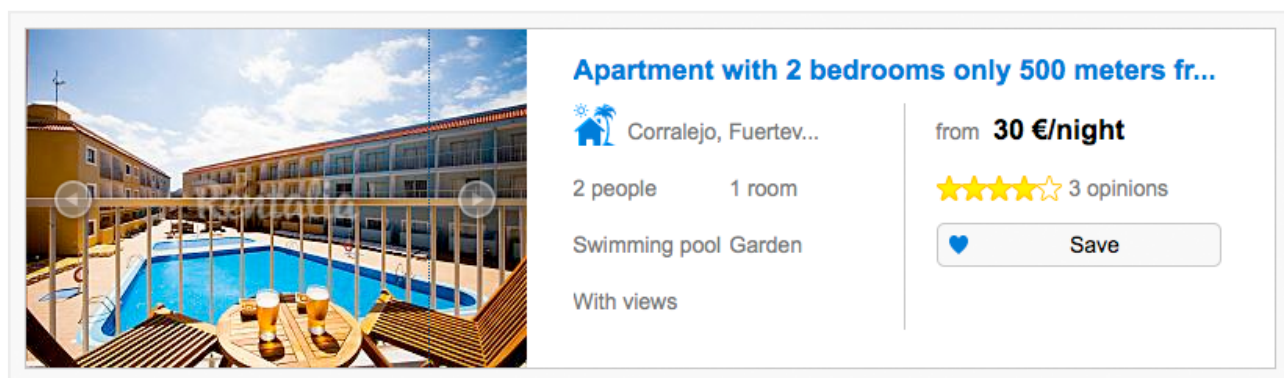
Offering the possibility that travellers can book your accommodation on line, you will offer your possible customers much more **security and confidence**.

In order [to activate Online Booking](#), your accommodation must be located in Spain or Andorra (the service will be soon available in Italy as well). In case your property is located in one of these Countries, you will see a button in your control panel to begin the booking activation process.



Take care of the descriptions of your accommodation

On [Rentalia](#), there is no limit to the amount of text that can be included in your accommodation advertisement. However, we recommend that you add a useful description for the traveller. Prioritise the information on your accommodation. The most important thing that you wish to communicate to travellers (the superb views, the distance from the beach...) should be the first thing you present in the description, leaving the “setting” and “Activities and attractions” till last.



Translate your description to any of the seven languages in which you can surf Rentalia, and at least those in which you can communicate with travellers. To help you with the languages you don't know, we can offer a translation service to view your text in Russian, English, German, French, Portuguese, Italian and Dutch. This way, you will have **greater visibility in the search results** in those languages.

Take advantage of the short description of your accommodation. This is the one that appears in the search results and with which you can .

Your guests' opinions are your best allies

When we search for a holiday rental, we really like to take a look at the experience other travellers have had. These opinions help us to imagine what our stay would be like, as well as giving greater credibility to the accommodation.

We recommend that you request an objective opinion from your guests. If the service and the accommodation are good, then **the comments will be realistic and well measured**, helping you to improve. You can ask them to give their opinion when they return the keys or (if you have their e-mail) later, after they have left.

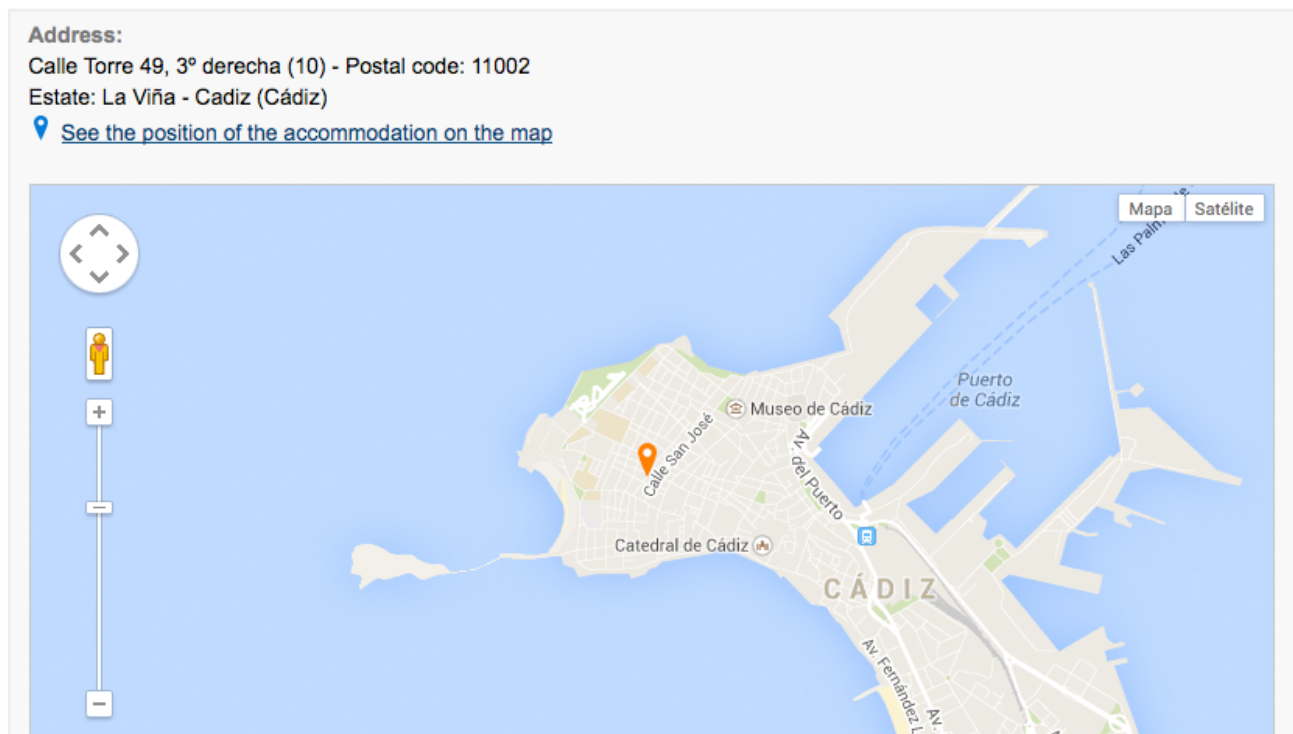
Rentalia will show the number of opinions that your accommodation has, both in the advert and in the search results, beside the **star rating**, given by travellers.

The image shows two examples of accommodation listings from Rentalia. Each listing includes a title, location, price per night, star rating, and number of opinions. A 'Save' button is visible for each listing.

Property Name	Location	Price	Star Rating	Number of Opinions
Apartments in Marina d'Or resort - Oropesa d...	Marina D'or, Castellón	from 29 €/night	★★★★☆	16 opinions
Villa Arianne - Modern Luxury close to the b...	Playa Blanca, Lanzarote	from 79 €/night	★★★★★	33 opinions

Add the exact address of your accommodation

This will help the traveller locate your house on the map easily and have an idea of the distances to the beach, the town centre, etc.



Also, this will help you give your accommodation more visibility in the search by map.

Give a prompt reply to the e-mails

Answer all the requests (even though they are for dates that are not available). Travellers get a bad impression when they do not receive a reply from an owner. Also, by answering quickly you will improve your reply percentage rate and speed.

Harold

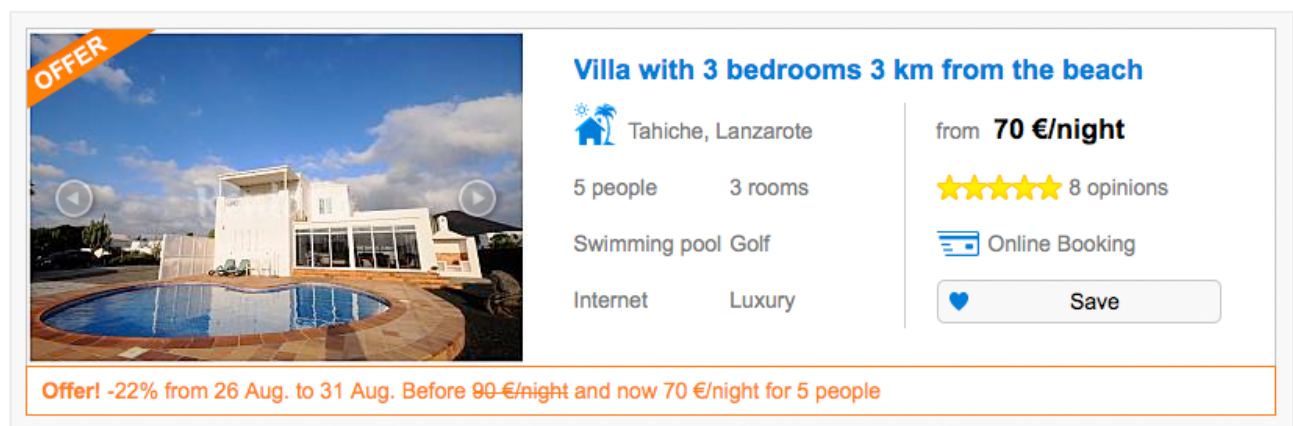
90% of answered messages.

Usually replies in less than one day.

Languages spoken by the owner:
Spanish, English, French

Contract an offer

If you want to boost the your accommodation's visibility for a particular date, the best thing is to publish a special offer through Rentalia. During a minimum of 2 weeks, **your accommodation will appear** with a **highlighted band** headed "Offer" and will be included in the list of exclusive special offers in the special offers section of our Facebook page.



The screenshot shows a Rentalia listing for a villa. On the left is a photo of a white villa with a swimming pool, with an orange 'OFFER' banner in the top-left corner. To the right of the photo, the title is 'Villa with 3 bedrooms 3 km from the beach'. Below the title, it says 'Tahiche, Lanzarote' with a house icon. The listing includes '5 people' and '3 rooms'. Features listed are 'Swimming pool Golf', 'Internet', and 'Luxury'. The price is 'from 70 €/night'. There are '5 stars' and '8 opinions'. An 'Online Booking' button is visible. At the bottom, a red banner states: 'Offer! -22% from 26 Aug. to 31 Aug. Before 90-€/night and now 70 €/night for 5 people'.

If you want to attain a **better occupation level** in the low season, contracting a special offer may be the perfect solution :-)

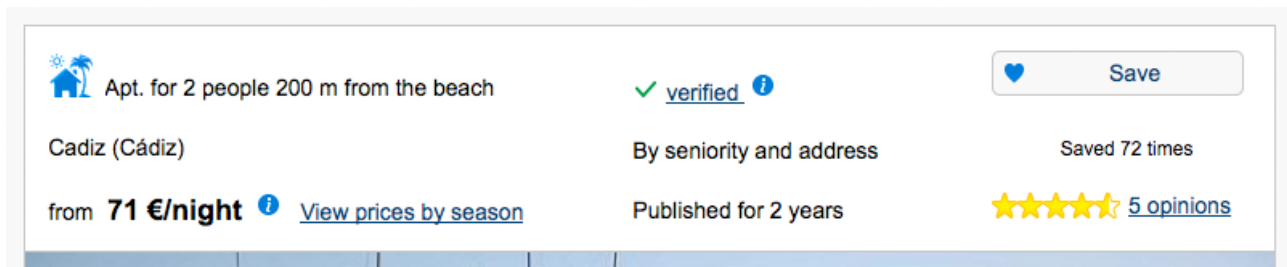
Review the features

There is a wide variety of features that can be selected and nearly all of the features can be filtered in the searches. Review and update the features of your accommodation.

Verify the address of your accommodation

Offering the traveller a trustworthy service is fundamental. To do so, the best thing is to verify the address of your accommodation. The system is very easy: we send you a code by post to your holiday home; when you receive it, you log in to Rentalia and enter it in the "Verify address" field. As of that time, your advert will

include the message **“Verified by address”**.



Apt. for 2 people 200 m from the beach

Cádiz (Cádiz)

from **71 €/night** [View prices by season](#)

✓ **verified** [i](#)

By seniority and address

Published for 2 years

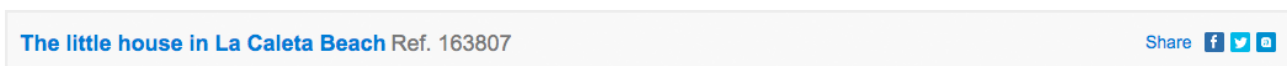
Save

Saved 72 times

★★★★☆ [5 opinions](#)

If, moreover, you have been advertising accommodation on Rentalia for over 12 months, we will add the message **“Verified by seniority and address”**.

Use the social networks like Facebook, Twitter...



The little house in La Caleta Beach Ref. 163807

Share [f](#) [t](#) [a](#)

On your ad you will see several buttons like these which are for you to share this ad with your friends and acquaintances on Facebook, Twitter and Tuenti and thus raise the visibility of your accommodation.