

The Host's Guide to AI-Ready Listings

How to Write for Humans & Rank for Robots

Introduction: The "Shoulder Season" Opportunity

The peak summer frenzy is beginning to settle. The kids have a few weeks of freedom left, but the back-to-back bookings are starting to space out.

Smart hosts don't rest now—they rebuild.

Search authority takes **3-6 months** to mature. If you wait until next November to optimise your listing for the 2027 season, you've already missed the boat. The actions you take during this quiet period will define your visibility when the next wave of demand hits.

This guide is for everyone—from classic Kiwi baches to boutique hotels and motels. We'll show you how to write copy that hooks human guests and structure your data to dominate the algorithms.

Part 1: Hook the Human (The "Espresso Martini" Rule)

Most hosts write "Real Estate" descriptions. They list facts.

- *Standard:* "3-bedroom unit with kitchen and deck."
- *Result:* The guest scrolls past.

To get bookings, you need to stop selling **amenities** and start selling **moments**.

The Technique: Feature vs. Feeling

Don't tell them *what* you have. Tell them *what they will do* with it.

| The Feature (Boring) | The Feeling (Bookable) |
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| "Nespresso machine provided." | "Start your morning with a cafe-quality flat white on the sunny deck." |
| "Fast WiFi." | "Work from paradise with ultra-fast 1GB Fibre—perfect for Zoom with a view." |

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| "Cocktail shaker in kitchen." | "Shake up an espresso martini at your dedicated cocktail station as the sun sets." |
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New Strategy: The "Magnet Method"

To stand out in a crowded market, you need a magnet.

1. The "Only Here" Amenity

What is the one thing you have that nobody else does?

- *Is it an outdoor bath with a view? A pizza oven? A dedicated cocktail station?*
- **Tip:** Don't hide this in a bullet point. Make it your headline.

2. The "Satellite" Strategy (Tourist Hubs)

Use major tourist hot spots to pull traffic, even if they are an hour away.

- *Don't just say:* "45 mins to Hobbiton."
- *Do say:* "We are just 45 mins from **Hobbiton**, making us the ideal quiet retreat after your tour."
- **Why it works:** You capture the huge search volume for those famous spots, positioning yourself as the smarter, more relaxing alternative.

Your Homework Checklist

Don't just read this—do it.

- **The Feeling Check:** Does your intro describe an experience, not just a building?
- **The Magnet Check:** Have you identified your "Only Here" feature and put it in the headline?
- **The Consistency Check:** *Crucial for Multi-Listing Hosts.* Are your Airbnb, Booking.com, and Direct listings singing from the same song sheet? Conflicting details (e.g., different pet policies or amenities) confuse AI algorithms and lower your trust score. Align them now.

Part 2: Feed the Robot (Structure for Algorithms)

AI tools (like **Gemini**, **ChatGPT**) and **OTA Algorithms** (Airbnb, Booking.com) love structure. They hate walls of text.

The Context: The 2025 Shift

Search behavior has changed dramatically. In major markets like the USA, data suggests

nearly **48% of travel apps are being deleted** as users switch to AI-powered search.

People are no longer just browsing apps; they are asking **ChatGPT, Gemini, and Perplexity** to plan their trips. If your listing is a wall of text, these tools cannot parse it. If you are structured, you become their recommendation.

The Strategy: Question-Based Headers

Break your description into sections that answer specific questions.

Instead of "Description," try these headers:

- **Why is this the perfect Work-From-Home escape?** (Discuss WiFi & Desk here)
- **How close is the beach?** (Discuss walking distance here)
- **Is it suitable for families?** (Discuss fencing & bunks here)

The Payoff: Why Structure = Bookings

This isn't just for neatness. It's for **Ranking**.

- **Stop Getting Filtered Out:** When a guest searches for "Family friendly" or "Workplace," the algorithm scans your text. If you have clearly structured answers, the algorithm is confident you are a "Match" and ranks you higher.
- **The Result:** Higher Rank -> More Views -> **More Bookings**.

Note: Great copy is a multiplier. It works best when paired with competitive pricing and solid reviews.

Part 3: The Easy Way (The KoruStay Ecosystem)

You shouldn't have to choose between looking good for guests and looking good for **Google, ChatGPT, or Gemini**.

It's time to stop thinking about your Guest Guide as just a digital PDF. At **KoruStay**, we've built an entire software ecosystem designed to support accommodation providers, and the **Guide** is simply the pivotal foundation.

While the **Guest Guide** provides the beautiful, user-friendly interface your guests love, the real magic happens in the background. It is powered by **KoruSignal™**—our trademarked engine that transforms your guide into a search beacon.

How It Works:

- **The Platform (KoruStay):** The host system that evolves *with* you. Through features like **KoruVoice**, you vote on our roadmap, ensuring we build the tools you actually need.
- **The Product (The Guide):** The core interface that anchors your content and guest

experience.

- **The Engine (KoruSignal™):** The technology that boosts your visibility "while you sleep."

The Best Part? KoruSignal™ is designed to drive traffic to *your* preferred listing—whether that's your own direct site or a lower-commission platform. It automates the complex "Schema" code (like verified ratings and local authority signals) that normally requires a web developer to build.

The Value: Why Not Do It Yourself?

This level of SEO (Schema Markup) generally cannot be added to OTA listings (like Airbnb) directly. To get this "independent authority," you typically need your own custom website. To replicate what KoruSignal™ does, you would need:

- **A Custom Website:** Thousands of dollars in setup.
- **Premium SEO Plugins:** Costing approx. **\$160 NZD/year**.
- **Technical Audit Tools:** Costing approx. **\$200 NZD/month**.
- **Developer Time:** Hours of coding to update Schema every time your rating changes.

KoruStay gives you this independent search authority automatically, without the need for a website or a developer.

Why Start Now?

By activating your **KoruStay** ecosystem today—while things are quieter—you are planting the seeds that will drive your bookings when the next season hits. Build your "SEO Moat" now, and enjoy the results later.

Need Strategy?

On our Pro Plan, you get a dedicated strategy call with Paul (our founder) to help you align your ecosystem, optimise your direct site, and maximise your results.

Ready to upgrade your listing?

- [Create Your Free KoruStay Guide](#)
- [Learn more about KoruSignal™](#)