EXAMPLE REPORT · NOVEMBER 2026

Wrenfold Cottage

A two-bedroom stone cottage in Swaledale, Yorkshire Dales



Prepared for	Helen, host of Wrenfold Cottage
Prepared by	Nathan Britten, nathanbritten.com
Contact	me@nathanbritten.com · +44 7308 408884

This is a sample of the report you get. The cottage, the host, the listing and the photos are all made up (the photos are AI-generated), but the layout, the sections and the depth of advice are the same as a real review.

Summary

Helen, you've got a lovely cottage: a proper stone Dales house with a wood burner, a garden with a view down the valley, and walks from the door. Guests clearly love it. Most reviews are five stars and the same things come up again and again: the view, the stove and the welcome basket.

The listing doesn't show much of that yet. The title could describe any cottage in the country, the first photo is a front door, and the best photos sit at the back. The fixes below are mostly wording, photo order and a few settings. None of them change how you run the cottage, and most can be done in an afternoon.

What you have going for you: 4.82 from 41 reviews, 5.0 for Location and Communication, a host who replies quickly, and a cottage that photographs well in daylight.

TOP PRIORITIES

1. Change the title. "Cosy cottage in the Dales" is 25 characters and says nothing a guest would search for. Use the full 50 for the stove, the views and the fact that dogs are welcome. Three options are on page 3.
2. Make the exterior the cover photo and move the wood burner, the patio view and the bedrooms into the first five. The current cover is the front door, and the living room first appears as a dark night-time shot.
3. Turn on "Pets allowed". The description says dogs are welcome, but the setting is off, so you're hidden from everyone who filters for pets.
4. Rewrite the opening of the description. It currently starts with the house rules, and those first lines are what guests see before they tap "Show more". A suggested version is on page 4.
5. Look at Value (4.6, your lowest score) and the steep-stairs comments. A clear note on the stairs and a short, warm reply to the one critical review will help both.

About this review. Everything here comes from the public Airbnb listing, as a guest sees it. Nightly prices, fees and the calendar only show with dates selected, so they're only covered briefly. Anything marked **to confirm** needs checking with you before it goes on the listing.

nathanbritten.com · me@nathanbritten.com · +44 7308 408884

Your listing today

Current title	"Cosy cottage in the Dales" (25 characters)
Listing	Entire cottage in Swaledale · 4 guests · 2 bedrooms · 3 beds · 1 bathroom
Rating	**4.82** from 41 reviews
Category scores	**Cleanliness 4.9** **Accuracy 4.8** **Check-in 4.9** **Communication 5.0** **Location 5.0** **Value 4.6**
What guests mention	The view, the wood burner, the welcome basket, walks from the door, steep stairs
Photos	9. The cover is the front door, and the exterior is photo 6
Rules	Up to 4 guests · 3-night minimum · no smoking · no parties

TITLE

Airbnb gives you 50 characters, and the title is where guests decide whether to click. "Cosy cottage in the Dales" fits hundreds of listings near you. Lead with the things that make Wrenfold different and the things people filter for.

- **Dales stone cottage with wood burner & fell views** 49 characters
- **Stone cottage, log burner, dogs welcome, sleeps 4** 49 characters
- **Swaledale cottage, walks from the door, sleeps 4** 48 characters

Option 2 assumes you turn on "Pets allowed" (see page 8).

DESCRIPTION

- The first two lines show in search and at the top of the listing. Yours are "Please read all house rules before booking. No parties, no smoking, no exceptions." That's important information, but it belongs further down. Open with the cottage.
- The wood burner and the patio view come up in almost every review, but the description doesn't mention either until the fourth paragraph.
- "Enhanced cleaning in line with Covid-19 guidance" is out of date now. I'd remove it.
- Check-in instructions and the key-safe code don't need to be in the public description. Airbnb has a separate check-in section that only booked guests see.
- Steep stairs come up in two reviews. Saying so upfront protects your Accuracy score, and guests who mind will choose another cottage instead of leaving a lower rating.

SUGGESTED DESCRIPTION

A two-bedroom stone cottage in Swaledale with a wood-burning stove, a patio looking down the valley and footpaths starting at the end of the lane. Sleeps four, and one well-behaved dog is welcome.

Wrenfold Cottage sits at the edge of a small Dales village, with drystone-walled fields on every side. I live five minutes up the road and I'm always happy to suggest a walk or a pub for dinner.

THE SPACE

Living room: a wood-burning stove with the first basket of logs on us, a big sofa, books and games, and a window looking up the dale.
Kitchen: range cooker, dishwasher **to confirm**, Belfast sink and a pine table for four. There's a welcome basket of local bread, eggs and milk when you arrive.
Bedroom 1: king-size bed under the old beams, with a fell view.
Bedroom 2: two single beds.
Bathroom: bath with an overhead shower and a heated towel rail.
Wifi is fast enough for video calls **to confirm**.

OUTSIDE

A walled back patio with a table, benches and a fire pit. Parking for one car on the lane outside **to confirm**.

THE AREA

Walks start from the door, from an hour along the river to a full day on the tops. The village pub and shop are a short walk away **to confirm**, and the bigger market towns are within half an hour's drive.

GOOD TO KNOW

- The stairs are steep and cottage-sized, so they may not suit everyone.
- One dog is welcome downstairs, with a small charge per stay **to confirm**. Towels for muddy paws are by the door.
- Minimum stay is three nights. Shorter gaps between bookings can be booked for two nights.

Built from your current listing and reviews. Items marked **to confirm** need checking before publishing.

Photos

Most guests decide from the first five photos, and the cover is what they see in search next to every other cottage. Right now Wrenfold leads with its front door. The exterior, with the fells behind it, is a far stronger first impression.



COVER NOW · PHOTO 1

A nice detail, but in a small search thumbnail it could be any house.



RECOMMENDED COVER · CURRENTLY PHOTO 6

The whole cottage and its setting in one frame.

WHAT CHANGES

- The living room with the stove lit moves from last place to photo 2.
- The patio view, which guests mention more than anything, moves up to photo 3.
- Both bedrooms are in the first six.
- The night-time living room shot goes (see page 7).

PHOTOS WORTH ADDING

- A second living room angle showing the window and the view.
- The village or a walk starting from the lane, so guests can picture the area.
- The stairs, honestly shown. It backs up the note in the description.

RECOMMENDED PHOTO ORDER

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Websites · Automations · Custom Applications
RECOMMENDED PHOTO ORDER

Wrenfold Cottage · recommended photo order

1 COVER



Wrenfold Cottage, a stone cottage with the fells behind
currently photo 6

2



Living room with a wood-burning stove and a view up the dale
currently photo 9

3



Back patio with a fire pit, looking down the valley
currently photo 8

4



Farmhouse kitchen with a range cooker and table for four
currently photo 5

5



Main bedroom: king-size bed and a fell view
currently photo 7

6



Second bedroom: two single beds
currently photo 4

7



Bathroom with a bath and overhead shower
currently photo 3

8



Boot rack by the door, with walks starting from the lane
currently photo 1

PHOTO ORDER WITH CAPTIONS

Airbnb lets you add a caption to every photo. Most hosts leave them blank, and guests read them as they swipe. Here are suggestions in the recommended order.

1



Wrenfold Cottage, a stone cottage with the fells behind
The cottage from the lane, fells behind · currently photo 6
Shows the building and the setting in one frame. In a search thumbnail it reads instantly as a Dales cottage.

2



Living room with a wood-burning stove and a view up the dale
Living room with the wood burner lit · currently photo 9
The stove is what winter guests book for, so it should be the second photo.

3



Back patio with a fire pit, looking down the valley
Back patio looking down the valley · currently photo 8
Guests mention the view more than anything else. This shows where they will sit to see it.

4



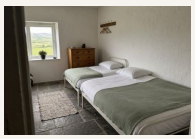
Farmhouse kitchen with a range cooker and table for four
Kitchen and dining table · currently photo 5
The kitchen and the welcome basket in one shot. Guests check kitchens early.

5



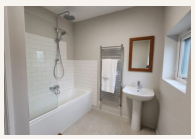
Main bedroom: king-size bed and a fell view
Main bedroom under the beams · currently photo 7
Bedrooms belong in the first five. This one has the view in it too.

6



Second bedroom: two single beds
Twin bedroom · currently photo 4
Shows families and friends that the second room works for them.

7



Bathroom with a bath and overhead shower
Bathroom · currently photo 3
Clean and bright. One bathroom photo is plenty.

8



Boot rack by the door, with walks starting from the lane
Front door with boots and a dog lead · currently photo 1
Tells walkers and dog owners the cottage is set up for them.

PHOTOS TO REMOVE



Currently photo 2
The living room at night under the ceiling light, with an unlit stove, a charger cable and a hoover in shot. The daytime shot with the stove lit (new photo 2) shows the room far better, so this one can go.

Amenities, reviews and general fixes

AMENITIES TO ADD OR CORRECT

- Pets allowed is switched off, even though the description welcomes dogs. Turning it on puts you in front of everyone who filters for pets.
- Indoor fireplace isn't ticked. Add it and choose "wood-burning".
- Fire pit and outdoor dining area aren't ticked, but both are in your photos.
- Wifi is listed without a speed. Run Airbnb's speed test from the cottage so it shows on the listing **to confirm**.
- Add if you have them: dishwasher, hair dryer, travel cot and high chair **to confirm**.

REVIEWS

- The reviews are warm and specific. "Fell asleep in front of the stove every night" and "the view from the patio is worth the drive" say more than any description could. Quote that kind of detail in your captions.
- Value at 4.6 is your lowest score. It's often about surprises, so make sure the cleaning fee and the dog charge are clear in the listing before guests book.
- One three-star review from January says the upstairs was cold. Your reply starts "We have never had this complaint before". Future guests read replies, so a short, friendly answer works better: thank them, say what you've done (an extra heater, or a note on the heating timer **to confirm**) and leave it there.

MINIMUM STAY

Three nights is your choice and it works for a cottage like this. To fill the odd gaps it leaves, Airbnb can let guests book two nights only when the gap is shorter than your minimum. A weekly discount also helps you win the longer walking holidays.

GENERAL FIXES

- Remove the Covid wording and the key-safe instructions from the description.
- Add the steep stairs note to "Things to know" as well as the description.
- Fill in the "Meet your host" section with a line or two about yourself. Guests like knowing who they're booking with.

WHAT WE COULDN'T SEE

> Nightly prices, the cleaning fee and the calendar only show with dates selected, so they aren't covered in detail. It's worth checking that your Airbnb price, after Airbnb's fees, still looks fair next to similar cottages nearby.

Nathan Britten

nathanbritten.com · me@nathanbritten.com · +44 7308 408884

Want one for your own listing?

This example is made up, but every report I write follows the same pattern. I read your listing the way a guest does, then give you the fixes in a form you can copy straight into Airbnb.

- Three rewritten titles, with the characters counted
- A full rewritten description
- A recommended photo order with captions, and the photos to drop
- Amenity, review and settings fixes

Get your own report

Send me your listing link and I'll review it personally.

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