

Write Titles, Descriptions & Included Items

Write listing copy that tells renters exactly what the item is, what they receive, and what they should know before requesting a booking.

COMPLETION CHECKLIST

- ☐ Title uses the renter's likely name for the item.
- ☐ Description explains the actual rental.
- ☐ Included items are explicit.
- ☐ Copy matches the photos.
- ☐ No unavoidable fee is hidden only in description text.
- ☐ I removed unsupported superlatives and vague promises.
- ☐ The live listing can be understood without asking a basic clarification question.