GÎTE
LAB

FREE GUIDE

25-POINT SELF-CHECK

The Gîte *Presentation Check*

Twenty-five yes-or-no checks that show how well your gîte comes across online, and where to start improving it.

By **Richard** · Gîte Lab · 2026 edition

BEFORE YOU START

How this check works

Twenty-five yes-or-no checks show how well your gîte comes across online, whether guests find you on the booking platforms, on your own website, or both. It takes about 20 minutes.

Open your main listing and your website (if you have one) on your phone, since that's where most guests first see you. Tick each box only if the answer is a clear yes. Score one point per tick, then turn to the end to see what your total means.

There are no trick questions. Very few gîtes score full marks, and most gaps are quick to fix.

WHAT YOU'LL COVER

Five sections, five checks each. A. Photos · B. Words · C. Reviews and trust · D. Your own website · E. Booking and follow-up. Note your score for each section as you go; the lowest one tells you where to start.

About the author

I'm Richard. I've worked in the French holiday rental market since 2009, and I run my own gîte, Les Papillons, in Burgundy. Averaged over the last three seasons, it has run at 95% occupancy from April to October, with 60% of bookings coming to us directly.

Gîte Lab is how I share what works. Whether you're happy on the platforms or want more bookings of your own, the aim is the same: help your gîte come across as well online as it does in real life.

© 2026 Gîte Lab · www.gitelab.com. This guide is free. You're welcome to share it with other gîte owners. It gives general guidance only, not legal, tax or accounting advice. Platform rules and local regulations change; check the current position with each platform, your mairie and your accountant.

SECTION A

Photos

Guests choose from the thumbnail before they read a word, so this section carries the most weight.

- [ ] Your first photo is your single strongest image, not just the front of the house.
- [ ] You have at least 20 photos, covering every bedroom, bathroom and outdoor space.
- [ ] Photos are bright, level and taken in daylight, with no clutter, bins or cars in shot.
- [ ] At least one photo shows the setting: the view, the village or the countryside around you.
- [ ] Every photo is less than three years old and matches how the gîte looks today.

SECTION B

Words

Your title and description decide whether a browser becomes an enquiry.

- [ ] Your title says what makes you different, not just “3-bedroom gîte with pool”.
- [ ] The first two lines of your description tell guests who the gîte is perfect for.
- [ ] You name nearby places guests will recognise, with real distances or drive times.
- [ ] Your description is in clear English with no spelling mistakes, and in other languages your guests speak.
- [ ] House rules, check-in times and what's included (linen, towels, heating, cleaning) are spelled out.

SECTION C

Reviews and trust

Guests are booking a stranger's home in another country. Trust closes the sale.

- [ ] You have at least 10 reviews on your main platform.
- [ ] You've replied to every review in the last 12 months, including the critical ones.
- [ ] A review from the last three months appears on your listing.
- [ ] Guests can see who you are: your name, a friendly photo and a line about why you run the gîte.
- [ ] You answer enquiries within 24 hours, every time.

SECTION D

Your own website

> No website yet? Score zero here and note it. It's the single biggest gap for most gîtes that want more bookings of their own.

- [ ] Your website loads in under three seconds on a phone and looks right without zooming.
- [ ] Guests can see availability and prices without having to email you.
- [ ] There's an obvious button to book or enquire on every page.
- [ ] Searching Google for your gîte's name brings up your own website on the first page.
- [ ] You have a Google Business Profile with photos, opening details and a link to your website.

SECTION E

Booking and follow-up

A good stay should lead to a second booking or a recommendation. This is where most gîtes leave money on the table.

- [ ] Your calendars are synced across every platform and your website, so you're never double-booked.
- [ ] Guests receive a welcome message before arrival with directions, access and local tips.
- [ ] You keep past guests' contact details in one place, with their permission to contact them.
- [ ] You contact past guests at least once a year, for example before next season opens.
- [ ] Returning guests have a clear reason to book with you directly, such as a better rate or a welcome extra.

Your three quickest fixes

As you went through, which unticked boxes could you fix this week? Note them here while they're fresh.

1

2

3

RESULTS

Your score

Add up your ticks out of 25, then look at which section scored lowest. That section is where to start.

SECTION	YOUR SCORE
A. Photos	_____ / 5
B. Words	_____ / 5
C. Reviews and trust	_____ / 5
D. Your own website	_____ / 5
E. Booking and follow-up	_____ / 5
Total	**_____ / 25**

What your total means

19–25
STRONG

Your gîte is well presented. The gains now come from fine-tuning and from growing bookings of your own.

Where to start: Your lowest section, then section E

11–18
ROOM TO GROW

The basics are there, but guests are likely choosing other gîtes over yours. A few changes will make a visible difference.

Where to start: Sections A and B first

0–10
QUICK WINS

You're losing bookings you should be getting. The good news is that the biggest wins are also the quickest.

Where to start: Section A, starting with your first photo

YOUR NEXT STEP

Want a professional *pair of eyes?*

This check tells you where the gaps are. The Gîte Lab audit goes through your actual listings and website, scores them against competing gîtes in your area, and gives you a prioritised list of changes.

€150	7–10	2
PER PROPERTY, INC. TVA	WORKING DAYS	REPORTS PER AUDIT

Get your audit → www.gitelab.com/get-started

Not sure which path suits your gîte? Take the free three-minute check at www.gitelab.com/which-path

Every property has a story, from a cosy one-bedroom gîte to a grand château.

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