



CASE STUDY

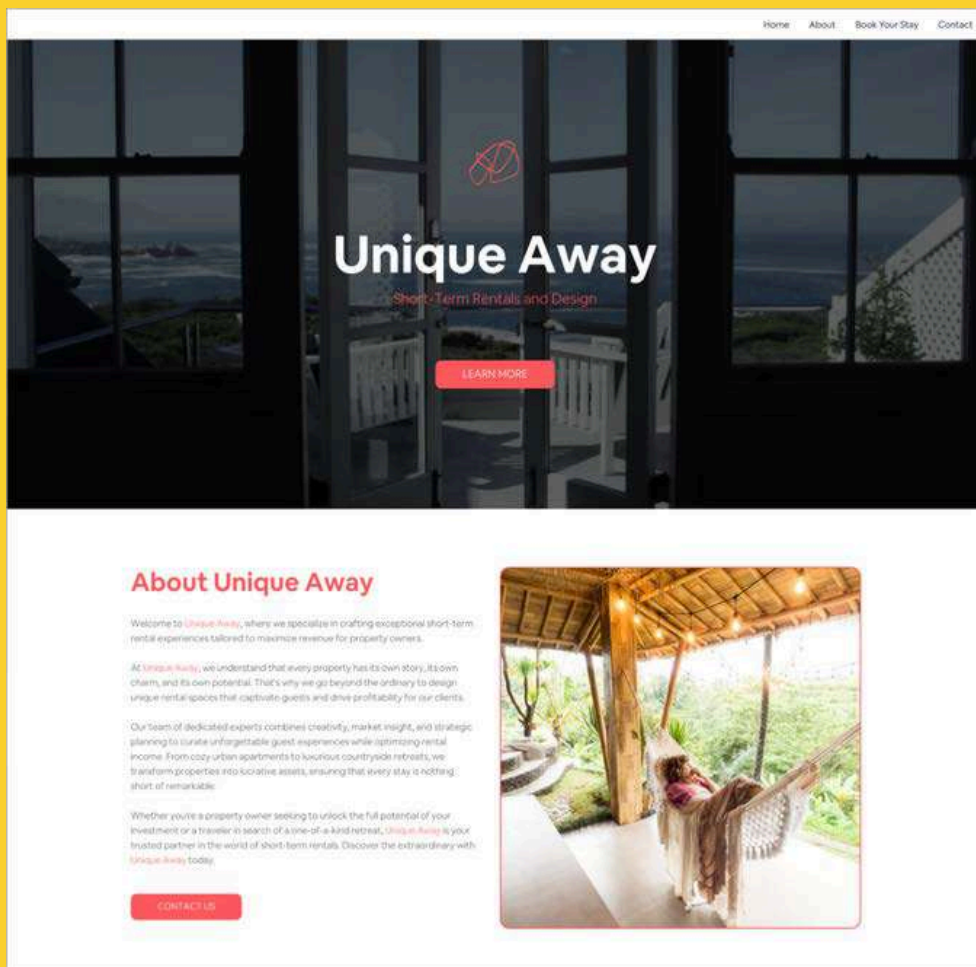
**How We Helped Unique Away Stand Out
—and Get More Bookings Across 20+
Lofts in NY & NJ**

OVERVIEW

Unique Away runs over 20 short-term loft-style rentals across New York and New Jersey. Each property had real character—but online, that didn't come through.

They needed help turning great spaces into listings that actually worked—across Airbnb, Booking.com, and their direct site.

Here's how we changed that.



THE PROBLEM

Unique Away was growing, but listings weren't managed well. Details were missed, content was outdated, and branding was inconsistent. They needed help to fix it.

- Listings **didn't follow a clear voice** or structure
- **Photos** were **out of order** and didn't highlight what made each place special
- Titles, **descriptions**, and amenities were **outdated and not optimized**
- Each building **needed its own identity**—but still had to feel part of the same brand
- **Mid-term rentals weren't positioned** clearly at all

SOLUTIONS

We rewrote listings, reorganized photos, fixed amenities, synced content across platforms, and built simple branded pages linked to one booking system.

REWROTE EVERY LISTING

We updated all titles, descriptions, and tone to sound consistent, human, guest-focused.

We made sure every unit showed off what made it special—while staying true to the Unique Away brand.

Each listing was SEO-optimized to boost visibility.

About this space

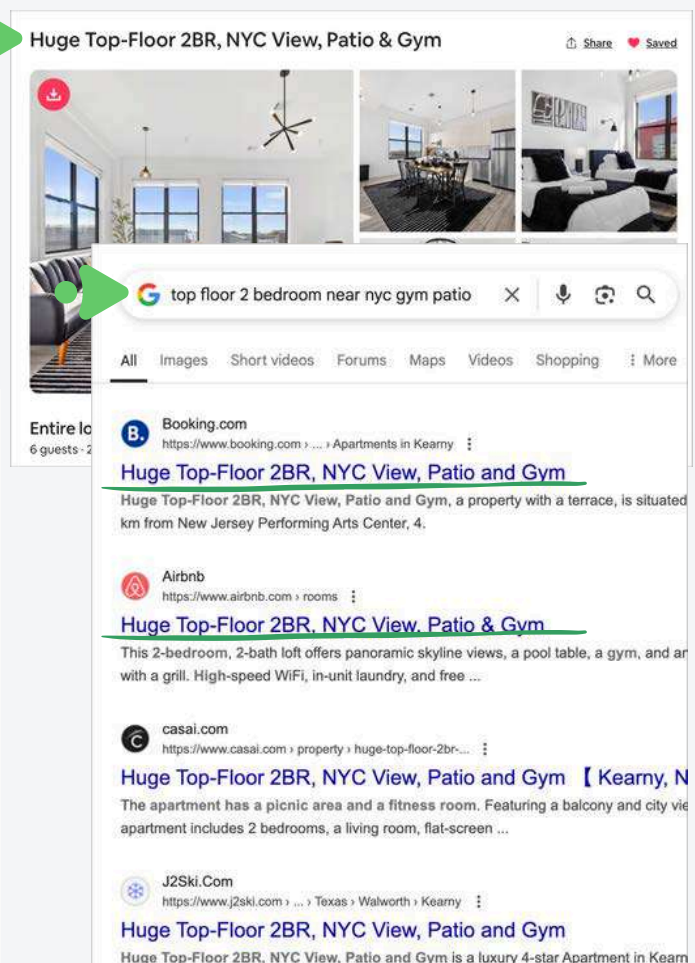
Step into luxury at this Lavish Penthouse in Kearny Lofts—a spacious, industrial-inspired retreat with a flair for sophistication! With 1800 sq. ft. of open living space, this 2-bedroom, 2-bath loft offers panoramic skyline views, a pool table, a gym, and an outdoor patio with a grill. High-speed WiFi, in-unit laundry, and free parking make it ideal for extended stays. Just minutes from NYC, this penthouse offers the ideal blend of city access and luxurious, private living!

The space

- ★ Loft living perks—1800 sq. ft. of stylish space with a pool table, open floor plan, and radiant heating for comfort.
- ★ Pets welcome! Bring your furry crew—up to two pets stay free.
- ★ Fitness and BBQ ready—access to a fully equipped gym, grill, and spacious shared patio.
- ★ In-unit washer/dryer, a comfy workspace, and free parking—everything you need, right here.
- ★ NYC in minutes—nearby train, offering an effortless NYC commute.

SPACE DESIGN

Your expansive top-floor loft blends modern style with timeless elegance,



FIXED THE PHOTOS

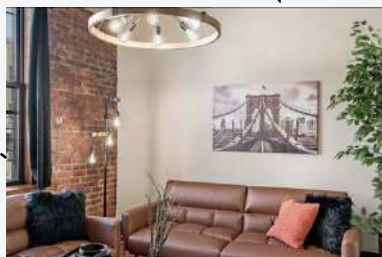
We reordered galleries to follow a guest-friendly flow: hero → living → sleep → bath → extras.

Hero images were chosen and edited to stand out, while each photo highlighted real value like workspaces, family gear, or views.

boring...

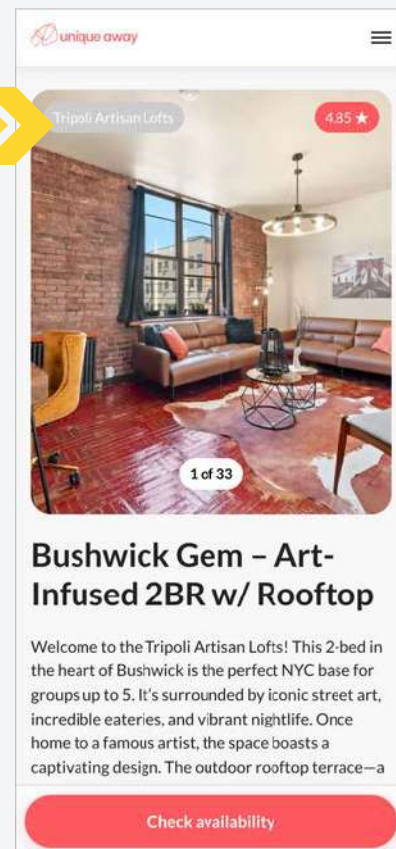
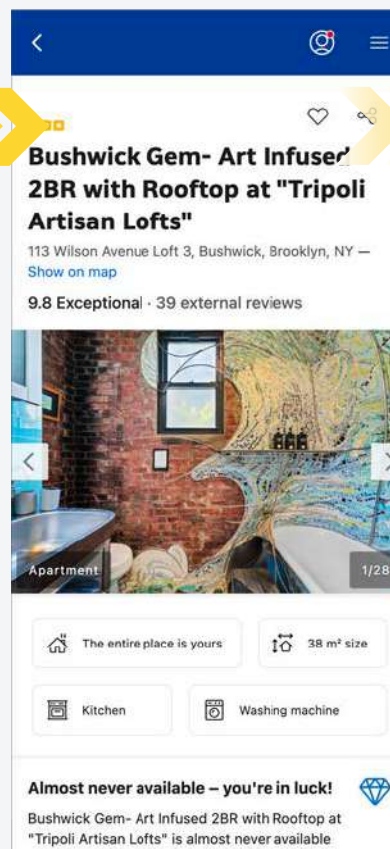
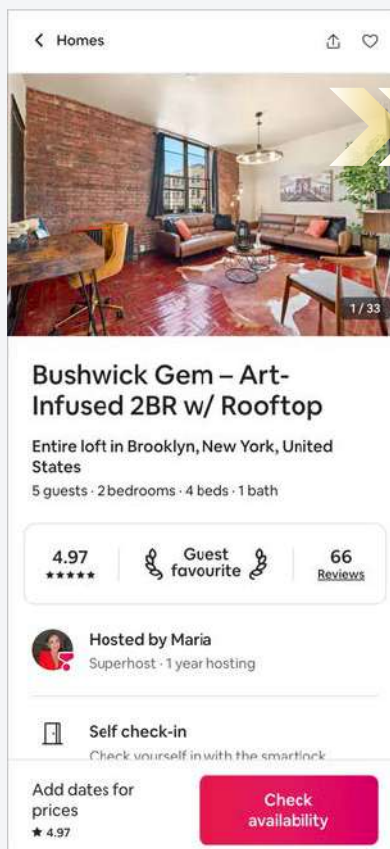


eye-catching!



USED HOSTAWAY TO SYNC EVERYTHING

No more messy updates. We pushed all content changes through Hostaway so Airbnb, Booking.com, and the direct site stayed in sync.



UPDATED AMENITIES

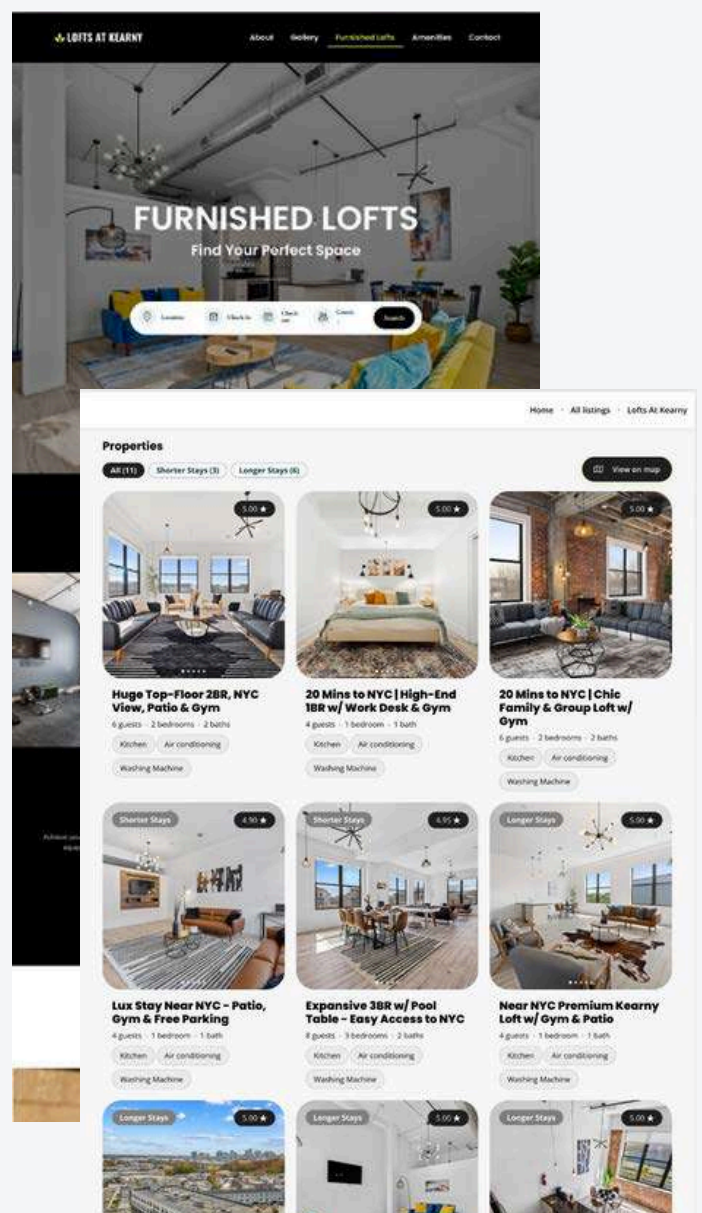
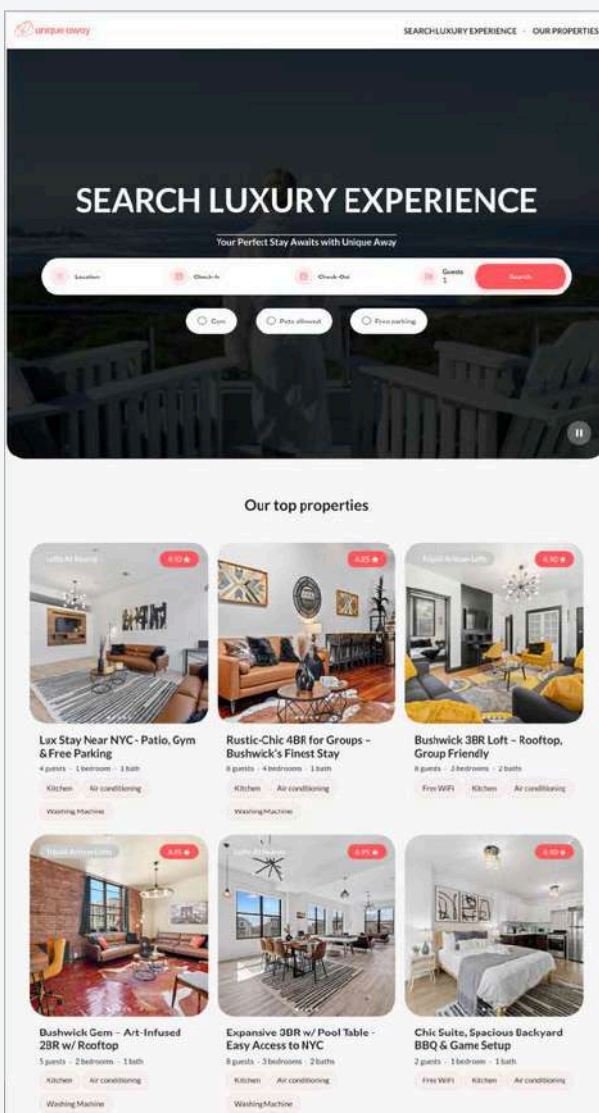
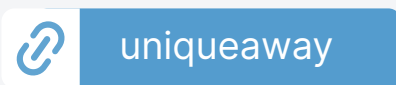
We created a shared amenity inventory, checked for missing or outdated tags, and used platform-specific filters to boost search results and set the right expectations for guests.

Unit	Blender	Body soap	Carbon monoxide alarm	Cleaning products	Clothing storage	Coffee	Conditioner	Cooking basics	Dedicated workspace	Dining table	Dishes and silverware	Dr
Tripoli Unit 1	Yes	Yes: Dove	Yes	Yes	Yes: Closet, Dre	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi		Yes: 2 spaces	Yes: Bowls, choj	Yes: In t
Tripoli Unit 2	Yes	Yes: Dove	Yes	Yes	Yes: Closet, Dre	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Ergonomic	Yes: 4 spaces	Yes: Bowls, choj	Yes: In t
Tripoli Unit 3	Yes	Yes: Dove	Yes	Yes	Yes: Closet, Dre	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Desk and o	Yes: 2 spaces	Yes: Bowls, choj	Yes: In t
Brooklyn Bay Unit 1	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Ergonomic	Yes: 4 spaces	Yes: Bowls, choj	Yes: In u
Brooklyn Bay Unit 2	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi		Yes: 2 spaces	Yes: Bowls, choj	Yes: In u
Brooklyn Bay Unit 3	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi		Yes: 4 spaces	Yes: Bowls, choj	Yes: In u
Clay Ave	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi		Yes: 2 spaces	Yes: Bowls, choj	Yes: Ava
Dekalb Ave	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Desk and o	Yes: 6 spaces	Yes: Bowls, choj	Yes: In u
Hoyt Mid-Term 113	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Ergonomic	Yes: 4 spaces	Yes: Bowls, choj	Yes: In u
Hoyt Mid-Term 107	Yes	Yes: Dove	Yes	Yes	Yes: Closet	Yes: Coffee mak	Yes: Dove	Yes: Pots and pi	Yes: Ergonomic	Yes: 4 spaces	Yes: Bowls, choj	Yes: In u

IMPROVED THE DIRECT BOOKING SITE

Updated the Hostaway direct booking site to match the refreshed brand voice.

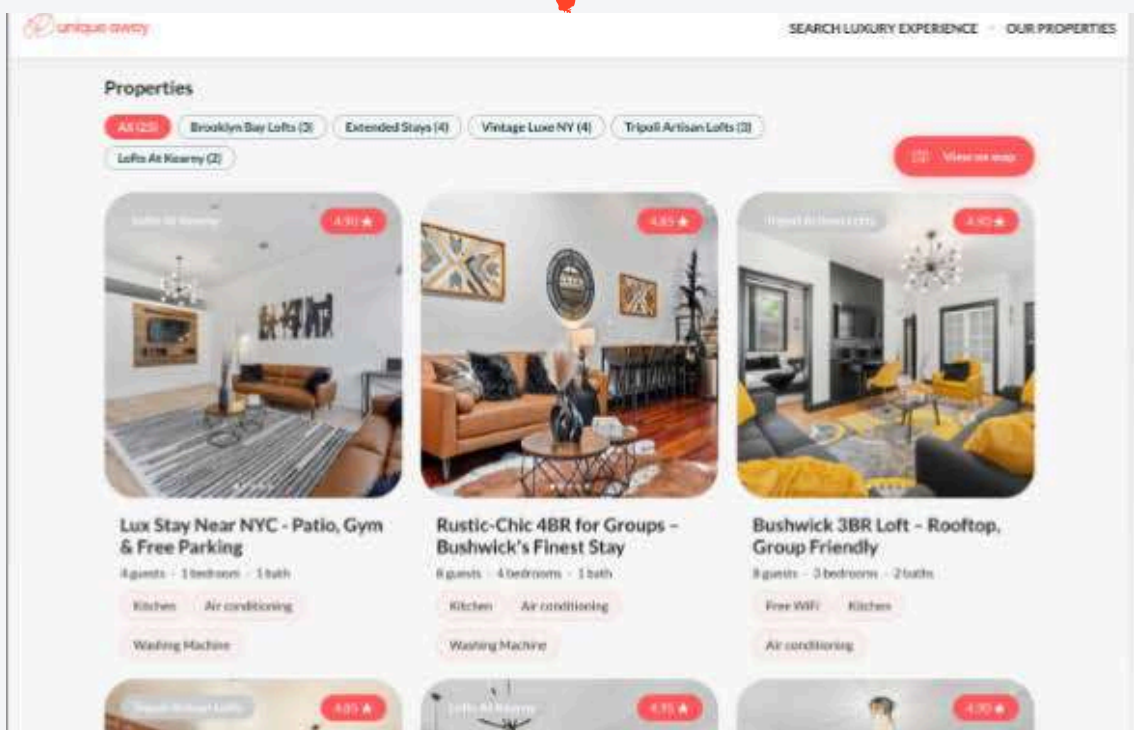
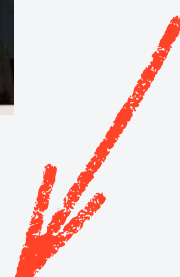
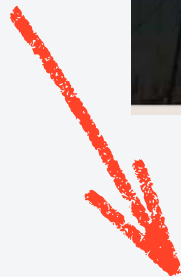
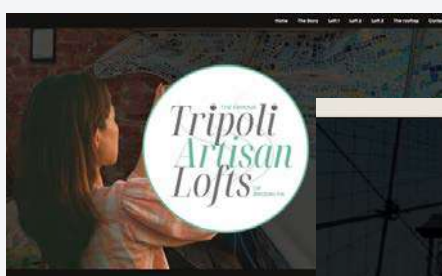
Revamped the WordPress/Elementor site for the mid-term rental brand and launched a separate Hostaway booking site for mid-term stays.



BUILT NEW BRAND PAGES

We created simple branded sub-pages for each building using Canva and linked them all back to the Hostaway booking engine.

Each building had its own look—but they all still felt like Unique Away.



marketing

booking

RESULTS

Our hard work paid off with a 20% increase in airbnb impressions, a 10% increase in booking ranking, and an 15% boost in 5-star guest experience. .

More Airbnb impressions

20%

Increase in Booking.com ranking

10%

Listing-to-booking conversions

15%

Working with the optimization team gave Unique Away the structure and consistency they were missing. With limited time and a growing portfolio, it was challenging to keep listings polished across Airbnb, Booking.com, and direct sites. Now, with aligned branding, improved search visibility, and visually compelling galleries, they're seeing clearer guest engagement and stronger results.

CLIENT FEEDBACK

TESTIMONIAL

“

Liubov revamped all 20+ listings—titles, descriptions, amenities—and synced everything across platforms. We’ve seen a clear lift in results.

She also improved our direct booking pages, both in Hostaway and our main site, and now they work much better for guests.

On top of that, she created a full amenity inventory, helped us stay organized across platforms, and brought smart, actionable ideas to our marketing.

She’s fast, reliable, and a huge help to our team.

”

CHANANYA BINETH, FOUNDER OF UNIQUEAWAY