

THE DIRECT BOOKING *Blueprint*



STEP BY STEP GUIDE

WHY USE LODGIFY?

Before we dive into building a website, it's important to understand why Hosts use Lodgify

Everything Is Managed In One Place

One dashboard controls everything

Instead of logging into multiple websites,
Lodgify manages your:

- ✦✦ Availability ✦✦
- ✦✦ Pricing ✦✦
- ✦✦ Guest Messages ✦✦
- ✦✦ Reservations ✦✦
- ✦✦ Airbnb ✦✦
- ✦✦ Vrbo ✦✦
- ✦✦ Booking.com ✦✦
- ✦✦ Google Vacation Rentals ✦✦
- ✦✦ Payments ✦✦
- ✦✦ Guest Add-ons ✦✦

Everything stays perfectly synchronized

2 WAYS TO USE LODGIFY

✨ Option 1: Expand Beyond Airbnb

If your property is only listed on one booking platform, such as Airbnb, you're missing out on potential guests searching elsewhere. With Lodgify, you can connect your property to multiple booking platforms including:

- Airbnb
- Vrbo
- Google Vacation Rentals
- [Booking.com](#)

Once connected, Lodgify automatically syncs your calendars across every platform, so when one reservation is made, those dates are instantly blocked everywhere else.

No manual updates

No double bookings

Just one calendar that manages everything

Basic plans start at just \$14/month

2 WAYS TO USE LODGIFY

✨ Option 2: Build Your Own Direct Booking Website

This is the route I chose

Instead of sending guests to Airbnb, I wanted them to experience the Pink Dreams Collection brand from the moment they landed on my website. It's your guest's first impression!

One of the biggest benefits is avoiding booking platform commissions.

For example:

Airbnb charges 15.5% per booking

Bookings made through your Lodgify website have 0% booking commission from Lodgify

You can still keep all of your Airbnb, Vrbo, and other listings active while encouraging repeat guests and social media followers to book directly through your own website

HOW I BUILT MY WEBSITE

There are two ways you can do this

✨ Option 1: Lodgify Website Template

Fastest & Easiest

A professional direct booking website

Can connect a custom domain

Perfect if your goal is getting online quickly

✨ Option 2: Custom Website & Connect Lodgify

I designed my website using Wix Studio and connected it to Lodgify

Wix Studio gave me complete creative freedom to build a website that reflected my brand exactly how I imagined it

Lodgify powers everything behind the scenes, including reservations, payments, guest messaging, and calendar synchronization. It ended up being the perfect combination!

FAVORITE LODGIFY FEATURES:

✨ Direct Bookings ✨

✨ Calendar Sync ✨

✨ Automated Guest Messaging ✨

✨ Secure Online Payments ✨

✨ AI Discoverability ✨

✨ Guest Add-ons for special occasions ✨

✨ Mobile App ✨

✨ Multiple Booking Platforms ✨

✨ Beautiful Booking Widget ✨

READY TO BUILD YOURS?

If you've been thinking about creating your own direct booking website, I hope this guide gave you a better understanding of what's possible!

If you decide to get started, feel free to use my exclusive Lodgify discount codes:

✨**PINKDREAMS15**✨

15% off all Yearly and Bi-Yearly plans (valid through September 30, 2026)

✨**PINKDREAMS60**✨

60% off all Yearly and Bi-Yearly plans during eligible promotional campaigns.

Thank you for downloading my guide. If you have any questions, don't hesitate to reach out!

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