

Photo Analysis Report

Example Dutch Apartment

Generated 30 April 2026

OVERVIEW — 6 PHOTOS ANALYZED





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① Photo 1 — The hero photo

Reorder in listing



WHAT'S IN THIS PHOTO

Stairwell and landing area — showing a white-painted staircase, exposed brick walls, rustic wooden beam framing, a small wall niche with a lamp and wicker basket, and what appears to be an antique wooden piece in the lower right corner. This is a transitional/circulation space, not a primary living area.

FIRST IMPRESSION

In the first 2 seconds, a potential guest sees a moody, atmospheric stairwell. The charm is there — exposed brick, warm lamp glow — but the dominant reaction is likely confusion: 'What am I looking at? Is this the apartment?' For a hero photo, that split-second uncertainty is costly. It does not immediately make someone want to book.

TECHNICAL QUALITY

Fair

The photo was taken with what appears to be a smartphone without a wide-angle or professional lens. Lighting is uneven — the wall niche lamp creates a warm, inviting glow on the left, but the staircase to the right sits in comparative shadow, making the space feel darker and more cramped than it likely is in person. No significant distortion, but the composition is slightly off-centre and the frame is tight, restricting the sense of space. Color balance is warm overall, which suits the rustic aesthetic, but the white walls and stairs read slightly grey rather than crisp.

STAGING & PRESENTATION

Good

The space is tidy and thoughtfully decorated for its character — the lamp, wicker basket, and brick wall create a genuinely cosy, boutique feel. The white-painted floors and stairs appear clean, consistent with the 8.6 cleanliness score. The worn wooden banister adds authenticity rather than looking neglected. The antique wooden piece in the bottom right corner adds charm but is slightly cut off, making it feel accidental rather than intentional.

STRENGTHS

- The exposed terracotta brick walls are a standout feature that communicates genuine historic character — a real differentiator for Example Dutch Apartment.
- The warm lamp light in the niche alcove creates an intimate, boutique hotel atmosphere that feels special and curated.
- The combination of white-painted surfaces against the raw brick and natural wood beam creates a stylish rustic-meets-modern contrast that is on-trend and appealing.
- The space feels clean and well-maintained, supporting the strong cleanliness score.

IMPROVEMENTS

- This photo should not be the hero image — move it to a supporting position (photo 5–7) and replace the lead with a welcoming shot of the bedroom or living/seating area that immediately communicates 'cosy apartment.'
- Retake with a slightly wider vantage point from the landing to give more breathing room and reduce the claustrophobic feeling of the tight framing.
- Add a second light source — a small lamp or LED strip — to the staircase side of the frame to balance the exposure and stop the stairs from reading as a dark void.
- Ensure the antique wooden piece in the lower right is either fully in frame and clearly intentional, or moved out of shot entirely to avoid it reading as clutter.
- Consider retaking during daylight with a window or doorway adding natural light to lift the overall brightness without losing the warm, cosy character.

RECOMMENDED ACTION

This photo has genuine charm and showcases the property's most distinctive architectural feature — the exposed brick and rustic character — making it worth keeping in the listing. However, as a hero photo it fails its most important job: making someone click 'Book.' A guest landing on this listing first sees a stairwell, not a home. Move it to a later position and lead with a warmer, more inviting shot of the bedroom or main living space.

Photo 2

Retake with specific changes



WHAT'S IN THIS PHOTO

Bedroom — the sole bedroom of this one-bedroom apartment. It shows a double bed with a black tufted headboard, white painted wooden floorboards, exposed wooden ceiling beams, a white painted brick accent wall, a metal locker-style nightstand, a window with street view, and a freestanding clothes hook rack on the right.

FIRST IMPRESSION

In the first two seconds this reads as 'charming, character-filled Dutch apartment bedroom' — the exposed wooden beams and painted brick wall immediately signal authenticity and personality. It's warm enough to spark interest, but not quite a 'stop-scrolling' hero shot. The slightly dim overall tone and casual bed styling hold it back from being truly compelling.

TECHNICAL QUALITY

Fair

The composition is taken straight from the doorway, which creates a long narrow tunnel effect and makes the room feel smaller than it probably is. The window is noticeably overexposed — the street view is completely blown out, losing what could be a charming Dutch street detail. The ceiling spotlights are visible but contribute little warmth; the nightstand lamp is off, leaving the left side of the bed in shadow. Color balance is reasonable — the green bedding and warm wood tones read well — but a proper HDR or flash-bounce technique would balance the interior and window exposure dramatically. Resolution appears adequate but not sharp enough to fully showcase the texture of the brick wall and beam details.

STAGING & PRESENTATION

Fair

The bed is made but the duvet sits loose and slightly rumpled — it needs a firm tuck and a smooth pull to look hotel-crisp. The green towels folded on the foot of the bed are a nice hospitality touch but they're placed slightly off-centre. The floral throw at the foot adds pattern interest but clashes a little with the olive duvet. The metal locker nightstand fits the industrial-rustic aesthetic well. The freestanding clothes rack on the right is functional but visually cluttered — it draws the eye awkwardly. No artwork or decorative accents are visible on the brick wall, which feels like a missed opportunity. Overall this is consistent with a solid 8.6 cleanliness score — the space looks clean — but styling is below what the architecture deserves.

STRENGTHS

- The exposed wooden ceiling beams are a genuinely standout architectural feature that instantly communicates character and a traditional Dutch aesthetic — this alone differentiates the listing
- The white painted brick wall adds rich texture and depth that photographs well
- White painted wooden floorboards give a clean Scandinavian-Dutch feel that appeals to design-conscious travellers
- The window brings in natural light and hints at a real street-facing location, which guests appreciate
- Green folded towels on the bed add a hotel-like touch that subtly signals attentiveness

IMPROVEMENTS

- Retake from a low corner angle (ideally the far left or right corner of the room) rather than the doorway — this will open up the space dramatically and make it feel larger
- Use HDR bracketing or a flash bounced off the ceiling to balance interior exposure with the window light, so the street view outside is visible rather than blown out
- Turn on the nightstand lamp before shooting to add a warm, inviting glow to the left side of the bed
- Tightly smooth and tuck the duvet, add at least two or three decorative pillows in complementary tones (think cream, terracotta or forest green) to elevate the bed styling
- Move or remove the freestanding clothes rack from the shot — or at minimum push it fully into the right corner so it's less prominent
- Consider a single piece of simple wall art or a small trailing plant on the nightstand to break up the large expanse of white brick wall
- Re-fold and centre the towels at the foot of the bed, or place them on the nightstand for a cleaner composition

RECOMMENDED ACTION

The bones of this room are genuinely special — those ceiling beams and brick wall are real booking drivers — but the current shot undersells them badly. A corner composition, balanced lighting with the lamp on, tighter bed styling, and the clothes rack out of frame would transform this into a standout photo that earns its place as a potential hero image. The effort would directly support the property's comfort and character narrative.

③ Photo 3

Retake with specific changes



WHAT'S IN THIS PHOTO

Bathroom/WC area — specifically a vanity/sink corner featuring a round white ceramic vessel sink, a dark wood cabinet underneath, a chrome high-arc faucet, and a tall ornate baroque-style white framed mirror mounted on the wall.

FIRST IMPRESSION

In two seconds, a guest sees a clean but bare sink corner that feels a little cold and unstaged. The decorative mirror is eye-catching, but without towels, soap, or any accessories, it reads more like a furniture catalogue shot than an inviting guest bathroom. It doesn't strongly inspire bookings on its own.

TECHNICAL QUALITY

Fair

The ambient lighting is flat and slightly dim — there's no dedicated bathroom light switched on, which makes the space feel smaller and less warm. The photo is taken from a low angle looking slightly upward, which distorts proportions and makes the vanity cabinet look oversized. The composition is tight and cornered, cutting off any sense of the wider bathroom space. The European wall socket on the right is a noticeable distraction. The mirror's reflection catches a faint silhouette of the photographer, which is a minor but avoidable flaw. Resolution is acceptable but not sharp enough for professional-quality listing photos.

STAGING & PRESENTATION

Fair

The sink and vanity cabinet look clean and new, which is consistent with the 8.6 cleanliness score. However, there is zero guest-ready styling: no folded hand towels, no hand soap dispenser, no small decorative elements. The combination of the dark rustic wood cabinet and the ornate baroque mirror is a charming and characterful design choice — it gives the space personality — but that personality is undermined by the completely bare, unfinished feel. A few small props would transform this significantly.

STRENGTHS

- The tall ornate baroque-style mirror is a genuine standout feature that adds character and boutique charm — it's memorable and differentiating.
- The round white ceramic vessel sink paired with the dark wood vanity cabinet creates an upscale, boutique hotel aesthetic that punches above the apartment's size category.
- The space and fixtures look genuinely clean, supporting trust in the property's high cleanliness score.

IMPROVEMENTS

- Add a neatly folded white or neutral-toned hand towel draped over the edge of the sink or laid on top of the vanity cabinet — this single change dramatically increases warmth and perceived luxury.
- Place a stylish hand soap dispenser beside the sink to signal guest-readiness and hygiene.
- Switch on the bathroom light (or add a warm-toned lamp nearby) before shooting — this will eliminate the flat, dim look and make the space feel inviting.
- Reshoot from a slightly higher angle and step back to include more of the room, reducing the cramped, cornered feeling.
- Conceal or crop out the wall socket on the right — reframe the shot to keep it out of frame.
- Consider a small plant or a candle on the vanity top to soften the aesthetic and make the space feel lived-in and welcoming.

RECOMMENDED ACTION

The vanity and mirror combination is genuinely charming and worth showcasing — but the current shot is too dim, too bare, and taken from an unflattering angle to do it justice. A quick restage with a towel and soap, better lighting, and a slightly wider composition would make this a compelling bathroom photo that reinforces the property's boutique character.

④

Photo 4

Retake with specific changes



WHAT'S IN THIS PHOTO

Kitchen with dining/bar area — a galley-style kitchen running along the left wall with white cabinets and countertop, and a large rustic solid-wood bar table with bar stools on the right. The listing highlights a 'fully equipped kitchen' so this is a key photo in the set.

FIRST IMPRESSION

In the first two seconds this reads as a characterful but slightly cluttered utility space. The exposed wooden beams and rustic bar table hint at charm, but the prominent stainless steel trash can dead-centre of the frame and hanging dish towels pull the eye immediately toward mess rather than warmth. It doesn't quite make you want to book, but it doesn't actively put you off either — it's just not working hard enough.

TECHNICAL QUALITY

Fair

Lighting is a mixed bag: the recessed ceiling spots are doing their job and the back window adds natural brightness, but the right foreground (the bar table) is noticeably dark and heavy, creating an imbalance. The composition shoots straight down the length of the narrow galley which emphasises how tight the space is rather than flattering it. No obvious resolution issues but the angle and the dominant dark wooden table on the right crop out much of the kitchen workspace. Slight barrel distortion is visible along the cabinet line on the left. A wider-angle lens positioned slightly higher and more centrally would have opened the space up considerably.

STAGING & PRESENTATION

Fair

The exposed wooden ceiling beams and the chunky reclaimed-wood bar table are genuine character features that should be celebrated. However, dish towels are hanging untidily from cabinet handles, the bar stools are slightly askew, and — most critically — a large silver pedal bin is sitting front and centre in the middle of the floor. These are all easy fixes before a reshoot. The checkered tile backsplash and red utensil wall art add personality, but the overall impression is 'lived-in and functional' rather than 'welcoming and ready for guests.' Given the 8.6 cleanliness score, the space itself is clearly kept well; the staging just hasn't matched that standard for the photo.

STRENGTHS

- The exposed wooden ceiling beams are a standout architectural feature that adds real charm and differentiates this apartment from generic rentals — they deserve to be a hero element
- The large rustic solid-wood bar/dining table is a characterful focal point that signals a homely, unique space
- Natural light from the rear window and door creates a pleasant brightness at the back of the frame
- The fully equipped kitchen (Nespresso machine, kettle, appliances visible) backs up the listing's 'fully equipped kitchen' claim
- The wall art and checkered tile backsplash give the space personality

IMPROVEMENTS

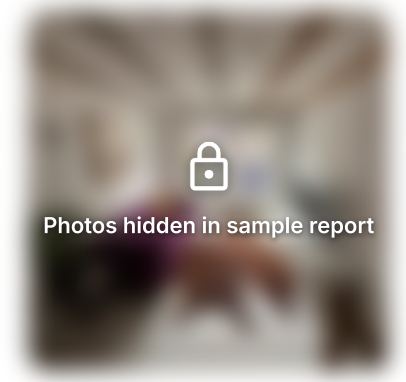
- Remove the trash can entirely from the frame before reshooting — this is the single biggest improvement you can make
- Remove or store all dish towels and anything hanging from cabinet handles
- Straighten and evenly space the bar stools
- Consider adding a small bowl of fruit or a simple plant on the bar table to add life and warmth to the rustic wood surface
- Shoot from the opposite end of the room if possible, or reposition the camera higher and more centrally to reduce the dominance of the dark bar table in the foreground
- Turn on all ceiling lights and add a warm bulb if possible to balance the cool recessed spots — this will make the space feel cosier
- Declutter the countertop to just one or two neatly arranged hero items (e.g. the Nespresso machine and a nice mug)

RECOMMENDED ACTION

The kitchen is a listed highlight and needs a strong photo to back it up. This shot has real potential — the beams and bar table are genuinely attractive — but the trash can, untidy towels, and unbalanced composition are actively undermining an otherwise characterful space. A 20-minute tidy and a repositioned camera angle would transform this into one of the listing's strongest photos.

5 Photo 5

Retake with specific changes



WHAT'S IN THIS PHOTO

Living room / lounge area — the main communal space of the apartment, showing a purple sofa, cowhide rug, flat-screen TV on a white media unit, exposed wooden ceiling beams, a window with a street view, and houseplants.

FIRST IMPRESSION

The overhead bird's-eye angle immediately signals 'small and cramped' rather than 'cosy and characterful.' In those first two seconds, a potential guest sees a narrow, oddly-proportioned room rather than the charming space this clearly is. It doesn't inspire a booking as confidently as it could.

TECHNICAL QUALITY

Fair

The photo is shot from the staircase looking steeply downward, which is the core technical problem. This angle compresses the room, exaggerates its narrowness, and makes the ceiling beams — a genuine selling point — look awkward rather than beautiful. The staircase bannister intrudes into the lower-right foreground, adding visual clutter. Lighting is flat and slightly underexposed in the left-hand corner where the plants and floor lamp sit. The window provides decent natural light but it's partially washed out, creating a mild contrast imbalance. Resolution is acceptable (likely a modern smartphone), but the unusual angle limits what good resolution can do for you here.

STAGING & PRESENTATION

Good

The space itself is well-staged. The bold purple velvet sofa with a mustard yellow cushion gives the room real personality. The brown-and-white cowhide rug on the white-painted wooden floor is a distinctive, memorable touch. The small round black side table is tidy and intentional. Plants bring life. The TV unit is clean and uncluttered. The New York cityscape wall print adds a splash of colour, though it feels slightly generic for a space that has genuine Dutch character (those exposed beams!). Cleanliness looks consistent with the 8.6 score — nothing untidy or out of place.

STRENGTHS

- The exposed wooden ceiling beams are a genuine architectural character feature that sets this apartment apart — they're partially visible here and guests will love them
- The purple velvet sofa is bold and memorable — it signals a host with personality rather than a generic rental
- The cowhide rug on white-painted floorboards is a distinctive design choice that photographs interestingly
- The window reveals what appears to be a lively street scene, subtly hinting at the central location
- Houseplants add warmth and a lived-in feel that guests respond well to

IMPROVEMENTS

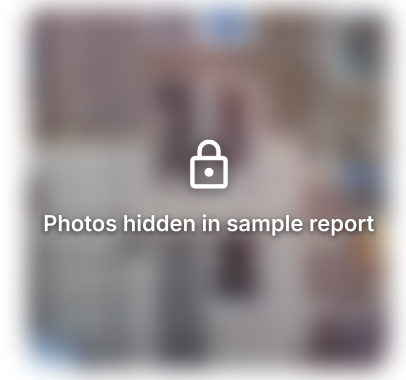
- Retake from standing eye level (or even crouching slightly) with your back to the wall opposite the TV — this is the standard living room angle and will make the room feel at least 40% larger
- Eliminate the staircase bannister from the foreground entirely by repositioning the camera
- Open the window blind or curtains fully to maximise natural light and reduce the contrast imbalance
- Turn on the floor lamp and any other light sources to warm up the left side of the room and create even, flattering light throughout
- Fluff and recentre the yellow cushion so it reads clearly as an intentional styling choice
- Consider swapping the New York print for something that references Arnhem or Dutch culture — this would reinforce the local character that the property name (Example Dutch Apartment) promises

RECOMMENDED ACTION

The living room is the heart of this apartment and absolutely deserves a great photo — but this angle actively undersells the space. A straight-on, eye-level shot from the opposite wall would showcase the beams, the cowhide rug, the purple sofa, and the window together in a way that makes guests excited to book. This is an easy fix that could meaningfully improve conversion.

⑥ Photo 6

Retake with specific changes



WHAT'S IN THIS PHOTO

Exterior facade — the street-facing front of the property, showing the full height of the building, the front door, windows, and immediate streetscape.

FIRST IMPRESSION

In the first two seconds this reads as 'narrow urban building on a grey day.' It does reinforce the charming 'smallest house' concept, which is a genuine USP, but the flat light, a partially cropped silver Audi on the left and bicycles on the right make it feel more like a Google Street View snapshot than a welcoming listing photo. It doesn't make someone want to book — it makes them curious at best.

TECHNICAL QUALITY

Fair

Shot on what appears to be a smartphone in portrait orientation on an overcast day, resulting in flat, grey, uninspiring light with no warmth or shadows to give the facade depth. The silver Audi is clipped into the left edge of the frame — a major compositional distraction. Bicycles clutter the right side. Vertical lines are reasonably straight with minimal lens distortion, and sharpness is acceptable, but the overall image is lifeless due to the weather conditions and tight, unplanned framing.

STAGING & PRESENTATION

Fair

The building itself looks clean and well-maintained — the door and window frames appear freshly painted and the brickwork is tidy, which aligns with the 8.6 cleanliness score. However, the parked car and bicycles are clutter that the host could have avoided. There is no staging possible for an exterior, but timing and framing choices matter enormously here and both were missed.

STRENGTHS

- The full-height composition clearly communicates just how narrow and unique this building is, directly reinforcing the 'Smallest House of Arnhem' brand — that's a genuine booking hook if framed well.
- The front door and ground-floor entrance are clearly visible, which helps arriving guests identify the property easily.
- The cobblestone street adds authentic Dutch character and local colour.

IMPROVEMENTS

- Retake on a bright sunny day — ideally during golden hour (early morning or late afternoon) when the warm light will bring the red brick to life and give the facade real depth and warmth.
- Wait for the Audi to move before shooting — or reposition the camera angle so the car is not in frame. This alone would significantly improve the shot.
- Remove or wait for the bicycles on the right to be moved out of frame.
- Step back slightly or use a wider angle to give the building a little breathing room on either side without the immediate neighbours dominating.
- Consider including a small welcoming touch at the door — a potted plant or a clean welcome mat — to make the entrance feel inviting rather than purely functional.
- Shoot in landscape orientation or ensure the framing is optimised for Booking.com's display format.

RECOMMENDED ACTION

As the final photo in a six-photo set, an exterior shot is a valuable asset — guests use it to find the property and it can reinforce the unique 'Smallest House' story. But this version is let down by grey weather, a clipped car, and cluttered surroundings. A retake on a sunny day with a clear foreground would transform this into a genuinely memorable closing image that cements the property's quirky, charming identity.