Sold and Let Page Policy

Property sites create and remove pages every week, so old links break unless someone decides what happens to them. Agree one rule for each status with your team and your website provider, then test five old addresses to see what really happens today.

From lesson 2.5. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Status	What the page does	Why
Under offer, Sold STC, Let agreed	Stays live, with a clear label.	People still look, and it shows you're selling.
Sold or let	Stays live for a while (for example three months), marked clearly, with similar homes and a valuation link. Then a 301 redirect to the closest area or property-type page.	Keeps the visit useful, then passes the page's value on.
Withdrawn	A 301 redirect to the closest relevant search page.	The visitor still lands somewhere useful.
Gone, with nothing relevant to send people to	A 410 (gone).	Tells Google it's deliberate, not broken.
Any page other sites link to	Always redirect, never delete.	Those links are worth keeping.

301: moved for good. 404: not found. 410: gone for good. A soft 404 is an empty page that says everything is fine: fix those too.

Lesson 2.5, reyse.co.uk/seocourse/redirects-and-broken-pages

Redirects, broken pages, and sold or let properties

Do this first Write a rule for what happens to a listing's page at each status: under offer, sold, let, withdrawn.

Check

Search Console

- [ ] In Indexing, Pages, check Not found (404), Page with redirect, Soft 404 and Server error (5xx). Click each for examples.

Screaming Frog

- [ ] Crawl the site and open Response Codes. Filter for Client Error (4xx), Redirection (3xx) and Server Error (5xx).
- [ ] Bulk Export, Response Codes, Client Error (4xx) Inlinks shows which of your pages link to the dead ones.
- [ ] Reports, Redirect Chains shows redirects that hop more than once.

The sold and let test

- [ ] Pick five sold or let properties and visit their old addresses.
- [ ] Write down what happens: still live and marked sold? Redirected? Where to? An error page?
- [ ] To check a batch of addresses at once, paste them into httpstatus.io.

Ask AI

AI prompt Here is a list of broken addresses on my estate agency website and a list of my live pages. Suggest the best redirect destination for each broken address. If nothing relevant exists, mark it 410.

Fix

Write a status policy

Agree it once with your team and your provider, so every property is handled the same way.

- [ ] Under offer, Sold STC, Let agreed: keep the page live with a clear label.
- [ ] Sold or let: keep it live for a while, marked clearly, with similar properties and a valuation link. Then redirect it to the closest area or property-type page.
- [ ] Withdrawn: redirect to the closest relevant search page.
- [ ] Truly gone with nothing relevant to send people to: a 410 (gone).
- [ ] Before removing any page, check whether it has links from other sites (lesson 7.1). Those are worth keeping with a redirect.

Fix the links and redirects

- [ ] Update your own links that point to dead pages.
- [ ] Set up 301 redirects: on WordPress, the free Redirection plugin, Yoast Premium or Rank Math; elsewhere, your provider's redirect manager.
- [ ] Collapse chains, so each old address redirects straight to its final page in one hop.

Make your 404 page useful

- [ ] Add a search box, links to Buy, Rent, Sell and Let, and your phone number, so a dead end becomes a way back in.

Your policy

Status	What our pages do	For how long	Set up by
Under offer			
Sold STC			
Let agreed			
Sold			
Let			
Withdrawn			
Gone for good			

The sold and let test

Pick five sold or let properties and visit their old addresses. httpstatus.io checks a batch at once.

Old address	What happened	Where it went	Fixed?

Signed off

Step	Name and date
Agreed by	
Provider told on	
Next review	

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo