



Site Audit: Full Report

www.zoopla.co.uk

Site Audit: Full Report

Site Health

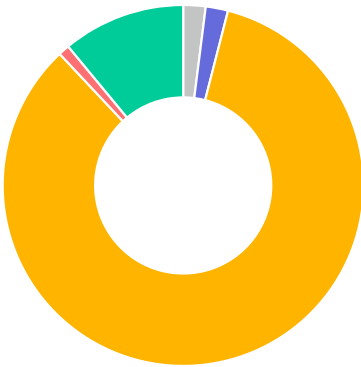
84%
0%

AI Search Health

75%
0%

Crawled Pages

Project name: www.zoopla.co.uk



Blocked	2%	2
Redirect	2%	2
Have issues	84%	84
Broken	1%	1
Healthy	11%	11
Total		100

Pages Blocked from AI Search

Project name: www.zoopla.co.uk

AI Bots	Blocked Pages
ChatGPT-User	2
OAI-SearchBot	2
Googlebot	2
Google-Extended	2
PerplexityBot	2
Perplexity-User	2

AI Bots		Blocked Pages 
	Claude-User	2
	Claude-SearchBot	2

Errors

0₀

Warnings

523₀

Top Issues

Project name: www.zoopla.co.uk

Top Issues	Status Of Issues	Number Of Issues
41 pages use too many JavaScript and CSS files	Warning	41 ₀
79 pages have low text-HTML ratio	Warning	79 ₀
3 pages don't have meta descriptions	Warning	3 ₀
374 outgoing internal links contain nofollow attribute	Warning	374 ₀
1 page has too much text within the title tag	Warning	1 ₀

Errors

Errors

Project name: www.zoopla.co.uk

Errors	Amount
0 pages returned 5XX status code	0 0
0 pages returned 4XX status code	0 0
0 pages don't have title tags	0 0
0 issues with duplicate title tags	0 0
0 pages have duplicate content issues	0 0
0 internal links are broken	0 0
0 pages couldn't be crawled	0 0
0 pages couldn't be crawled (DNS resolution issues)	0 0
0 pages couldn't be crawled (incorrect URL formats)	0 0
0 internal images are broken	0 0
0 pages have duplicate meta descriptions	0 0
Invalid robots.txt format	0 0
0 sitemap.xml files have format errors	0 0
0 incorrect pages found in sitemap.xml	0 0

Errors	Amount
0 pages have a WWW resolve issue	0
	0
Viewport not configured	0
	0
0 pages have too large HTML size	0
	0
0 AMP pages have no canonical tag	0
	0
0 issues with hreflang values	0
	0
0 hreflang conflicts within page source code	0
	0
0 issues with incorrect hreflang links	0
	0
0 non-secure pages	0
	0
0 issues with expiring or expired certificate	0
	0
0 issues with old security protocol	0
	0
0 issues with incorrect certificate name	0
	0

Warnings

Warnings

Project name: www.zoopla.co.uk

Warnings	Amount
374 outgoing internal links contain nofollow attribute	374
About this issue: The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "Nofollow link example"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.	0
79 pages have low text-HTML ratio	79
About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.	0

Warnings	Amount
41 pages use too many JavaScript and CSS files About this issue: This issue is triggered if a webpage uses more than a hundred JavaScript and CSS files. Each time a visitor navigates to a webpage, their browser first starts loading supportive files, such as JavaScript and CSS. For each file used by your webpage, a browser will send a separate HTTP request. Each request increases your page load time and affects its rendering, which has a direct impact on user experience, bounce rate and, ultimately, search engine rankings. For more information, please see this Google article. How to fix: Review your pages to make sure that they only contain necessary JavaScript and CSS files. If all resources are important for your page, we recommend that you combine them.	41 0
11 issues with blocked internal resources in robots.txt About this issue: Blocked resources are resources (e.g., CSS, JavaScript, image files, etc.) that are blocked from crawling by a "Disallow" directive in your robots.txt file. By disallowing these files, you're preventing search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings. For more information, please see this article. How to fix: To unblock a resource, simply update your robots.txt file.	11 0
6 images don't have alt attributes About this issue: Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly and Google Image Publishing Guidelines How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".	6 0

Warnings	Amount
3 pages don't have meta descriptions About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. For more information, please see these articles: Create good titles and snippets in Search Results and On-Page SEO Basics: Meta Descriptions How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.	3 0
3 issues with unminified JavaScript and CSS files About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article. How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.	3 0
1 link on HTTPS pages leads to HTTP page About this issue: If any link on website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank. How to fix: Replace all HTTP links with the new HTTPS versions.	1 0
1 page has too much text within the title tag About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article How to fix: Try to rewrite your page titles to be 70 characters or less.	1 0

Warnings	Amount
1 page doesn't have an h1 heading About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.	1 0
1 page has duplicate H1 and title tags About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page. For more information, please see this Google article How to fix: Try to create different content for your <title> and <h1> tags.	1 0
1 page has no hreflang and lang attributes About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: - Add a lang attribute to the <html> tag, e.g., "<html lang='en'>" - Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>	1 0

Warnings	Amount
1 page has a low word count About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view this video How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.	1 0
0 external links are broken	0 0
0 external images are broken	0 0
0 pages don't have enough text within the title tags	0 0
0 pages have too many on-page links	0 0
0 URLs with a temporary redirect	0 0
0 pages have too many parameters in their URLs	0 0
0 pages don't have character encoding declared	0 0
0 pages don't have doctype declared	0 0
0 pages have incompatible plugin content	0 0
0 pages contain frames	0 0
0 pages have underscores in the URL	0 0
Sitemap.xml not indicated in robots.txt	0 0

Notices

Notices

Project name: www.zoopla.co.uk

Notices	Amount
17 pages require content optimization	17
About this issue: Content optimization enhances on-page clarity, improves user engagement, snippet eligibility, and topical authority. It's especially important for pages with a lot of content.	0
How to fix: - Follow the advice provided in the error details for each page. - Improve your content with AI using the Content Optimizer tool.	
12 outgoing external links contain nofollow attributes	12
About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings.	0
How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed. For more information, please see this Google article .	
9 pages have only one incoming internal link	9
About this issue: Having few incoming internal links means little to no visits or chances of being placed in search results.	0
How to fix: Add more incoming internal links to pages with important content.	
7 links on this page have no anchor text	7
About this issue: The issue is triggered if a link (external or internal) on your site has an empty or naked anchor (i.e., just a URL), or anchor text only contains special characters. This issue makes it difficult for the crawlers to understand what the page is about and affects the performance of the linked-to page in search results.	0
How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. Learn more	

Notices	Amount
3 subdomains don't support HSTS About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.	3 0
2 pages are blocked from crawling About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.	2 0
2 links have non-descriptive anchor text About this issue: The issue is triggered if the anchor text for a link (internal or external) is non-descriptive. An anchor is considered to be non-descriptive if it doesn't say what the page is about (click here, right here, etc.). This issue makes it difficult for the target page to be indexed by search engines and rank for relevant search requests. Learn more How to fix: To let users and search engines understand the meaning of the linked-to page, use succinct anchor text that describes the page's content. Learn more	2 0
lms.txt not found About this issue: The <code>lms.txt</code> file helps AI search engines better understand your website's content by providing LLM-friendly information. This file offers a short summary, guidance, and links to other useful resources. How to fix: • Create an <code>lms.txt</code> file. • Place it in your website's root directory and ensure the file is accessible. • Refer to llmstxt.org for examples and tips on how to properly create and manage it.	1 0
0 pages have more than one H1 tag	0 0
0 page URLs are longer than 200 characters	0 0
Robots.txt not found	0 0

Notices	Amount
0 pages have hreflang language mismatch issues	0 0
0 orphaned pages in Google Analytics	0 0
0 orphaned pages in sitemaps	0 0
Unknown issue	0 0
0 pages blocked by X-Robots-Tag: noindex HTTP header	0 0
0 issues with blocked external resources in robots.txt	0 0
0 issues with broken external JavaScript and CSS files	0 0
0 pages need more than 3 clicks to be reached	0 0
0 URLs with a permanent redirect	0 0
0 resources are formatted as page link	0 0
0 links to external pages or resources returned a 403 HTTP status code	0 0
lms.txt has formatting issues	0 0
0 pages contain too much content	0 0
0 pages have outdated content	0 0

Detailed Issue: Errors

No data found

Check the settings

Detailed Issue: Warnings

Detailed Warnings

Nofollow attributes in outgoing internal links

Project name: www.zoopla.co.uk

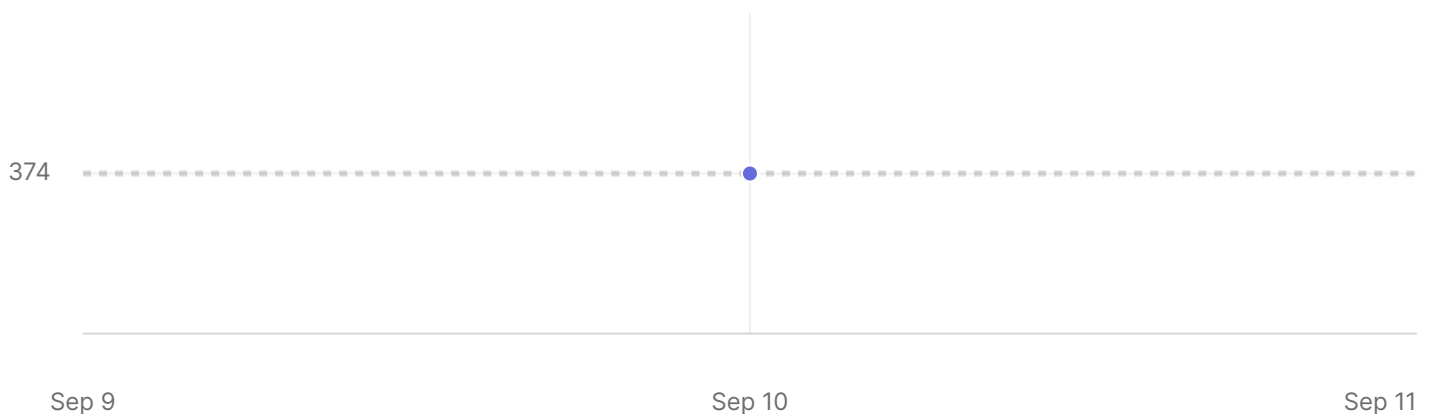
Detailed Issue Description

About this issue:

The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "[Nofollow link example](#)"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content.

How to fix:

Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.



Only the first 50 rows are shown in reports. To view the full table, export it as a CSV or Excel file from Site Audit.

Page URL

Link URL

Discovered

Page URL	Link URL	Discovered
Zoopla > Search Property to Buy, Rent, House Prices, Estate Agents https://www.zoopla.co.uk/	https://business.zoopla.co.uk/	Sep 10, 2026 (16:27) new
Zoopla > Search Property to Buy, Rent, House Prices, Estate Agents https://www.zoopla.co.uk/	https://business.zoopla.co.uk/estate-agents	Sep 10, 2026 (16:27) new
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About Zoopla - Zoopla https://www.zoopla.co.uk/about/	https://business.zoopla.co.uk/	Sep 10, 2026 (16:27) new
About Zoopla - Zoopla https://www.zoopla.co.uk/about/	https://business.zoopla.co.uk/estate-agents	Sep 10, 2026 (16:27) new
About Zoopla - Zoopla https://www.zoopla.co.uk/about/	https://business.zoopla.co.uk/housebuilders	Sep 10, 2026 (16:27) new

Page URL	Link URL	Discovered
About Zoopla - Zoopla https://www.zoopla.co.uk/about/	https://pro.zoopla.co.uk/	Sep 10, 2026 (16:27) new
How much house can I afford? Affordability calculator - Zoopla https://www.zoopla.co.uk/affordability/	https://business.zoopla.co.uk/	Sep 10, 2026 (16:27) new
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10 annexes perfect for multi-generational living - Zoopla https://www.zoopla.co.uk/discover/feature-d-homes/8-annexes-perfect-for-multi-generational-living/	https://business.zoopla.co.uk/	Sep 10, 2026 (16:27) new
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The average home has increased 15.3% in value since 2021 - Zoopla https://www.zoopla.co.uk/discover/property-news/the-average-home-has-increased-in-value-since-2021/	https://business.zoopla.co.uk/	Sep 10, 2026 (16:27) new
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Get Instant Conveyancing Quotes Find a Licensed Conveyancer - Zoopla https://www.zoopla.co.uk/find-a-conveyancer/	https://pro.zoopla.co.uk/	Sep 10, 2026 (16:27) new
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Low text to HTML ratio

Detailed Issue Description

About this issue:

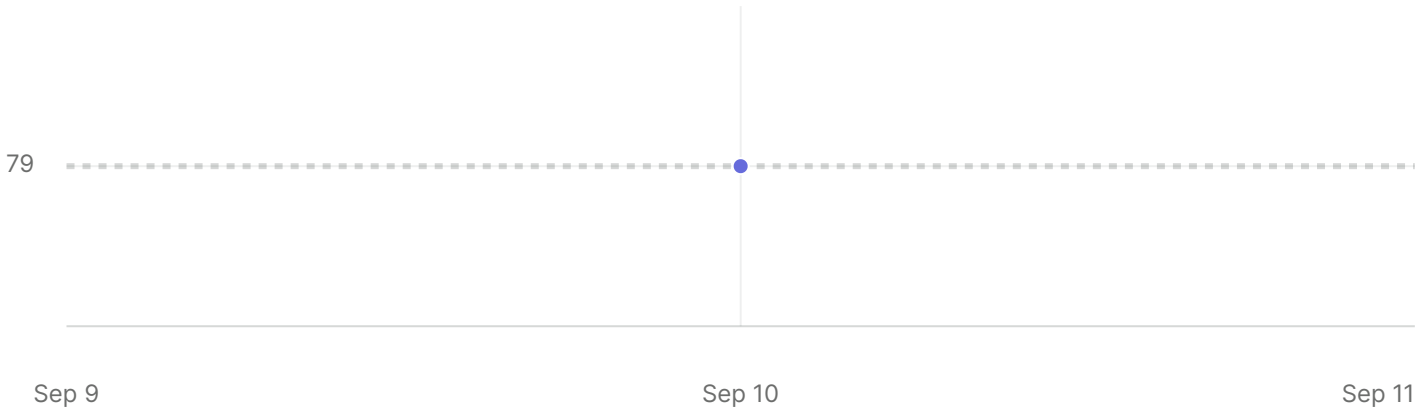
Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less.

Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results.

Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster.

How to fix:

Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.



Only the first 50 rows are shown in reports. To view the full table, export it as a CSV or Excel file from Site Audit.

Page URL	Ratio	Discovered
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	0.00	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	0.06	Sep 10, 2026 (16:27) new
Zoopla > Search Property to Buy, Rent, House Prices, Estate Agents https://www.zoopla.co.uk/	0.03	Sep 10, 2026 (16:27) new
About Zoopla - Zoopla https://www.zoopla.co.uk/about/	0.07	Sep 10, 2026 (16:27) new
How much house can I afford? Affordability calculator - Zoopla https://www.zoopla.co.uk/affordability/	0.03	Sep 10, 2026 (16:27) new
How much house can I afford? Affordability calculator - Zoopla https://www.zoopla.co.uk/affordability/?internal_source=homepage	0.03	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
10 annexes perfect for multi-generational living - Zoopla https://www.zoopla.co.uk/discover/featured-homes/8-annexes-perfect-for-multi-generational-living/	0.08	Sep 10, 2026 (16:27) new
4 new insights you should know about your home - Zoopla https://www.zoopla.co.uk/discover/property-news/4-new-insights-you-should-know-about-your-home/	0.07	Sep 10, 2026 (16:27) new
Flats are 40% cheaper to buy than houses: the best value for 30 years - Zoopla https://www.zoopla.co.uk/discover/property-news/flats-are-40-cheaper-to-buy-than-houses-the-best-value-for-30-years/	0.07	Sep 10, 2026 (16:27) new
House Price Index: July 2026 - Zoopla https://www.zoopla.co.uk/discover/property-news/house-price-index-july-2026/	0.08	Sep 10, 2026 (16:27) new
The average home has increased 15.3% in value since 2021 - Zoopla https://www.zoopla.co.uk/discover/property-news/the-average-home-has-increased-in-value-since-2021/	0.07	Sep 10, 2026 (16:27) new
The UK's cheapest places to rent a home in 2026 - Zoopla https://www.zoopla.co.uk/discover/property-news/the-cheapest-places-to-rent-a-home-in-the-uk/	0.06	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
Bank of England cuts the base rate to 3.75% - Zoopla https://www.zoopla.co.uk/discover/property-news/what-do-higher-interest-rates-mean-for-the-housing-market/	0.07	Sep 10, 2026 (16:27) new
Get Instant Conveyancing Quotes Find a Licensed Conveyancer - Zoopla https://www.zoopla.co.uk/find-a-conveyancer/	0.08	Sep 10, 2026 (16:27) new
Find and compare local estate agents Zoopla https://www.zoopla.co.uk/find-agents/	0.06	Sep 10, 2026 (16:27) new
Property for sale Find houses and flats for sale in the UK - Zoopla https://www.zoopla.co.uk/for-sale/	0.03	Sep 10, 2026 (16:27) new
Commercial property for sale Buy UK commercial property - Zoopla https://www.zoopla.co.uk/for-sale/commercial/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Bristol - Zoopla https://www.zoopla.co.uk/for-sale/property/bristol/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Cardiff - Zoopla https://www.zoopla.co.uk/for-sale/property/cardiff/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Cornwall - Zoopla https://www.zoopla.co.uk/for-sale/property/cornwall/	0.02	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
Property for sale in Coventry - Zoopla https://www.zoopla.co.uk/for-sale/property/coventry/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Dundee - Zoopla https://www.zoopla.co.uk/for-sale/property/dundee/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Edinburgh - Zoopla https://www.zoopla.co.uk/for-sale/property/edinburgh/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Essex - Zoopla https://www.zoopla.co.uk/for-sale/property/essex/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Glasgow - Zoopla https://www.zoopla.co.uk/for-sale/property/glasgow/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Hull - Zoopla https://www.zoopla.co.uk/for-sale/property/hull/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Kent - Zoopla https://www.zoopla.co.uk/for-sale/property/kent/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Manchester - Zoopla https://www.zoopla.co.uk/for-sale/property/manchester/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Northampton - Zoopla https://www.zoopla.co.uk/for-sale/property/northampton/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Nottingham - Zoopla https://www.zoopla.co.uk/for-sale/property/nottingham/	0.02	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
Property for sale in Plymouth - Zoopla https://www.zoopla.co.uk/for-sale/property/plymouth/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Sheffield - Zoopla https://www.zoopla.co.uk/for-sale/property/sheffield/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Stoke-on-Trent - Zoopla https://www.zoopla.co.uk/for-sale/property/stoke-on-trent/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Swansea - Zoopla https://www.zoopla.co.uk/for-sale/property/swansea/	0.02	Sep 10, 2026 (16:27) new
Property for sale in UK - Zoopla https://www.zoopla.co.uk/for-sale/property/uk/	0.02	Sep 10, 2026 (16:27) new
Property for sale in Leeds, West Yorkshire - Zoopla https://www.zoopla.co.uk/for-sale/property/west-yorkshire/leeds/	0.02	Sep 10, 2026 (16:27) new
UK area guides - Zoopla https://www.zoopla.co.uk/guides/areas/	0.03	Sep 10, 2026 (16:27) new
Renting a home: Step-by-step guide - Zoopla https://www.zoopla.co.uk/guides/renting-a-home/	0.04	Sep 10, 2026 (16:27) new
Selling a home: Step-by-step guide - Zoopla https://www.zoopla.co.uk/guides/selling-a-home/	0.05	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
How Much is Your Home Worth? Instant House Valuation https://www.zoopla.co.uk/home-values/	0.03	Sep 10, 2026 (16:27) new
Sold House Prices - Get UK house prices online - Zoopla https://www.zoopla.co.uk/house-prices/	0.03	Sep 10, 2026 (16:27) new
How much can I borrow? Mortgage calculator - Zoopla https://www.zoopla.co.uk/mortgage-calculator/	0.05	Sep 10, 2026 (16:27) new
Find the best mortgage rates & deals - Zoopla https://www.zoopla.co.uk/mortgages/	0.04	Sep 10, 2026 (16:27) new
New Homes For Sale - Buy New- Build Houses & Flats - Zoopla https://www.zoopla.co.uk/new-homes/	0.03	Sep 10, 2026 (16:27) new
Overseas and international property for sale Zoopla https://www.zoopla.co.uk/overseas/	0.02	Sep 10, 2026 (16:27) new
Zoopla's trusted partners https://www.zoopla.co.uk/partners/	0.01	Sep 10, 2026 (16:27) new
Get a removal quote & moving services AnyVan https://www.zoopla.co.uk/partners/anyvan/	0.02	Sep 10, 2026 (16:27) new
Zoopla Press Releases - Zoopla https://www.zoopla.co.uk/press/releases/	0.08	Sep 10, 2026 (16:27) new
Cookie policy https://www.zoopla.co.uk/privacy/cookie-policy/	0.01	Sep 10, 2026 (16:27) new

Page URL	Ratio	Discovered
What is Shared Ownership and how does it work? - Zoopla https://www.zoopla.co.uk/schemes/shared-ownership/	0.09	Sep 10, 2026 (16:27) new

Too many JavaScript and CSS files

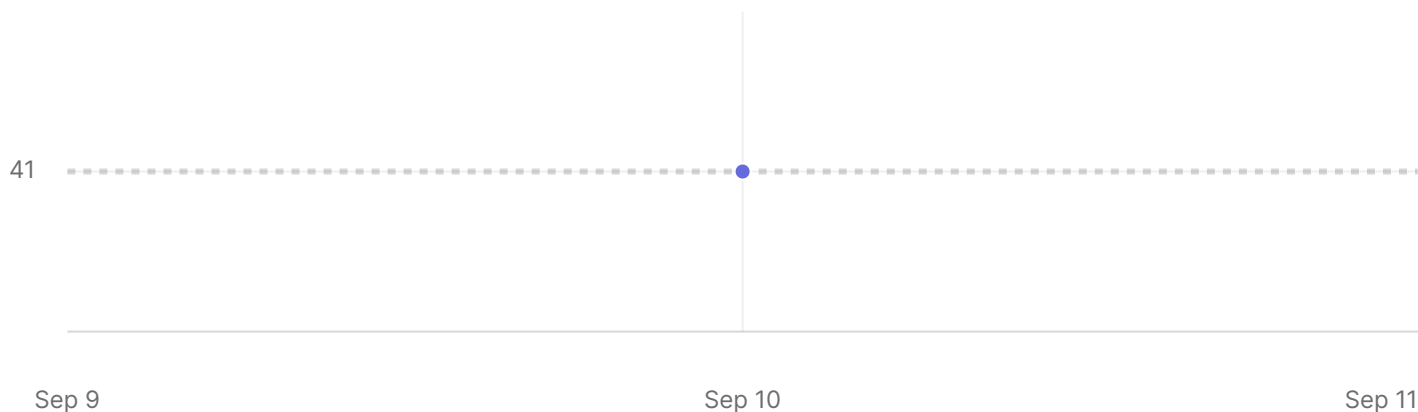
Detailed Issue Description

About this issue:

This issue is triggered if a webpage uses more than a hundred JavaScript and CSS files. Each time a visitor navigates to a webpage, their browser first starts loading supportive files, such as JavaScript and CSS. For each file used by your webpage, a browser will send a separate HTTP request. Each request increases your page load time and affects its rendering, which has a direct impact on user experience, bounce rate and, ultimately, search engine rankings. For more information, please see [this Google article](#).

How to fix:

Review your pages to make sure that they only contain necessary JavaScript and CSS files. If all resources are important for your page, we recommend that you combine them.



Page URL	Number Of JavaScript And CSS	Discovered
Property for sale in Bristol - Zoopla https://www.zoopla.co.uk/for-sale/property/bristol/	110	Sep 10, 2026 (16:27) new
Property for sale in Cardiff - Zoopla https://www.zoopla.co.uk/for-sale/property/cardiff/	110	Sep 10, 2026 (16:27) new

Page URL	Number Of JavaScript And CSS	Discovered
Property for sale in Cornwall - Zoopla https://www.zoopla.co.uk/for-sale/property/cornwall/	110	Sep 10, 2026 (16:27) new
Property for sale in Coventry - Zoopla https://www.zoopla.co.uk/for-sale/property/coventry/	110	Sep 10, 2026 (16:27) new
Property for sale in Dundee - Zoopla https://www.zoopla.co.uk/for-sale/property/dundee/	110	Sep 10, 2026 (16:27) new
Property for sale in Edinburgh - Zoopla https://www.zoopla.co.uk/for-sale/property/edinburgh/	110	Sep 10, 2026 (16:27) new
Property for sale in Essex - Zoopla https://www.zoopla.co.uk/for-sale/property/essex/	110	Sep 10, 2026 (16:27) new
Property for sale in Glasgow - Zoopla https://www.zoopla.co.uk/for-sale/property/glasgow/	110	Sep 10, 2026 (16:27) new
Property for sale in Hull - Zoopla https://www.zoopla.co.uk/for-sale/property/hull/	110	Sep 10, 2026 (16:27) new
Property for sale in Kent - Zoopla https://www.zoopla.co.uk/for-sale/property/kent/	110	Sep 10, 2026 (16:27) new
Property for sale in Manchester - Zoopla https://www.zoopla.co.uk/for-sale/property/manchester/	110	Sep 10, 2026 (16:27) new
Property for sale in Northampton - Zoopla https://www.zoopla.co.uk/for-sale/property/northampton/	110	Sep 10, 2026 (16:27) new

Page URL	Number Of JavaScript And CSS	Discovered
Property for sale in Nottingham - Zoopla https://www.zoopla.co.uk/for-sale/property/nottingham/	110	Sep 10, 2026 (16:27) new
Property for sale in Plymouth - Zoopla https://www.zoopla.co.uk/for-sale/property/plymouth/	110	Sep 10, 2026 (16:27) new
Property for sale in Sheffield - Zoopla https://www.zoopla.co.uk/for-sale/property/sheffield/	110	Sep 10, 2026 (16:27) new
Property for sale in Stoke-on-Trent - Zoopla https://www.zoopla.co.uk/for-sale/property/stoke-on-trent/	110	Sep 10, 2026 (16:27) new
Property for sale in Swansea - Zoopla https://www.zoopla.co.uk/for-sale/property/swansea/	110	Sep 10, 2026 (16:27) new
Property for sale in UK - Zoopla https://www.zoopla.co.uk/for-sale/property/uk/	110	Sep 10, 2026 (16:27) new
Property for sale in Leeds, West Yorkshire - Zoopla https://www.zoopla.co.uk/for-sale/property/west-yorkshire/leeds/	110	Sep 10, 2026 (16:27) new
Property to rent in Aberdeen - Zoopla https://www.zoopla.co.uk/to-rent/property/aberdeen/	109	Sep 10, 2026 (16:27) new
Property to rent in Birmingham - Zoopla https://www.zoopla.co.uk/to-rent/property/birmingham/	109	Sep 10, 2026 (16:27) new

Page URL	Number Of JavaScript And CSS	Discovered
Property to rent in Bristol - Zoopla https://www.zoopla.co.uk/to-rent/property/bristol/	109	Sep 10, 2026 (16:27) new
Property to rent in Cardiff - Zoopla https://www.zoopla.co.uk/to-rent/property/cardiff/	109	Sep 10, 2026 (16:27) new
Property to rent in Coventry - Zoopla https://www.zoopla.co.uk/to-rent/property/coventry/	109	Sep 10, 2026 (16:27) new
Property to rent in Devon - Zoopla https://www.zoopla.co.uk/to-rent/property/devon/	109	Sep 10, 2026 (16:27) new
Property to rent in Edinburgh - Zoopla https://www.zoopla.co.uk/to-rent/property/edinburgh/	109	Sep 10, 2026 (16:27) new
Property to rent in Essex - Zoopla https://www.zoopla.co.uk/to-rent/property/essex/	109	Sep 10, 2026 (16:27) new
Property to rent in Glasgow - Zoopla https://www.zoopla.co.uk/to-rent/property/glasgow/	109	Sep 10, 2026 (16:27) new
Property to rent in Hull - Zoopla https://www.zoopla.co.uk/to-rent/property/hull/	109	Sep 10, 2026 (16:27) new
Property to rent in Leicester - Zoopla https://www.zoopla.co.uk/to-rent/property/leicester/	109	Sep 10, 2026 (16:27) new
Property to rent in Liverpool - Zoopla https://www.zoopla.co.uk/to-rent/property/liverpool/	109	Sep 10, 2026 (16:27) new

Page URL	Number Of JavaScript And CSS	Discovered
Property to rent in London - Zoopla https://www.zoopla.co.uk/to-rent/property/london/	109	Sep 10, 2026 (16:27) new
Property to rent in Manchester - Zoopla https://www.zoopla.co.uk/to-rent/property/manchester/	109	Sep 10, 2026 (16:27) new
Property to rent in Northampton - Zoopla https://www.zoopla.co.uk/to-rent/property/northampton/	109	Sep 10, 2026 (16:27) new
Property to rent in Nottingham - Zoopla https://www.zoopla.co.uk/to-rent/property/nottingham/	109	Sep 10, 2026 (16:27) new
Property to rent in Plymouth - Zoopla https://www.zoopla.co.uk/to-rent/property/plymouth/	109	Sep 10, 2026 (16:27) new
Property to rent in Sheffield - Zoopla https://www.zoopla.co.uk/to-rent/property/sheffield/	109	Sep 10, 2026 (16:27) new
Property to rent in Southampton - Zoopla https://www.zoopla.co.uk/to-rent/property/southampton/	109	Sep 10, 2026 (16:27) new
Property to rent in Swansea - Zoopla https://www.zoopla.co.uk/to-rent/property/swansea/	109	Sep 10, 2026 (16:27) new
Property to rent in UK - Zoopla https://www.zoopla.co.uk/to-rent/property/uk/	109	Sep 10, 2026 (16:27) new

Page URL	Number Of JavaScript And CSS	Discovered
Property to rent in Wolverhampton - Zoopla https://www.zoopla.co.uk/to-rent/property/wolverhampton/	109	Sep 10, 2026 (16:27) new

Blocked internal resources in robots.txt

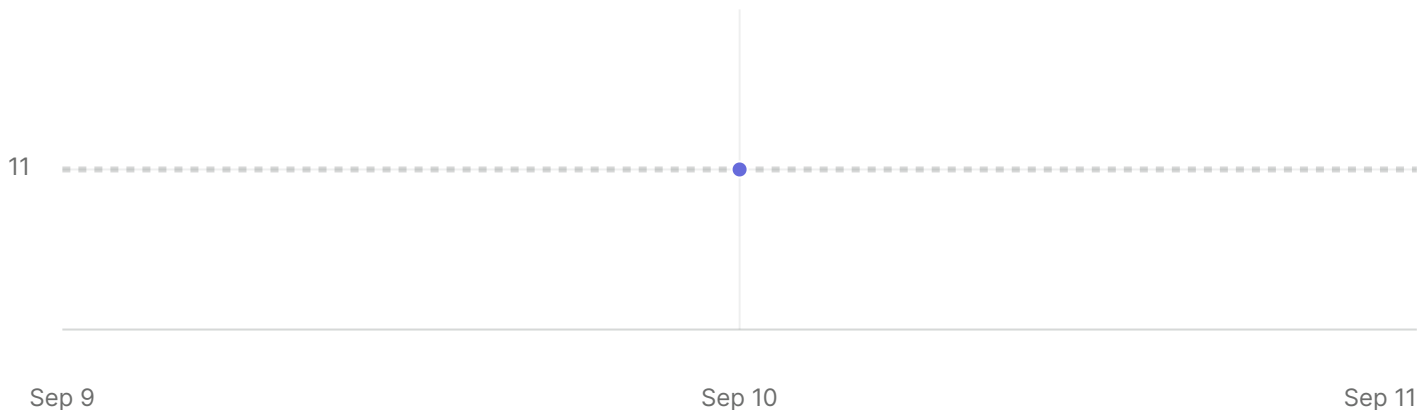
Detailed Issue Description

About this issue:

Blocked resources are resources (e.g., CSS, JavaScript, image files, etc.) that are blocked from crawling by a "Disallow" directive in your robots.txt file. By disallowing these files, you're preventing search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings. For more information, please see [this article](#).

How to fix:

To unblock a resource, simply update your robots.txt file.



Page URL	Resource URL	Resource Type	Discovered
10 annexes perfect for multi-generational living - Zoopla https://www.zoopla.co.uk/discover/feature-d-homes/8-annexes-perfect-for-multi-generational-living/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new

Page URL	Resource URL	Resource Type	Discovered
4 new insights you should know about your home - Zoopla https://www.zoopla.co.uk/discover/property-news/4-new-insights-you-should-know-about-your-home/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new
Flats are 40% cheaper to buy than houses: the best value for 30 years - Zoopla https://www.zoopla.co.uk/discover/property-news/flats-are-40-cheaper-to-buy-than-houses-the-best-value-for-30-years/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new
House Price Index: July 2026 - Zoopla https://www.zoopla.co.uk/discover/property-news/house-price-index-july-2026/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new
The average home has increased 15.3% in value since 2021 - Zoopla https://www.zoopla.co.uk/discover/property-news/the-average-home-has-increased-in-value-since-2021/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new

Page URL	Resource URL	Resource Type	Discovered
The UK's cheapest places to rent a home in 2026 - Zoopla https://www.zoopla.co.uk/discover/property-news/the-cheapest-places-to-rent-a-home-in-the-uk/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new
Bank of England cuts the base rate to 3.75% - Zoopla https://www.zoopla.co.uk/discover/property-news/what-do-higher-interest-rates-mean-for-the-housing-market/	https://...g&w=800&q=75	img	Sep 10, 2026 (16:27) new
Members Terms and Conditions - Zoopla https://www.zoopla.co.uk/members/terms/	https://ww... ecode.min.js	script	Sep 10, 2026 (16:27) new
Zoopla Press Releases - Zoopla https://www.zoopla.co.uk/press/releases/	https://ww... ecode.min.js	script	Sep 10, 2026 (16:27) new
Zoopla Privacy Policy - Zoopla https://www.zoopla.co.uk/privacy/	https://ww... ecode.min.js	script	Sep 10, 2026 (16:27) new
Terms of Use - Zoopla https://www.zoopla.co.uk/terms/	https://ww... ecode.min.js	script	Sep 10, 2026 (16:27) new

Missing ALT attributes

Detailed Issue Description

About this issue:

Alt attributes within `<img>` tags are used by search engines to understand the contents of your images. If

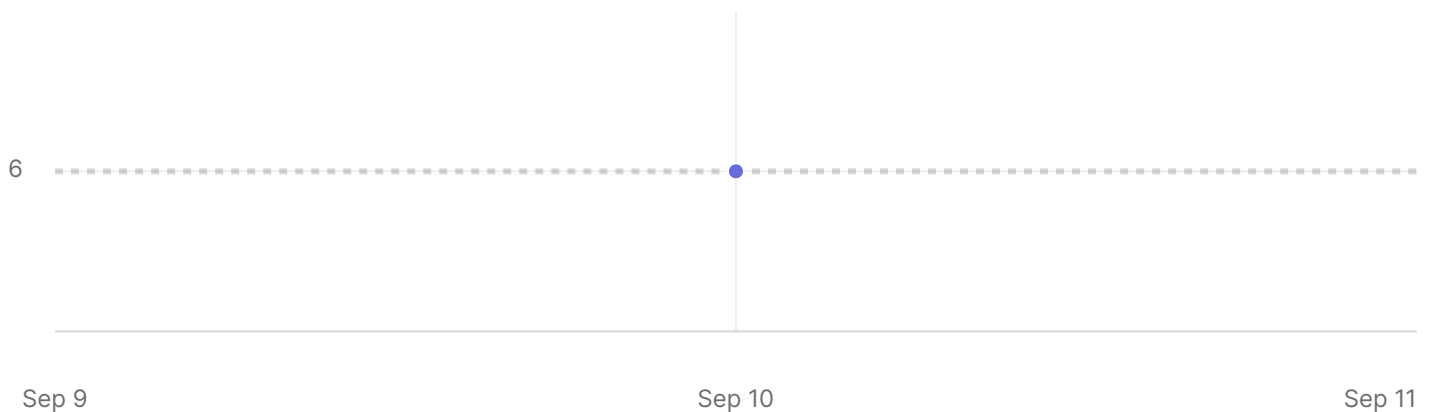
you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results.

Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers.

For more information, please see these articles: [Using ALT attributes smartly](#) and [Google Image Publishing Guidelines](#)

How to fix:

Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".



Page URL	Image URL	Discovered
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfas... ages-banner.png?q=75	Sep 10, 2026 (16:27) new
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfa... q=100&fm=png&fl=png8	Sep 10, 2026 (16:27) new

Page URL	Image URL	Discovered
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfassets... Yougov_stat.png?q=75	Sep 10, 2026 (16:27) new
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfa... q=100&fm=png&fl=png8	Sep 10, 2026 (16:27) new
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfa... q=100&fm=png&fl=png8	Sep 10, 2026 (16:27) new
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	https://images.ctfa... q=100&fm=png&fl=png8	Sep 10, 2026 (16:27) new

Unminified JavaScript and CSS files

Detailed Issue Description

About this issue:

Minification is the process of removing unnecessary lines, white space and comments from the source code.

Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings.

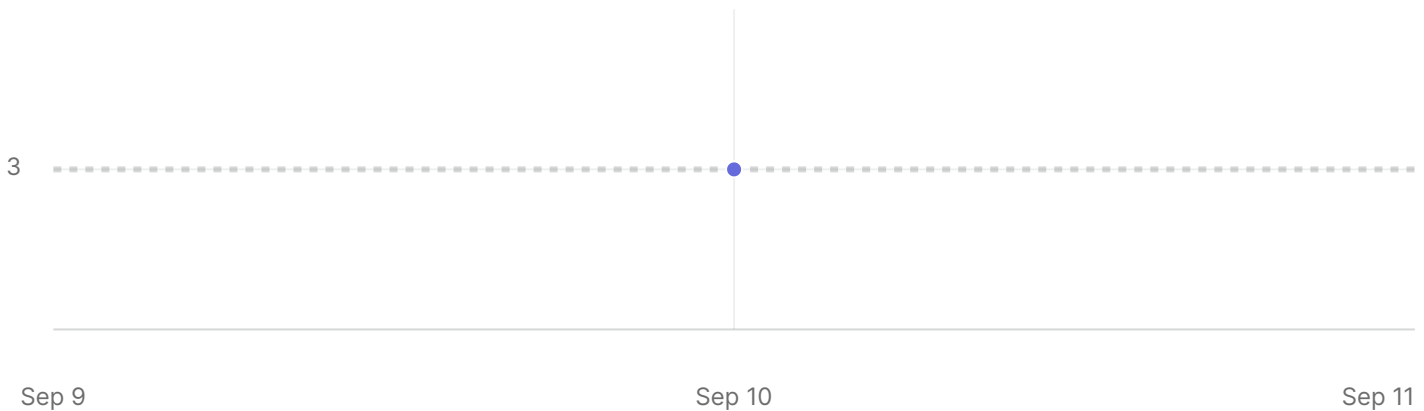
For more information, please see [this Google article](#).

How to fix:

Minify your JavaScript and CSS files.

If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files.

If this issue doesn't affect your page load time, simply ignore it.



Page URL	Resource URL	Resource Type	Discovered
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://...657074870674	css	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://...9G70RN9R83D8	css	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://...657074870674	javascript	Sep 10, 2026 (16:27) new

Missing meta description

Detailed Issue Description

About this issue:

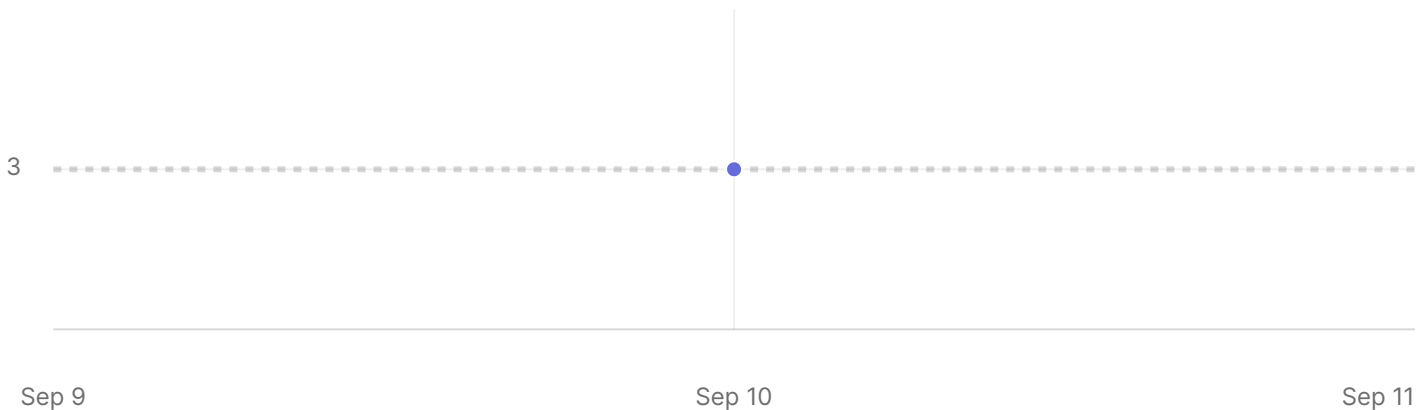
Though meta descriptions don't have a direct influence on rankings, they are used by search engines to

display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users.

For more information, please see these articles: [Create good titles and snippets in Search Results](#) and [On-Page SEO Basics: Meta Descriptions](#)

How to fix:

In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.



Page URL	Discovered
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	Sep 10, 2026 (16:27) new
Zoopla Press Releases - Zoopla https://www.zoopla.co.uk/press/releases/	Sep 10, 2026 (16:27) new
Cookie policy https://www.zoopla.co.uk/privacy/cookie-policy/	Sep 10, 2026 (16:27) new

Long title element

Detailed Issue Description

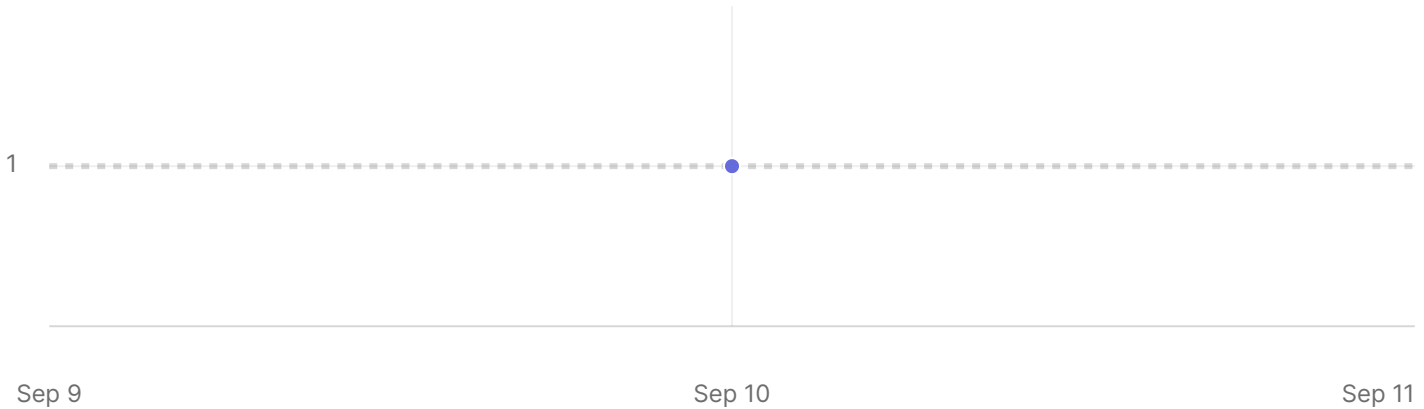
About this issue:

Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page.

For more information, please see [this Google article](#)

How to fix:

Try to rewrite your page titles to be 70 characters or less.



Page URL	Title	Discovered
Flats are 40% cheaper to buy than houses: the best value for 30 years - Zoopla https://www.zoopla.co.uk/discover/property-news/flats-are-40-cheaper-to-buy-than-houses-the-best-value-for-30-years/	Flats are 40% cheaper to buy than houses: the best value for 30 years - Zoopla	Sep 10, 2026 (16:27) new

Missing h1

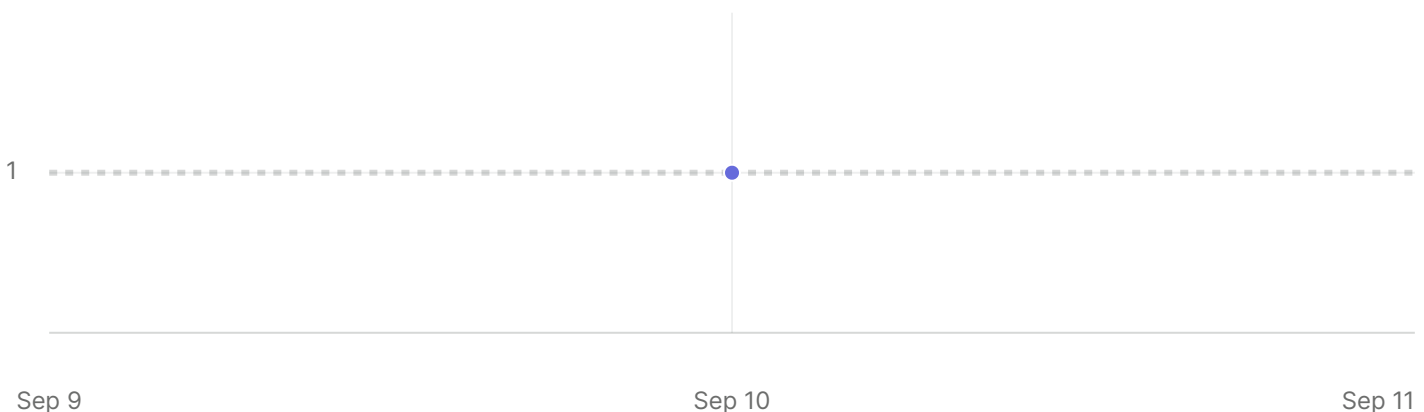
Detailed Issue Description

About this issue:

While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly.

How to fix:

Provide a concise, relevant h1 heading for each of your page.



Page URL	Discovered
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	Sep 10, 2026 (16:27) new

Duplicate content in h1 and title

Detailed Issue Description

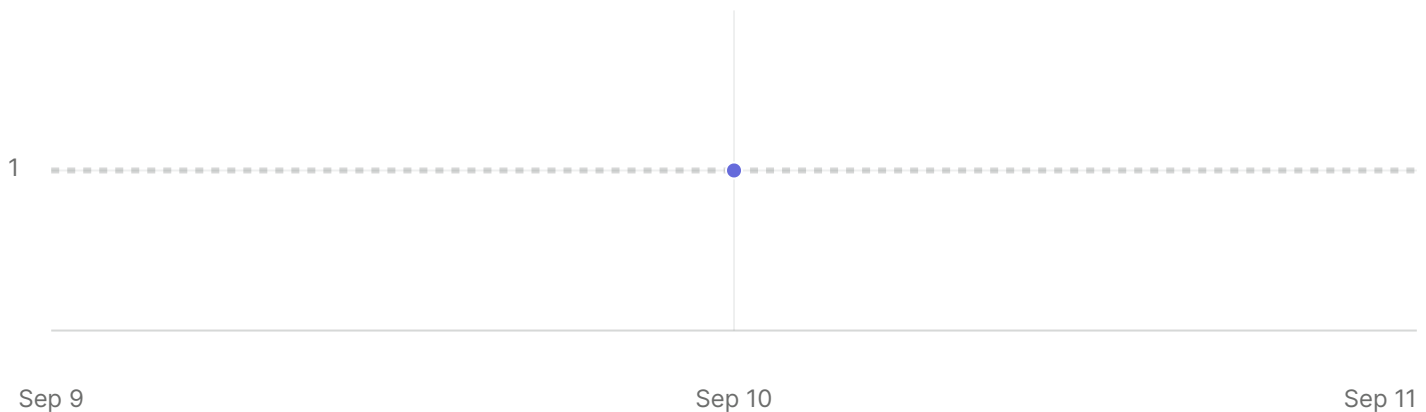
About this issue:

It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page.

For more information, please see [this Google article](#)

How to fix:

Try to create different content for your <title> and <h1> tags.



Page URL	Title	Discovered
Cookie policy https://www.zoopla.co.uk/privacy/cookie-policy/	Cookie policy	Sep 10, 2026 (16:27) new

Missing hreflang and lang attributes

Detailed Issue Description

About this issue:

This issue is reported if your page has neither lang nor hreflang attribute.

When running a multilingual website, you should make sure that you're doing it correctly.

First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct

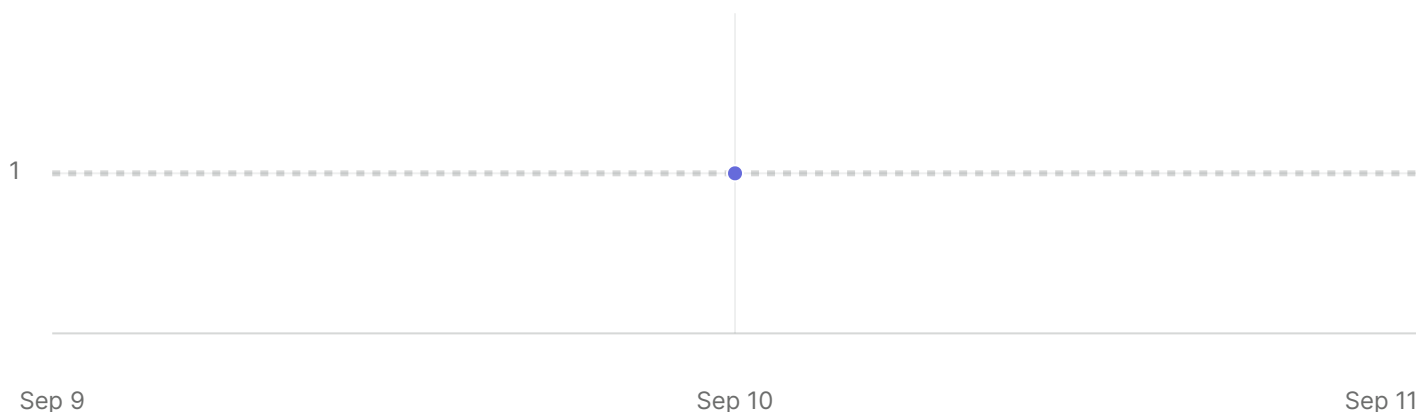
language version of your website.

You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly.

How to fix:

Perform the following:

- Add a lang attribute to the <html> tag, e.g., "<html lang='en'>"
- Add a hreflang attribute to your page's <head> tag, e.g., <link rel="alternate" href="http://example.com/" hreflang="en"/>



Page URL	Discovered
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=baccklink_may26	Sep 10, 2026 (16:27) new

Low word count

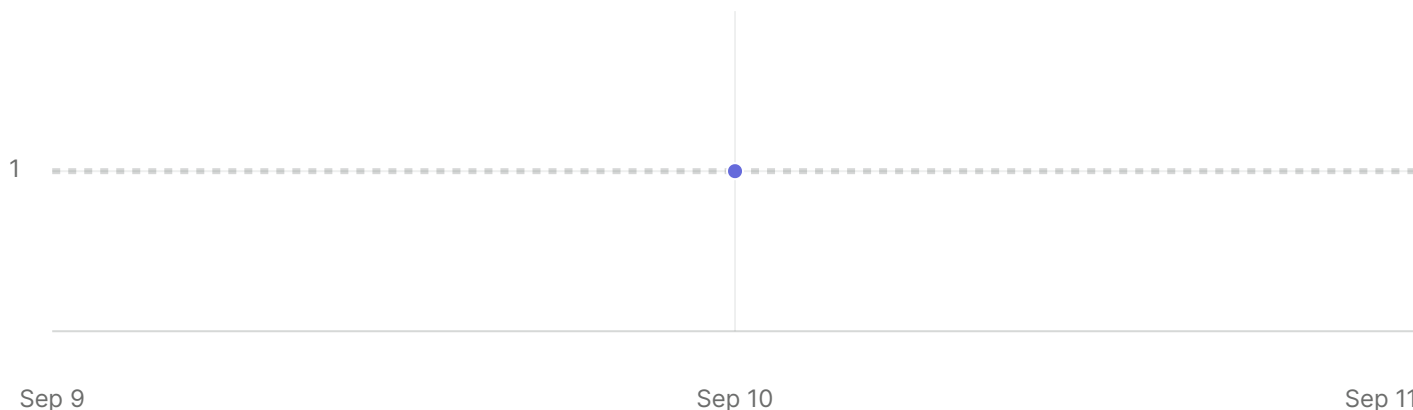
Detailed Issue Description

About this issue:

This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view [this video](#)

How to fix:

Improve your on-page content and be sure to include more than 200 meaningful words.



Page URL	Words Count	Discovered
Cookie policy https://www.zoopla.co.uk/privacy/cookie-policy/	200	Sep 10, 2026 (16:27) new

Links lead to HTTP pages for HTTPS site

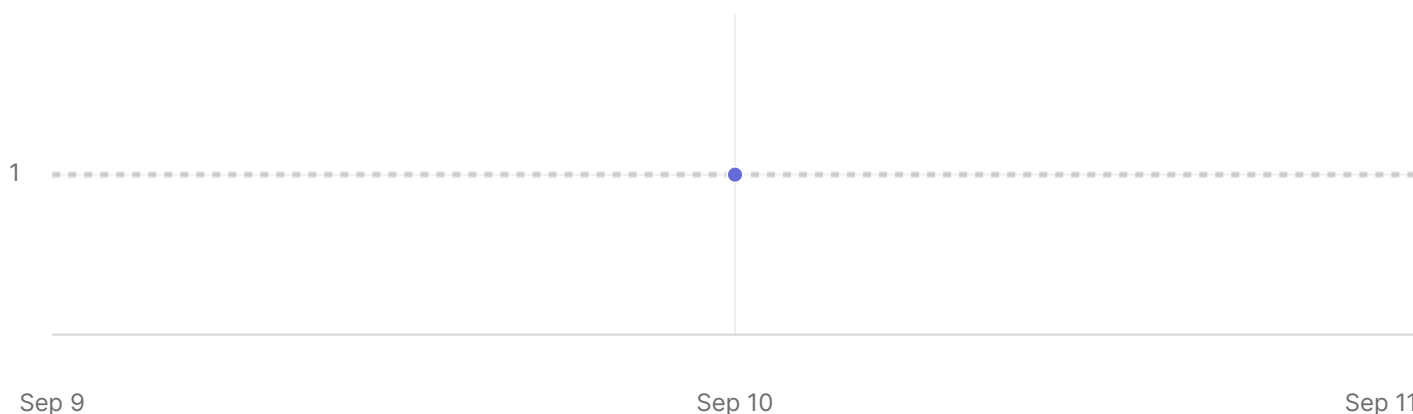
Detailed Issue Description

About this issue:

If any link on website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank.

How to fix:

Replace all HTTP links with the new HTTPS versions.



HTTPS Page URL	HTTP Link URL	Discovered
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HTTPS Page URL	HTTP Link URL	Discovered
Terms of Use - Zoopla https://www.zoopla.co.uk/terms/	http://www.zoopla.co.uk	Sep 10, 2026 (16:27) new

Detailed Issue: Notices

Detailed Notices

Nofollow attributes in outgoing external links

Project name: www.zoopla.co.uk

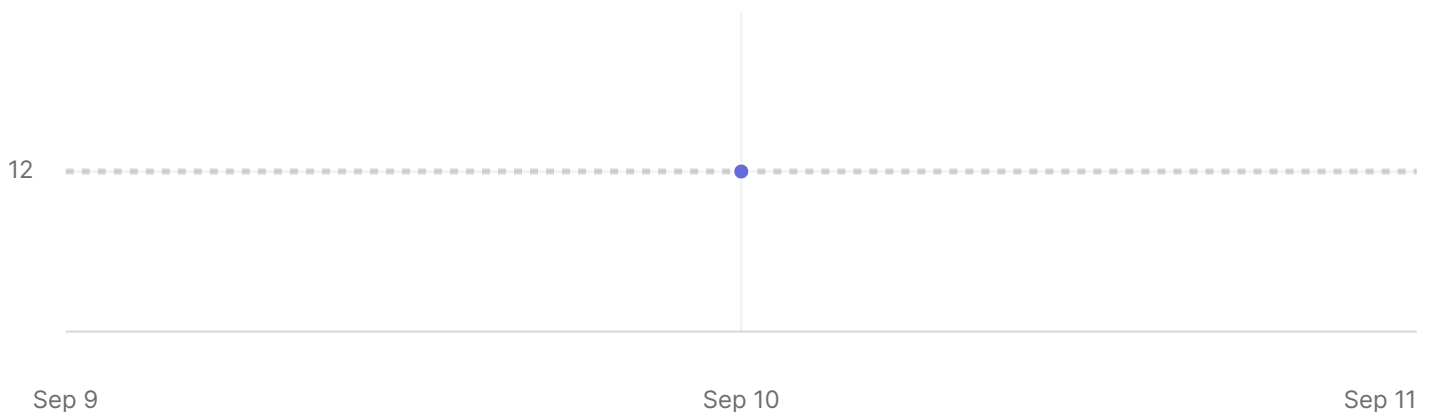
Detailed Issue Description

About this issue:

A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings.

How to fix:

Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed. For more information, please see [this Google article](#).



Page URL	Link URL	Discovered
House Price Index: July 2026 - Zoopla https://www.zoopla.co.uk/discover/property-news/house-price-index-july-2026/	https://assets.ctfasset...Index_July_26_ZP.pdf	Sep 10, 2026 (16:27) new

Page URL	Link URL	Discovered
Bank of England cuts the base rate to 3.75% - Zoopla https://www.zoopla.co.uk/discover/property-news/what-do-higher-interest-rates-mean-for-the-housing-market/	https://www.bankofengland.co.uk/	Sep 10, 2026 (16:27) new
Bank of England cuts the base rate to 3.75% - Zoopla https://www.zoopla.co.uk/discover/property-news/what-do-higher-interest-rates-mean-for-the-housing-market/	https://www.bankofengland.co.uk/monetary-policy-committee/	Sep 10, 2026 (16:27) new
Bank of England cuts the base rate to 3.75% - Zoopla https://www.zoopla.co.uk/discover/property-news/what-do-higher-interest-rates-mean-for-the-housing-market/	https://www.ons.gov.uk/	Sep 10, 2026 (16:27) new
Get Instant Conveyancing Quotes Find a Licensed Conveyancer - Zoopla https://www.zoopla.co.uk/find-a-conveyancer/	https://www.clc-uk.org/	Sep 10, 2026 (16:27) new

Page URL	Link URL	Discovered
Get Instant Conveyancing Quotes Find a Licensed Conveyancer - Zoopla https://www.zoopla.co.uk/find-a-conveyancer/	https://www.lawscot.org.uk/	Sep 10, 2026 (16:27) new
Get Instant Conveyancing Quotes Find a Licensed Conveyancer - Zoopla https://www.zoopla.co.uk/find-a-conveyancer/	https://www.sra.org.uk... andards-regulations/	Sep 10, 2026 (16:27) new
How Much is Your Home Worth? Instant House Valuation https://www.zoopla.co.uk/home-values/	https://www.gov.uk/gov... ations/land-registry	Sep 10, 2026 (16:27) new
Find the best mortgage rates & deals - Zoopla https://www.zoopla.co.uk/mortgages/	https://zoopla.mojo... tm_campaign=discover	Sep 10, 2026 (16:27) new
Zoopla Privacy Policy - Zoopla https://www.zoopla.co.uk/privacy/	http://www.ico.org.uk	Sep 10, 2026 (16:27) new
Zoopla Privacy Policy - Zoopla https://www.zoopla.co.uk/privacy/	https://tools.google.com/dlpage/gaoptout	Sep 10, 2026 (16:27) new
Accounts and Tax Strategy – Zoopla https://www.zoopla.co.uk/tax-strategy/	https://assets.ctfas... 31_December_2023.pdf	Sep 10, 2026 (16:27) new

Links with no anchor text

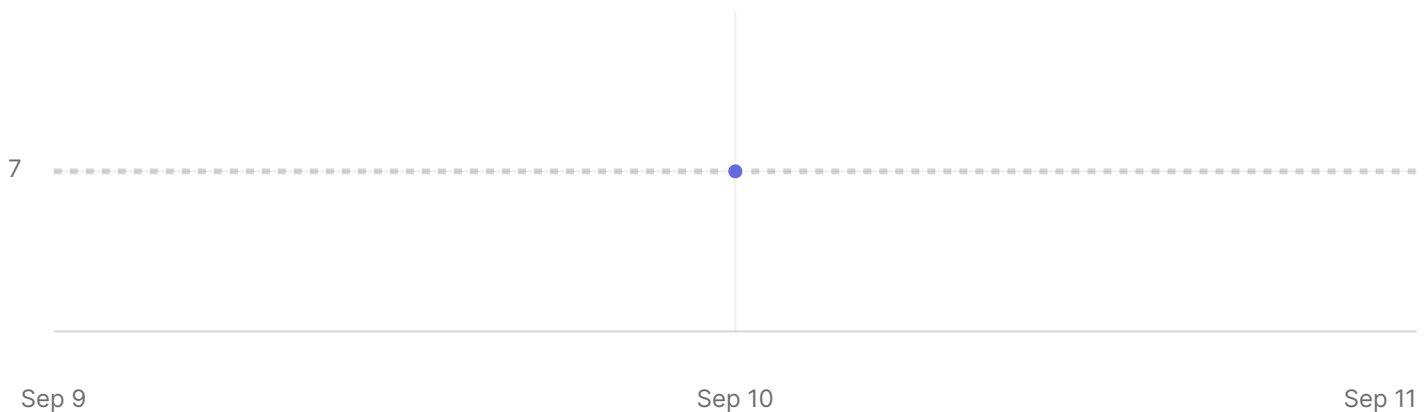
Detailed Issue Description

About this issue:

The issue is triggered if a link (external or internal) on your site has an empty or naked anchor (i.e., just a URL), or anchor text only contains special characters. This issue makes it difficult for the crawlers to understand what the page is about and affects the performance of the linked-to page in search results.

How to fix:

Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. [Learn more](#)



Page URL	Link URL	Discovered
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://www.facebook.com/ZooplaUK/	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://twitter.com/Zoopla	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://www.linkedin.com/company/zoopla/	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://www.youtube.com/user/ZooplaUK	Sep 10, 2026 (16:27) new
Zoopla Help Centre https://help.zoopla.co.uk/hc/en-gb	https://www.instagram.com/zoopla/	Sep 10, 2026 (16:27) new

Page URL	Link URL	Discovered
Zoopla Press Releases - Zoopla https://www.zoopla.co.uk/press/releases/	/valuation/	Sep 10, 2026 (16:27) new
Zoopla Privacy Policy - Zoopla https://www.zoopla.co.uk/privacy/	https://tools.google.com/dlpage/gaoptout	Sep 10, 2026 (16:27) new

Blocked from crawling

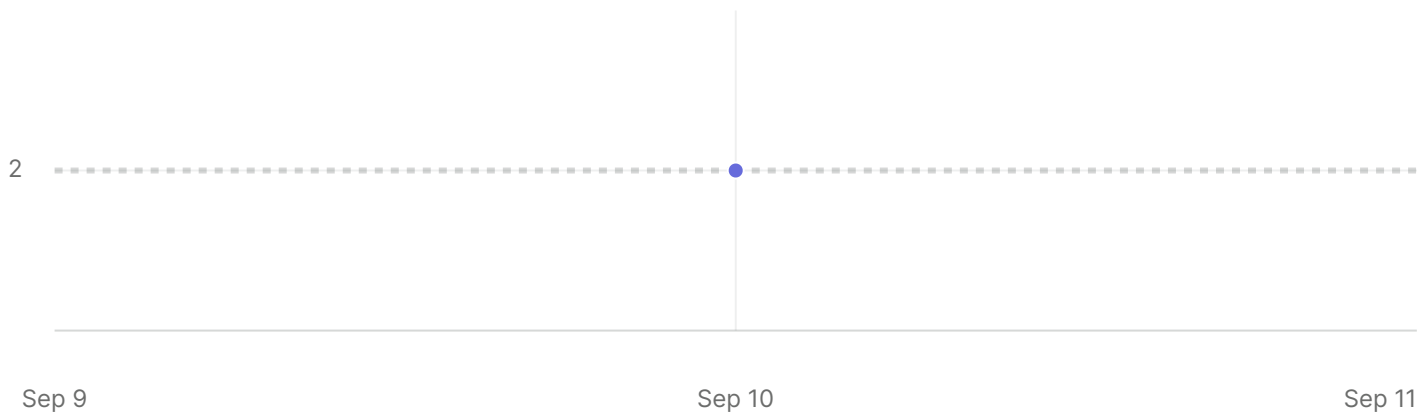
Detailed Issue Description

About this issue:

If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag.

How to fix:

Make sure that pages with valuable content are not blocked from crawling by mistake.



Page URL	Discovered
https://www.zoopla.co.uk/signin/	Sep 10, 2026 (16:27) new
https://www.zoopla.co.uk/vulnerability-disclosure/	Sep 10, 2026 (16:27) new

No HSTS support

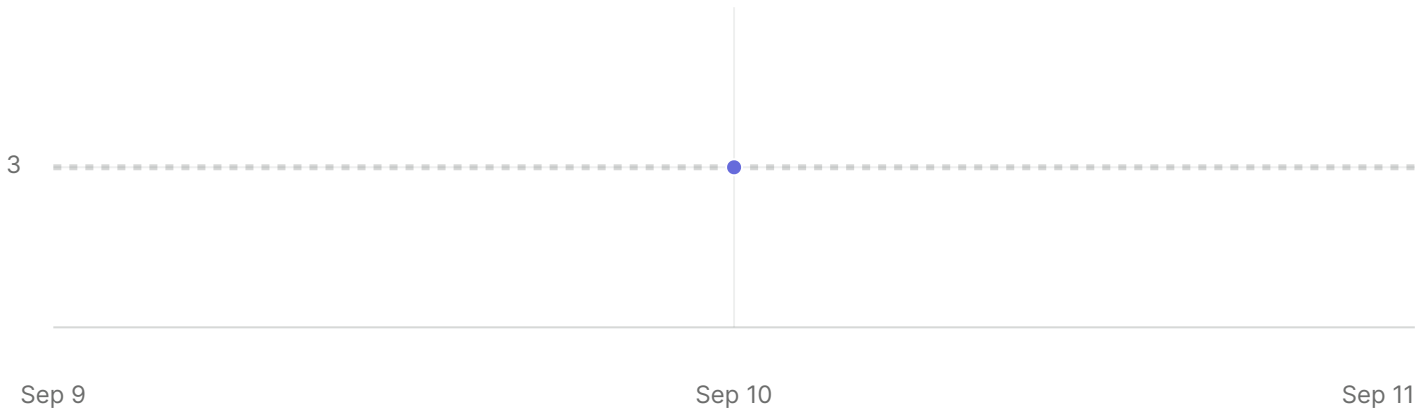
Detailed Issue Description

About this issue:

HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support.

How to fix:

Use a server that supports HSTS.



Subdomain	Discovered
https://advantage.zoopla.co.uk/advertise-on-zoopla/	Sep 10, 2026 (16:27) new
https://business.zoopla.co.uk/?u...er&utm_campaign=backlink_may26	Sep 10, 2026 (16:27) new
https://zoopla.co.uk/	Sep 10, 2026 (16:27) new

Pages with only one internal link

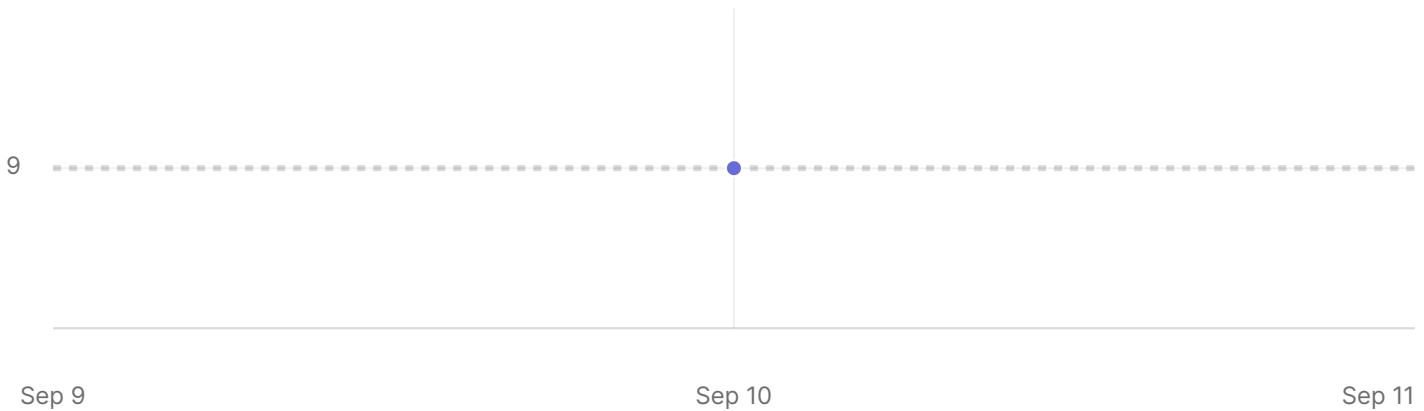
Detailed Issue Description

About this issue:

Having few incoming internal links means little to no visits or chances of being placed in search results.

How to fix:

Add more incoming internal links to pages with important content.



Page URL	Discovered
Advertise property for sale & rent Zoopla for Business https://business.zoopla.co.uk/?utm_source=zoopla_home_lo&utm_medium=banner&utm_campaign=backlink_may26	Sep 10, 2026 (16:27) new
How much house can I afford? Affordability calculator - Zoopla https://www.zoopla.co.uk/affordability/?internal_source=homepage	Sep 10, 2026 (16:27) new
10 annexes perfect for multi-generational living - Zoopla https://www.zoopla.co.uk/discover/featured-homes/8-annexes-perfect-for-multi-generational-living/	Sep 10, 2026 (16:27) new
Property for sale in Dundee - Zoopla https://www.zoopla.co.uk/for-sale/property/dundee/	Sep 10, 2026 (16:27) new
Property for sale in Kent - Zoopla https://www.zoopla.co.uk/for-sale/property/kent/	Sep 10, 2026 (16:27) new
Property for sale in Stoke-on-Trent - Zoopla https://www.zoopla.co.uk/for-sale/property/stoke-on-trent/	Sep 10, 2026 (16:27) new
Property for sale in Leeds, West Yorkshire - Zoopla https://www.zoopla.co.uk/for-sale/property/west-yorkshire/leeds/	Sep 10, 2026 (16:27) new
Property to rent in Devon - Zoopla https://www.zoopla.co.uk/to-rent/property/devon/	Sep 10, 2026 (16:27) new
Property to rent in Southampton - Zoopla https://www.zoopla.co.uk/to-rent/property/southampton/	Sep 10, 2026 (16:27) new

Content not optimized

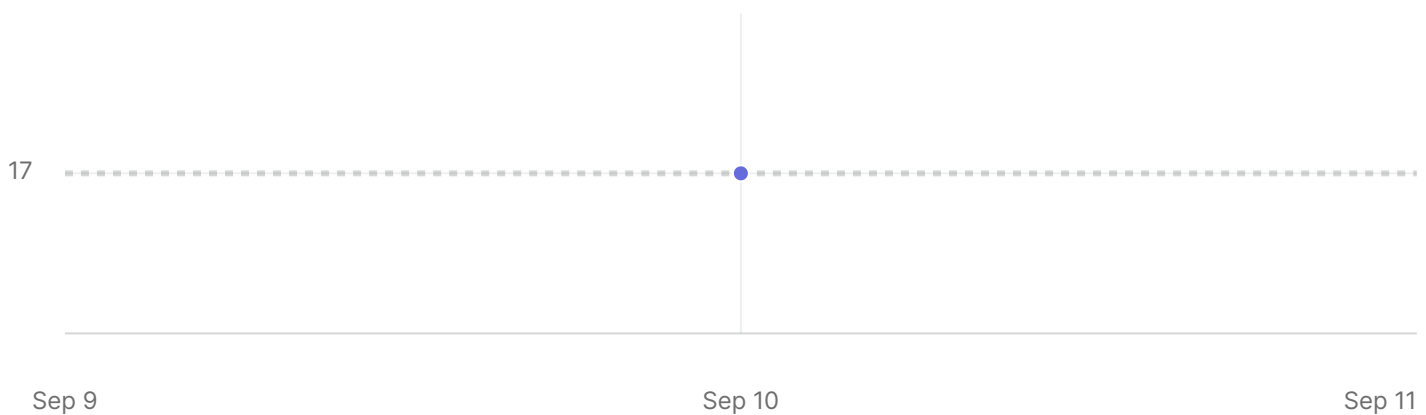
Detailed Issue Description

About this issue:

Content optimization enhances on-page clarity, improves user engagement, snippet eligibility, and topical authority. It's especially important for pages with a lot of content.

How to fix:

- Follow the advice provided in the error details for each page.
- Improve your content with AI using the Content Optimizer tool.



Page URL	Errors	Discovered
10 annexes perfect for multi-generational living - Zoopla https://www.zoopla.co.uk/discover/featured-homes/8-annexes-perfect-for-multi-generational-living/	Poor heading hierarchy	Sep 10, 2026 (16:27) new
Property for sale in Bristol - Zoopla https://www.zoopla.co.uk/for-sale/property/bristol/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Cornwall - Zoopla https://www.zoopla.co.uk/for-sale/property/cornwall/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Coventry - Zoopla https://www.zoopla.co.uk/for-sale/property/coventry/	Low readability	Sep 10, 2026 (16:27) new

Page URL	Errors	Discovered
Property for sale in Dundee - Zoopla https://www.zoopla.co.uk/for-sale/property/dundee/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Edinburgh - Zoopla https://www.zoopla.co.uk/for-sale/property/edinburgh/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Glasgow - Zoopla https://www.zoopla.co.uk/for-sale/property/glasgow/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Hull - Zoopla https://www.zoopla.co.uk/for-sale/property/hull/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Manchester - Zoopla https://www.zoopla.co.uk/for-sale/property/manchester/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Northampton - Zoopla https://www.zoopla.co.uk/for-sale/property/northampton/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Plymouth - Zoopla https://www.zoopla.co.uk/for-sale/property/plymouth/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Stoke-on-Trent - Zoopla https://www.zoopla.co.uk/for-sale/property/stoke-on-trent/	Low readability	Sep 10, 2026 (16:27) new
Property for sale in Swansea - Zoopla https://www.zoopla.co.uk/for-sale/property/swansea/	Low readability	Sep 10, 2026 (16:27) new

Page URL	Errors	Discovered
Property for sale in Leeds, West Yorkshire - Zoopla https://www.zoopla.co.uk/for-sale/property/west-yorkshire/leeds/	Low readability	Sep 10, 2026 (16:27) new
Members Terms and Conditions - Zoopla https://www.zoopla.co.uk/members/terms/	Paragraphs are too long, Low readability	Sep 10, 2026 (16:27) new
Zoopla Privacy Policy - Zoopla https://www.zoopla.co.uk/privacy/	Paragraphs are too long	Sep 10, 2026 (16:27) new
Slavery and Human Trafficking Statement for the 2024 financial year https://www.zoopla.co.uk/slavery-statement/	Low readability	Sep 10, 2026 (16:27) new

Links with non-descriptive anchor text

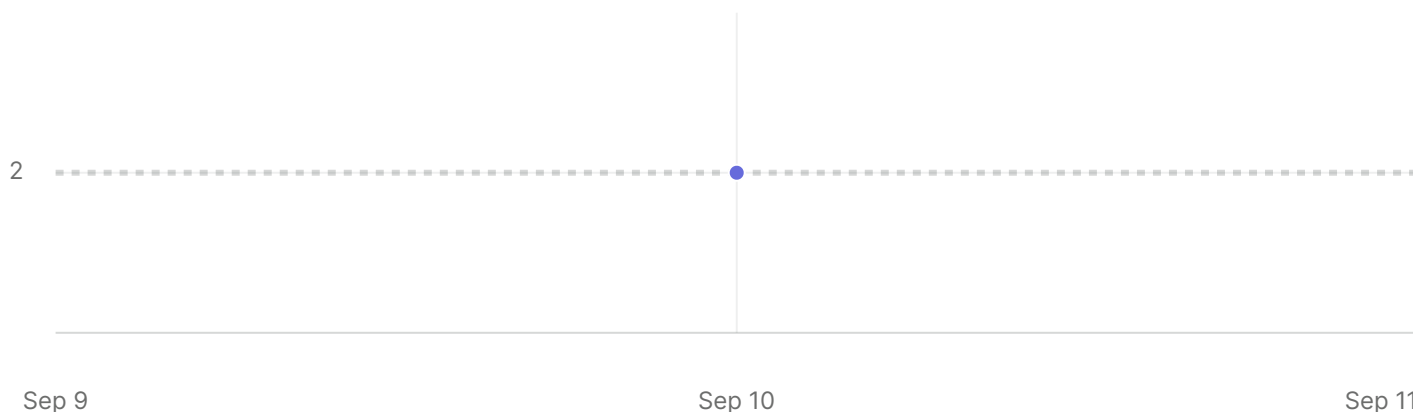
Detailed Issue Description

About this issue:

The issue is triggered if the anchor text for a link (internal or external) is non-descriptive. An anchor is considered to be non-descriptive if it doesn't say what the page is about (click here, right here, etc.). This issue makes it difficult for the target page to be indexed by search engines and rank for relevant search requests. [Learn more](#)

How to fix:

To let users and search engines understand the meaning of the linked-to page, use succinct anchor text that describes the page's content. [Learn more](#)



Page URL	Link URL	Anchor Text	Discovered
Members Terms and Conditions - Zoopla https://www.zoopla.co.uk/members/terms/	https://www....ip-criteria/	here	Sep 10, 2026 (16:27) new
Accounts and Tax Strategy – Zoopla https://www.zoopla.co.uk/tax-strategy/	https://as...ber_2023.pdf	here	Sep 10, 2026 (16:27) new

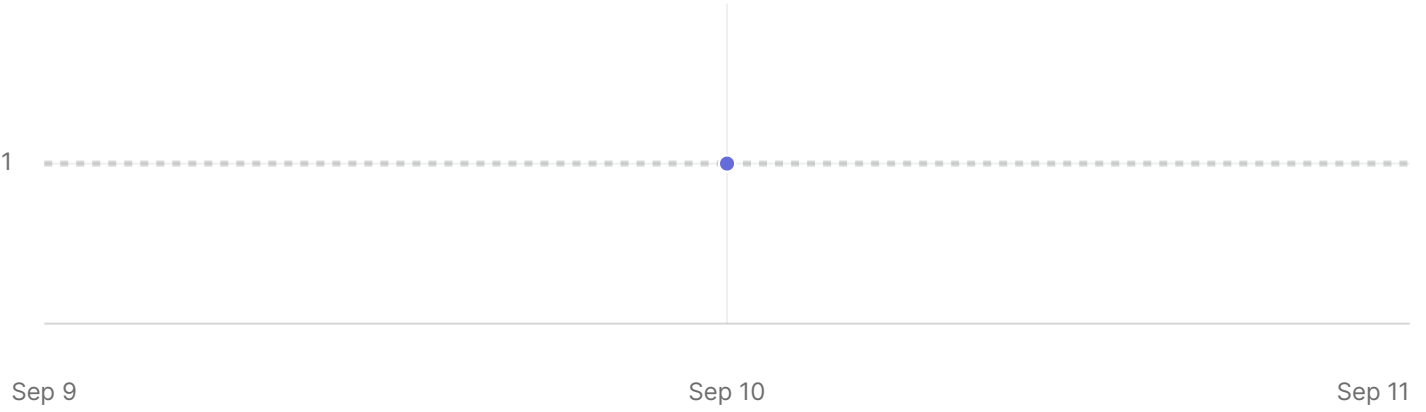
Llms.txt not found

Detailed Issue Description

About this issue:
The `<span style="font-style: italic">llms.txt</span>` file helps AI search engines better understand your website's content by providing LLM-friendly information. This file offers a short summary, guidance, and links to other useful resources.

How to fix:

- Create an `<span style="font-style: italic">llms.txt</span>` file.
- Place it in your website's root directory and ensure the file is accessible.
- Refer to llmstxt.org for examples and tips on how to properly create and manage it.



Page URL	Status Code	Discovered
https://www.zoopla.co.uk/llms.txt	n/a	Sep 10, 2026 (16:27) new