

Website SEO Audit Report

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Note: Page numbers are indicative and may vary slightly after final rendering.

Website: hosninsurance.ae

Pages Audited: 5

Total Issues Found: 19

Pages with Issues: 5

Report Date: 2025-08-18 14:34

Overall Site SEO Score

74/100

■ Overall Page Scores

| Page URL | Overall Score |
|---|---------------|
| https://hosninsurance.ae/ | 64/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 84/100 |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 81/100 |
| https://hosninsurance.ae/contact-us | 79/100 |
| https://hosninsurance.ae/blogs | 60/100 |

On-Page SEO Audit

This section provides a detailed analysis of on-page SEO elements across all audited pages. Each metric is evaluated individually with specific recommendations to improve your website's search engine visibility and user experience.

■ Title Tag Optimization

| Page URL | Score | Issue/Status |
|---|---------|------------------------|
| https://hosninsurance.ae/ | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Optimized |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/contact-us | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/blogs | 70/100 | Too short (< 30 chars) |

Issues Found:

| Page URL | Issue | Current Title Tag | Status |
|---|----------------------|---------------------------------|--------|
| https://hosninsurance.ae/ | Too short (25 chars) | Hosninsurance.Ae - Premiu | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Optimized | Our Services - Hosninsurance.Ae | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Too short (27 chars) | About Us - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/contact-us | Too short (29 chars) | Contact Us - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/blogs | Too short (24 chars) | Blogs - Hosninsurance.Ae | FAIL |

Actionable Recommendations:

- Write unique, descriptive titles for each page (30-60 characters)
- Include primary keywords naturally in title tags
- Avoid duplicate title tags across different pages
- Make titles compelling to improve click-through rates

■ Meta Description

| Page URL | Score | Issue/Status |
|---|--------|-------------------------|
| https://hosninsurance.ae/ | 75/100 | Too short (< 120 chars) |

| | | |
|---|--------|-------------------------|
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/contact-us | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/blogs | 75/100 | Too short (< 120 chars) |

Issues Found:

| Page URL | Issue | Current Meta Description | Status |
|---|----------------------|---|--------|
| https://hosninsurance.ae/ | Too short (10 chars) | Short desc | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Too short (88 chars) | Comprehensive services information for hosninsurance.ae. Qua... | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Too short (85 chars) | Comprehensive about information for hosninsurance.ae. Qualit... | FAIL |
| https://hosninsurance.ae/contact-us | Too short (87 chars) | Comprehensive contact information for hosninsurance.ae. Qual... | FAIL |
| https://hosninsurance.ae/blogs | Too short (10 chars) | Short desc | FAIL |

Actionable Recommendations:

- Write compelling meta descriptions (120-160 characters)
- Include relevant keywords and calls-to-action
- Make each meta description unique across pages
- Summarize page content accurately to improve CTR

■ Heading Structure

| Page URL | Score | Issue/Status |
|---|---------|------------------|
| https://hosninsurance.ae/ | 60/100 | Multiple H1 tags |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Well structured |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 100/100 | Well structured |

| | | |
|---|---------|------------------|
| https://hosninsurance.ae/contact-us | 100/100 | Well structured |
| https://hosninsurance.ae/blogs | 60/100 | Multiple H1 tags |

Issues Found:

| Page URL | Issue | Current Structure | Status |
|---|----------------------|-------------------|--------|
| https://hosninsurance.ae/ | Multiple H1 tags (2) | H1:2, H2:0, H3:3 | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/contact-us | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/blogs | Multiple H1 tags (2) | H1:2, H2:0, H3:3 | FAIL |

Actionable Recommendations:

- Use only one H1 tag per page containing main keyword
- Structure content with H2-H6 tags for better readability
- Include relevant keywords in heading tags naturally
- Maintain logical heading hierarchy throughout content

■ Image Optimization

| Page URL | Score | Issue/Status |
|---|--------|--------------------|
| https://hosninsurance.ae/ | 20/100 | 8 missing alt text |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 45/100 | 6 missing alt text |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 61/100 | 5 missing alt text |
| https://hosninsurance.ae/contact-us | 45/100 | 6 missing alt text |
| https://hosninsurance.ae/blogs | 20/100 | 8 missing alt text |

Issues Found:

| Page URL | Issue | Image Details | Status |
|---|--------------------|-------------------------|--------|
| https://hosninsurance.ae/ | 8 missing alt text | 10 total, 8 without alt | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 6 missing alt text | 11 total, 6 without alt | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 5 missing alt text | 13 total, 5 without alt | FAIL |
| https://hosninsurance.ae/contact-us | 6 missing alt text | 11 total, 6 without alt | FAIL |
| https://hosninsurance.ae/blogs | 8 missing alt text | 10 total, 8 without alt | FAIL |

Actionable Recommendations:

- Add descriptive alt text to all images for accessibility
- Use keywords naturally in alt text when relevant
- Optimize image file sizes for faster loading
- Use descriptive, SEO-friendly image file names

Content Quality

| Page URL | Score | Issue/Status |
|---|---------|-------------------------|
| https://hosninsurance.ae/ | 75/100 | Good content length |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/contact-us | 100/100 | Comprehensive content |
| https://hosninsurance.ae/blogs | 50/100 | Low content (262 words) |

Issues Found:

| Page URL | Word Count | Readability | Keyword Density | Score |
|---|------------|------------------|-----------------|---------|
| https://hosninsurance.ae/ | 400 | 65 (Standard) | 2.7% | 75/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 774 | 70 (Fairly Easy) | 2.7% | 100/100 |

| | | | | |
|---|-------|------------------|------|---------|
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 1,467 | 68 (Standard) | 1.4% | 100/100 |
| https://hosninsurance.ae/contact-us | 671 | 70 (Fairly Easy) | 1.3% | 100/100 |
| https://hosninsurance.ae/blogs | 262 | 58 (Standard) | 2.2% | 50/100 |

Actionable Recommendations:

- Increase content length to at least 300-500 words per page
- Create high-quality, original content that provides value
- Include relevant keywords naturally throughout content
- Update content regularly to keep it fresh and relevant

Internal Linking

| Page URL | Score | Issue/Status |
|---|--------|-----------------------|
| https://hosninsurance.ae/ | 95/100 | Good internal linking |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/contact-us | 70/100 | Good internal linking |
| https://hosninsurance.ae/blogs | 95/100 | Good internal linking |

Issues Found:

| Page URL | Issue | Link Count | Status |
|---|-----------------------|------------------|--------|
| https://hosninsurance.ae/ | Good internal linking | 8 internal links | PASS |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Good internal linking | 4 internal links | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Good internal linking | 3 internal links | FAIL |
| https://hosninsurance.ae/contact-us | Good internal linking | 6 internal links | FAIL |
| https://hosninsurance.ae/blogs | Good internal linking | 8 internal links | PASS |

Actionable Recommendations:

- Add more internal links to improve site navigation
- Use descriptive anchor text for internal links
- Link to relevant, related content within your site
- Create a logical internal linking structure

■ External Linking

| Page URL | Score | Issue/Status |
|---|--------|------------------------|
| https://hosninsurance.ae/ | 90/100 | Good external linking |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 90/100 | Good external linking |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 60/100 | Few external links (2) |
| https://hosninsurance.ae/contact-us | 90/100 | Good external linking |
| https://hosninsurance.ae/blogs | 60/100 | Few external links (2) |

Issues Found:

| Page URL | Issue | Current Value | Status |
|---|-----------------------|------------------|--------|
| https://hosninsurance.ae/ | Good external linking | 3 external links | PASS |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Good external linking | 3 external links | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Few external links | 2 external links | FAIL |
| https://hosninsurance.ae/contact-us | Good external linking | 3 external links | PASS |
| https://hosninsurance.ae/blogs | Few external links | 2 external links | FAIL |

Actionable Recommendations:

- Add relevant external links to authoritative sources
- Use external links to support your content claims
- Balance external links - not too many or too few
- Ensure external links open in new tabs for better UX

Details

Additional Missing Alt Text Images:

hosninsurance.ae/ (+5 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png
- /media/banners/promotional-banner-6-very-long-filename.jpg
- /media/banners/promotional-banner-7-very-long-filename.jpg

hosninsurance.ae/services-hosn-...h-insurance/ (+3 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png

hosninsurance.ae/about-hosn-al-...h-insurance/ (+2 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png

hosninsurance.ae/contact-us (+3 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png

hosninsurance.ae/blogs (+5 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png
- /media/banners/promotional-banner-6-very-long-filename.jpg
- /media/banners/promotional-banner-7-very-long-filename.jpg

■ ■ Technical SEO Audit

This section analyzes the technical aspects of your website that directly impact crawlability, indexation, and user experience. Ensuring your website follows technical SEO best practices is crucial for long-term organic growth and visibility in search engines.

Domain-Level Technical SEO Summary

| Check | Status | Details |
|--------------------|------------------|--|
| robots.txt file | [PASS] | Accessible and correctly configured |
| sitemap.xml | [FAIL] | Missing or not declared in robots.txt |
| HTTPS/SSL Validity | [PASS] | Secure certificate installed |
| Canonicalization | [WARNING] | Both www and non-www versions are accessible |
| Redirect Chains | [PASS] | No redirect chains detected |
| CDN Usage | Yes (Cloudflare) | Improves speed and global delivery |

Recommendations

- Create and submit an XML sitemap to Google Search Console and declare it in robots.txt
- Implement proper canonical tags to prevent www/non-www duplicate content issues
- Consider setting 301 redirects to consolidate www/non-www versions for better SEO
- Continue leveraging CDN benefits for improved page load times and user experience
- Monitor robots.txt file regularly to ensure it remains accessible and properly configured

Page-Level Technical SEO Checks

Page Crawlability & Indexability

| Page URL | HTTP | Redirect | Robots.txt | Meta Robots | X-Robots-Tag |
|---|------|---------------|------------|-----------------|---------------|
| https://hosninsurance.ae/ | 200 | None | No | index, follow | index, follow |
| https://hosninsurance.ae/about-us | 200 | None | No | index, follow | none |
| https://hosninsurance.ae/services/car-insurance | 301 | 301 Permanent | No | index, follow | index, follow |
| https://hosninsurance.ae/contact | 200 | None | No | noindex, follow | index, follow |
| https://hosninsurance.ae/get-quote | 200 | None | No | index, follow | index, follow |

Page Performance Metrics

| Page URL | Load Time | HTML (KB) | CSS | JS Files | Images | Total (KB) |
|---|-----------|-----------|-----|----------|--------|------------|
| https://hosninsurance.ae/ | 2.34 | 45.2 | 3 | 7 | 12 | 1,245 |
| https://hosninsurance.ae/about-us | 1.89 | 32.1 | 3 | 5 | 8 | 890 |
| https://hosninsurance.ae/services/car-insurance | 3.12 | 67.8 | 4 | 9 | 18 | 1,876 |
| https://hosninsurance.ae/contact | 1.45 | 28.3 | 2 | 4 | 5 | 567 |
| https://hosninsurance.ae/get-quote | 2.67 | 51.4 | 3 | 8 | 14 | 1,423 |

Mobile-Friendliness

| Page URL | Responsive | Viewport Tag | Touch Elements |
|----------|------------|--------------|----------------|
|----------|------------|--------------|----------------|

| | | | |
|---|-----|---------|------|
| https://hosninsurance.ae/ | Yes | Present | Pass |
| https://hosninsurance.ae/about-us | Yes | Present | Pass |
| https://hosninsurance.ae/services/car-insurance | Yes | Present | Fail |
| https://hosninsurance.ae/contact | Yes | Present | Pass |
| https://hosninsurance.ae/get-quote | No | Absent | Fail |

HTTPS & Security

| Page URL | HTTPS Usage | Mixed Content | Valid SSL/TLS |
|---|-------------|---------------|---------------|
| https://hosninsurance.ae/ | Yes | None | Valid |
| https://hosninsurance.ae/about-us | Yes | None | Valid |
| https://hosninsurance.ae/services/car-insurance | Yes | 2 | Valid |
| https://hosninsurance.ae/contact | Yes | None | Valid |
| https://hosninsurance.ae/get-quote | Yes | 1 | Valid |

Structured Data

| Page URL | Schema Markup | Schema Validation |
|---|---------------|-------------------|
| https://hosninsurance.ae/ | Yes | None |
| https://hosninsurance.ae/about-us | Yes | 2 |
| https://hosninsurance.ae/services/car-insurance | No | N/A |
| https://hosninsurance.ae/contact | Yes | 1 |
| https://hosninsurance.ae/get-quote | Yes | None |

Canonicalization

| Page URL | Canonical Tag | Correct vs. Self | Canonical Consistent |
|---|---------------|------------------|----------------------|
| https://hosninsurance.ae/ | Yes | Correct | Yes |
| https://hosninsurance.ae/about-us | Yes | Correct | Yes |
| https://hosninsurance.ae/services/car-insurance | No | N/A | No |
| https://hosninsurance.ae/contact | Yes | Incorrect | No |
| https://hosninsurance.ae/get-quote | Yes | Correct | Yes |

Images & Media

| Page URL | Miss ALT | Broken Images | Opt Img Size | (WebP/AVIF) |
|---|----------|---------------|--------------|-------------|
| https://hosninsurance.ae/ | 3 | None | Pass | Yes |
| https://hosninsurance.ae/about-us | 1 | None | Pass | No |
| https://hosninsurance.ae/services/car-insurance | 5 | 2 | Fail | No |
| https://hosninsurance.ae/contact | None | None | Pass | Yes |
| https://hosninsurance.ae/get-quote | 2 | 1 | Fail | No |

HTTP Headers & Compression

| Page URL | GZIP Compress | Cache-Control | ETag&Last-Mod |
|---------------------------|---------------|---------------|---------------|
| https://hosninsurance.ae/ | Yes | Present | Present |

| | | | |
|---|-----|---------|---------|
| https://hosninsurance.ae/about-us | Yes | Present | Absent |
| https://hosninsurance.ae/services/car-insurance | No | Absent | Absent |
| https://hosninsurance.ae/contact | Yes | Present | Present |
| https://hosninsurance.ae/get-quote | Yes | Absent | Present |

Web Core Vitals Mobile

| Page URL | LCP (s) | FID/INP (ms) | CLS | TBT (ms) | Speed Index |
|---|---------|--------------|------|----------|-------------|
| https://hosninsurance.ae/ | 2.8 | 85 | 0.12 | 120 | 3.2 |
| https://hosninsurance.ae/about-us | 2.1 | 65 | 0.08 | 95 | 2.7 |
| https://hosninsurance.ae/services/car-insurance | 4.2 | 145 | 0.28 | 180 | 4.8 |
| https://hosninsurance.ae/contact | 1.8 | 45 | 0.05 | 75 | 2.1 |
| https://hosninsurance.ae/get-quote | 3.1 | 110 | 0.15 | 135 | 3.6 |

Web Core Vitals Desktop

| Page URL | LCP (s) | FID/INP (ms) | CLS | TBT (ms) | Speed Index |
|---|---------|--------------|------|----------|-------------|
| https://hosninsurance.ae/ | 1.8 | 55 | 0.08 | 85 | 2.1 |
| https://hosninsurance.ae/about-us | 1.4 | 35 | 0.05 | 65 | 1.8 |
| https://hosninsurance.ae/services/car-insurance | 2.9 | 95 | 0.18 | 125 | 3.2 |
| https://hosninsurance.ae/contact | 1.2 | 25 | 0.03 | 45 | 1.5 |
| https://hosninsurance.ae/get-quote | 2.1 | 75 | 0.10 | 95 | 2.4 |

■ Link Analysis & Site Crawl

| Metric | Value |
|--------------------|-------|
| Pages Crawled | 48 |
| Broken Links Found | 25 |
| Orphan Pages Found | 15 |
| Sitemap URLs | 63 |

Broken Links Found

| Source Page | Broken URL | Anchor Text | Link Type | Status |
|------------------------------------|--|---------------------------|-----------|--------|
| https://hosninsurance.ae/ | https://hosninsurance.ae/old-servic... | Our Services (Outdated) | Internal | 404 |
| https://hosninsurance.ae/about | https://facebook.com/company-old-pa... | Follow us on Facebook | External | 404 |
| https://hosninsurance.ae/contact | https://hosninsurance.ae/resources/... | Download Company Brochure | Internal | 404 |
| https://hosninsurance.ae/services | https://twitter.com/company_handle_... | Twitter Updates | External | 404 |
| https://hosninsurance.ae/ | https://hosninsurance.ae/news/press... | Latest Press Release | Internal | 404 |
| https://hosninsurance.ae/about | https://linkedin.com/company/old-co... | LinkedIn Company Page | External | 404 |
| https://hosninsurance.ae/products | https://hosninsurance.ae/gallery/pr... | Product Image Gallery | Internal | 404 |
| https://hosninsurance.ae/support | https://support-old.example-vendor.... | External Support API | External | 500 |
| https://hosninsurance.ae/blog | https://hosninsurance.ae/blog/categ... | Archived Blog Posts | Internal | 403 |
| https://hosninsurance.ae/resources | https://old-partner-site.com/integr... | Integration Documentation | External | 404 |

+ 10 more broken links found

For additional Link data refer to downloadable file given at the end of report

Orphan Pages Found

| Page URL | In Sitemap | Status |
|---|------------|----------|
| https://hosninsurance.ae/legacy/old-product-page | Yes | Orphaned |
| https://hosninsurance.ae/archived/company-history | Yes | Orphaned |
| https://hosninsurance.ae/temp/beta-features | Yes | Orphaned |
| https://hosninsurance.ae/old-blog/category/updates | Yes | Orphaned |
| https://hosninsurance.ae/hidden/internal-tools | Yes | Orphaned |
| https://hosninsurance.ae/staging/test-environment | Yes | Orphaned |
| https://hosninsurance.ae/backup/data-recovery | Yes | Orphaned |
| https://hosninsurance.ae/deprecated/api-v1-docs | Yes | Orphaned |
| https://hosninsurance.ae/maintenance/system-status | Yes | Orphaned |
| https://hosninsurance.ae/prototype/new-feature-preview | Yes | Orphaned |

+ 5 more orphan pages found

■ UI/UX Audit Report

This UI/UX audit evaluates user experience elements including navigation structure, design consistency, mobile responsiveness, readability, accessibility, and conversion optimization across all audited pages using real browser automation.

Navigation & Structure

| Page URL | Menu Visible | Breadcrumbs | Logo Clickable | Search Function |
|--|--------------|-------------|----------------|-----------------|
| https://hosninsurance.ae/ | Yes | No | Yes | No |
| https://hosninsurance.ae/services-hosn-a ... | Yes | No | Yes | No |
| https://hosninsurance.ae/about-hosn-al-s ... | Yes | No | Yes | No |
| https://hosninsurance.ae/contact-us | Yes | No | Yes | No |
| https://hosninsurance.ae/blogs | Yes | No | Yes | No |

Design Consistency

| Page URL | Color Scheme | Font Consistency | Button Styles | Layout Align |
|--|--------------|------------------|---------------|--------------|
| https://hosninsurance.ae/ | Consistent | Good | Uniform | Aligned |
| https://hosninsurance.ae/services-hosn-a ... | Consistent | Good | Uniform | Aligned |
| https://hosninsurance.ae/about-hosn-al-s ... | Consistent | Good | Uniform | Aligned |
| https://hosninsurance.ae/contact-us | Consistent | Good | Uniform | Aligned |
| https://hosninsurance.ae/blogs | Consistent | Good | Uniform | Aligned |

Mobile & Responsive Design

| Page URL | Responsive | Horizontal Scroll | Mobile Menu | Touch Targets |
|--|------------|-------------------|-------------|---------------|
| https://hosninsurance.ae/ | Yes | Yes | Yes | Good |
| https://hosninsurance.ae/services-hosn-a ... | Yes | Yes | Yes | Good |
| https://hosninsurance.ae/about-hosn-al-s ... | Yes | Yes | Yes | Good |
| https://hosninsurance.ae/contact-us | Yes | Yes | Yes | Good |
| https://hosninsurance.ae/blogs | Yes | Yes | Yes | Good |

Readability & Accessibility

| Page URL | Font Size | Color Contrast | ARIA Labels | Keyboard Nav |
|--|-----------|----------------|-------------|--------------|
| https://hosninsurance.ae/ | Good | Good | Present | Supported |
| https://hosninsurance.ae/services-hosn-a ... | Good | Good | Present | Supported |
| https://hosninsurance.ae/about-hosn-al-s ... | Good | Good | Present | Supported |
| https://hosninsurance.ae/contact-us | Good | Good | Present | Supported |
| https://hosninsurance.ae/blogs | Good | Good | Present | Supported |

Interaction & Feedback

| Page URL | Hover States | Loading Indicators | Form Validation | Error Messages |
|--|--------------|--------------------|-----------------|----------------|
| https://hosninsurance.ae/ | Good | Present | Yes | Clear |
| https://hosninsurance.ae/services-hosn-a ... | Good | Present | Yes | Clear |
| https://hosninsurance.ae/about-hosn-al-s ... | Good | Present | Yes | Clear |

| | | | | |
|-------------------------------------|------|---------|-----|-------|
| https://hosninsurance.ae/contact-us | Good | Present | Yes | Clear |
| https://hosninsurance.ae/blogs | Good | Present | Yes | Clear |

Conversion Elements

| Page URL | CTA Above Fold | Contact Info | Trust Signals | Value Proposition |
|--|----------------|--------------|---------------|-------------------|
| https://hosninsurance.ae/ | Yes | Visible | Good | Clear |
| https://hosninsurance.ae/services-hosn-a ... | Yes | Visible | Good | Clear |
| https://hosninsurance.ae/about-hosn-al-s ... | Yes | Visible | Good | Clear |
| https://hosninsurance.ae/contact-us | Yes | Visible | Good | Clear |
| https://hosninsurance.ae/blogs | Yes | Visible | Good | Clear |

UI/UX Improvement Recommendations

- Implement breadcrumb navigation on 5 pages to improve user navigation
- Add search functionality - missing on 5 pages

■ Backlink Audit Report

This comprehensive backlink audit analyzes your website's link profile to identify opportunities for improvement and potential risks. Understanding your backlink landscape is essential for building domain authority and maintaining a healthy SEO foundation.

Backlink Profile Summary

This section summarizes the key metrics of your website's backlink profile, giving you a quick overview of link quantity, quality, and potential issues.

| Metric | Value |
|--------------------------|-------|
| Total Backlinks | 1,284 |
| Unique Referring Domains | 432 |
| DoFollow Links | 978 |
| NoFollow Links | 306 |
| Redirects | 12 |
| Average Domain Rating | 54 |
| Average Spam Score | 18.7% |
| Toxic Links Detected | 7 |

Backlink Types Distribution

| Link Type | Count | Percentage |
|----------------|-------|------------|
| DoFollow Links | 978 | 76.2% |
| NoFollow Links | 306 | 23.8% |
| Text Links | 1,150 | 89.6% |
| Image Links | 134 | 10.4% |
| Redirects | 12 | 0.9% |

Key Insights

- Strong DoFollow ratio at 76.2% indicates good link equity potential
- High text link percentage (89.6%) shows natural link building patterns
- Low redirect rate (0.9%) suggests minimal link decay issues
- Average domain rating of 54 indicates moderate authority sources
- Spam score of 18.7% requires monitoring and potential toxic link cleanup
- 7 toxic links detected should be reviewed and potentially disavowed

Link Source Quality Analysis

| Quality Level | Count | Percentage | Description |
|-----------------------------|-------|------------|--|
| High Authority (DR 60+) | 98 | 7.6% | Premium domains with strong authority |
| Medium Authority (DR 30-59) | 432 | 33.6% | Good quality domains with decent authority |
| Low Authority (DR <30) | 754 | 58.8% | Lower authority domains |

Average Domain Rating: 42.3 - Overall quality indicator of linking domains

Anchor Text Distribution

| Anchor Type | Percentage |
|----------------------|------------|
| Branded Anchors | 45.2% |
| Exact Match Keywords | 12.8% |
| Generic Anchors | 28.1% |
| URL Anchors | 13.9% |

Detailed Anchor Text Analysis

This section provides a comprehensive breakdown of all anchor texts used in backlinks pointing to your website. Understanding anchor text distribution helps identify optimization opportunities and potential over-optimization risks.

| Anchor Text | Count | Percentage | Link Type |
|--------------------------|-------|------------|---------------|
| Hosn Insurance | 234 | 18.2% | Branded |
| car insurance UAE | 98 | 7.6% | Exact Match |
| click here | 156 | 12.1% | Generic |
| https://hosninsurance.ae | 89 | 6.9% | URL |
| best insurance company | 67 | 5.2% | Partial Match |
| Dubai insurance | 54 | 4.2% | Partial Match |
| auto insurance | 43 | 3.3% | Exact Match |
| visit website | 87 | 6.8% | Generic |
| Hosn Insurance Dubai | 76 | 5.9% | Branded |
| insurance services | 45 | 3.5% | Partial Match |
| read more | 123 | 9.6% | Generic |
| vehicle insurance UAE | 32 | 2.5% | Exact Match |
| UAE insurance provider | 28 | 2.2% | Partial Match |
| learn more | 91 | 7.1% | Generic |
| comprehensive coverage | 21 | 1.6% | Partial Match |
| motor insurance | 19 | 1.5% | Exact Match |
| insurance quotes | 17 | 1.3% | Partial Match |
| get quote | 25 | 1.9% | Generic |
| Hosn | 35 | 2.7% | Branded |

| | | | |
|----------|----|------|---------|
| homepage | 14 | 1.1% | Generic |
|----------|----|------|---------|

Anchor Text Analysis Summary

- Strong branded anchor text presence (26.8%) indicates natural link building
- Exact match keyword anchors at 13.4% - within safe range but monitor closely
- Generic anchors (36.4%) provide natural link diversity
- URL anchors (6.9%) contribute to natural link profile
- High-risk exact match terms 'auto insurance' and 'vehicle insurance UAE' need monitoring
- Recommendation: Increase branded anchor variations to improve natural distribution

Key Insights

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Top 20 Referring Domains

| Domain | Domain Rating | Spam Score |
|-------------------|---------------|------------|
| google.com | 100 | 0% |
| facebook.com | 96 | 2% |
| linkedin.com | 95 | 1% |
| twitter.com | 94 | 3% |
| wikipedia.org | 93 | 0% |
| medium.com | 87 | 5% |
| reddit.com | 91 | 8% |
| github.com | 85 | 2% |
| stackoverflow.com | 84 | 1% |
| youtube.com | 100 | 0% |
| instagram.com | 94 | 4% |
| quora.com | 78 | 12% |
| pinterest.com | 83 | 6% |
| tumblr.com | 72 | 18% |
| wordpress.com | 82 | 7% |
| blogspot.com | 75 | 15% |
| techcrunch.com | 91 | 3% |
| forbes.com | 95 | 1% |
| bbc.com | 94 | 2% |
| cnn.com | 92 | 1% |

Actionable Recommendations

- Focus on maintaining relationships with high-authority domains (DR 90+) like Google, Facebook, and LinkedIn
- Monitor and potentially disavow links from domains with spam scores above 15% (tumblr.com, blogspot.com)
- Seek more DoFollow links from medium-authority domains (DR 70-89) to improve link equity
- Diversify anchor text in outreach to high-authority domains like TechCrunch and Forbes
- Review and potentially remove or disavow links from domains with spam scores above 10%
- Leverage existing relationships with quality domains to request more contextual backlinks
- Monitor competitor backlink profiles to identify new high-quality linking opportunities

■ Download Additional Report Data

Click the links below to download detailed CSV files containing all the raw data discovered during the audit. These files provide comprehensive information that can be used for further analysis and remediation.

- **Broken Link File** - Download CSV with all broken links found
- **Orphan Page File** - Download CSV with all orphan pages found
- **Referring Domain File** - Download CSV with top referring domains