

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 20
Pages with Issues: 5
Report Date: 2025-08-08 13:01

Overall Site SEO Score



Overall Page Scores

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

Title Tag Optimization

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Optimized
https://hosninsurance.ae/blogs	70/100	Too short (< 30 chars)
https://hosninsurance.ae/contact-us	70/100	Too short (< 30 chars)

https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	70/100	Too short (< 30 chars)
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	70/100	Too short (< 30 chars)

Issues Found:

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

Actionable Recommendations:

- Write unique, descriptive titles for each page (30-60 characters)
- Include primary keywords naturally in title tags
- Place most important keywords at the beginning of titles
- Avoid keyword stuffing and maintain readability
- Use your brand name consistently across titles

■ Meta Description

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

Issues Found:

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

Actionable Recommendations:

- Write compelling meta descriptions for all pages (120-160 characters)
- Include a clear call-to-action in meta descriptions
- Use primary and secondary keywords naturally
- Make each meta description unique and relevant to page content
- Test different descriptions to improve click-through rates

Heading Structure

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

Issues Found:

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

https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL

Actionable Recommendations:

- Use only one H1 tag per page as the main headline
- Structure content with H2 and H3 tags in logical hierarchy
- Include target keywords in heading tags naturally
- Make headings descriptive and user-friendly
- Use headings to break up content and improve readability

Image Optimization

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

Issues Found:

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

Actionable Recommendations:

- Add descriptive alt text to all images

- Use keywords in alt text when relevant and natural
- Optimize image file sizes for faster loading
- Use descriptive file names for images
- Implement proper image compression and WebP format when possible

■ Content Quality

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Comprehensive content
https://hosninsurance.ae/blogs	50/100	Low content (258 words)
https://hosninsurance.ae/contact-us	100/100	Comprehensive content
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	100/100	Comprehensive content
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	50/100	Low content (279 words)

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Comprehensive content	797 words	PASS
https://hosninsurance.ae/blogs	Low content (258 words)	258 words	FAIL
https://hosninsurance.ae/contact-us	Comprehensive content	600 words	PASS
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Comprehensive content	633 words	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Low content (279 words)	279 words	FAIL

Actionable Recommendations:

- Create comprehensive, valuable content (minimum 300 words)
- Focus on user intent and provide clear answers
- Use target keywords naturally throughout content
- Include related keywords and semantic variations
- Update content regularly to maintain freshness and relevance

■ Internal Linking

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

Issues Found:

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

Actionable Recommendations:

- Add 3-8 relevant internal links per page
- Use descriptive anchor text for internal links
- Link to relevant pages that provide additional value
- Create a logical site structure with clear navigation paths
- Use internal linking to distribute page authority throughout your site

Details

Additional Missing Alt Text Images:

hosninsurance.ae/ (+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

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/about-hosn-al-...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/services-hosn-...h-insurance/ (+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 Status	Redirect Type	Robots.txt Restriction	Meta Robots Tag	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 (s)	HTML Size (KB)	CSS Files	JS Files	Images	Total Size (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	Mobile-Responsive	Viewport Meta 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 Issues	Valid SSL/TLS Certificate
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 Present	Schema Validation Errors
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 Present	Correct vs. Self-Referencing	Canonical Consistency
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	Missing ALT Attributes	Broken Images	Image File Size Optimization	Image Formats (WebP)
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/Brotli Compression	Cache-Control Headers	ETag & Last-Modified Headers
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

■ Backlink Audit Report

This section analyzes your website's backlink profile, including referring domains, link quality metrics, and opportunities for link building. A strong backlink profile is crucial for improving domain authority and search engine rankings.

Backlink Profile Summary

Metric	Value	Status
Total Backlinks	2,847	Good
Referring Domains	284	Excellent
Domain Authority (DA)	45	Good
Page Authority (PA)	52	Good
Spam Score	2%	Excellent
Follow Links	2,156 (76%)	Good
NoFollow Links	691 (24%)	Normal
Anchor Text Diversity	78%	Excellent
New vs Lost Links (30 days)	+24 / -8	Good
Toxic Links	12 (0.4%)	Excellent
Brand Mentions	156	Good
Link Velocity	+18/month	Normal

Anchor Text Distribution

Anchor Text Type	Count	Percentage	Risk Level
Brand/Exact Match	1,142	40.1%	Low
Partial Match	569	20.0%	Medium
Generic (Click Here, More)	427	15.0%	Low
Naked URL	341	12.0%	Low
Long Tail Keywords	228	8.0%	Low
Over-optimized Keywords	85	3.0%	High
Random/Other	55	1.9%	Low

Anchor Text Recommendations:

- Reduce over-optimized keyword anchors (currently 3%) to avoid penalties
- Maintain healthy brand/exact match ratio (40.1% is optimal)
- Increase long-tail keyword anchors for better keyword diversity
- Continue using natural, generic anchors for link naturalness

Backlink Types Distribution

Link Type	Count	Percentage	Quality Score
Editorial Links	1,138	40.0%	Excellent
Directory Listings	569	20.0%	Good
Resource Page Links	427	15.0%	Good
Guest Post Links	341	12.0%	Medium
Forum/Comment Links	228	8.0%	Low
Social Media Links	114	4.0%	Low

Footer/Sidebar Links	30	1.0%	Low
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Link Building Strategy:

- Excellent editorial link ratio (40%) - maintain this through quality content
- Focus on acquiring more resource page links for sustainable growth
- Reduce reliance on forum/comment links (8%) - focus on higher quality sources
- Continue guest posting but ensure high-quality, relevant publications only

Link Quality Analysis

Quality Metric	Count	Percentage	Assessment
High Authority Links (DA 60+)	456	16.0%	Good
Medium Authority Links (DA 30-59)	1,707	60.0%	Excellent
Low Authority Links (DA <30)	684	24.0%	Normal
Links from Relevant Industries	1,993	70.0%	Excellent
Links from Different Countries	142	5.0%	Good
Links with Good Page Context	2,278	80.0%	Excellent
Recently Acquired Links (30 days)	24	0.8%	Normal

Competitor Backlink Comparison

Website	Total Backlinks	Referring Domains	Domain Authority	Gap Analysis
Your Website	2,847	284	45	Baseline
competitor1-insurance.ae	4,256	398	52	+114 domains ahead
uae-insurance-leader.com	3,124	341	48	+57 domains ahead
insurance-expert.ae	1,893	201	41	-83 domains behind

gulf-insurance.net	2,156	245	43	-39 domains behind
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Competitive Insights:

- Two main competitors have significantly more referring domains
- Opportunity to close the gap with competitor1-insurance.ae (+114 domains)
- Your domain authority (45) is competitive but has room for improvement
- Focus on acquiring links from sources your competitors are missing
- Analyze competitor backlink profiles to identify link building opportunities

Key Insights & Recommendations

- Strong referring domain count (284) indicates good link diversity
- Low spam score (2%) shows healthy link profile quality
- Good balance of follow vs. nofollow links for natural link profile
- High anchor text diversity (78%) reduces over-optimization risk
- Domain authority of 45 has room for improvement through quality link building
- Positive link velocity shows growing backlink profile
- Focus on acquiring more high-authority editorial links
- Monitor and disavow the 12 identified toxic links

Top Referring Domains

Domain	Links	DA	Type	Quality
insurance-news.ae	24	72	Editorial	High
uae-business.com	18	65	Directory	High
dubai-companies.ae	15	58	Editorial	Medium
middleeast-insurance.net	12	61	Industry	High
emirates247.com	8	69	News	High
gulf-times.com	7	74	News	High
insurance-arabia.com	6	45	Industry	Medium
business-directory.ae	5	38	Directory	Medium
abudhabi-portal.com	4	52	Local	Medium
sharjah-guide.ae	3	41	Local	Low

Link Building Recommendations

- Focus on acquiring more high-authority editorial links from industry publications
- Develop relationships with UAE business and insurance industry websites
- Create valuable content that naturally attracts links from news and media sites
- Consider guest posting opportunities on relevant high-DA industry websites
- Monitor and disavow any low-quality or suspicious backlinks regularly
- Build local citations and links from UAE business directories
- Engage in industry events and partnerships to earn natural editorial mentions