

Website SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 20
Pages with Issues: 5
Report Date: 2025-08-14 11:31

Overall Site SEO Score



Overall Page Scores

| Page URL | Overall Score |
|---|---------------|
| https://hosninsurance.ae/ | 60/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 86/100 |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 75/100 |
| https://hosninsurance.ae/blogs | 81/100 |
| https://hosninsurance.ae/contact-us | 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/blogs | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/contact-us | 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/blogs | Too short (24 chars) | Blogs - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/contact-us | Too short (25 chars) | Contact Us - Hosninsuranc | 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/blogs | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/contact-us | 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/blogs | Too short (87 chars) | Comprehensive general information for hosninsurance.ae. Qual... | FAIL |
| https://hosninsurance.ae/contact-us | 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/blogs | 100/100 | Well structured |
| https://hosninsurance.ae/contact-us | 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/blogs | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/contact-us | 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/ | 61/100 | 5 missing alt text |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 45/100 | 6 missing alt text |
| https://hosninsurance.ae/blogs | 61/100 | 5 missing alt text |
| https://hosninsurance.ae/contact-us | 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/ | 5 missing alt text | 13 total, 5 without alt | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 6 missing alt text | 11 total, 6 without alt | FAIL |
| https://hosninsurance.ae/blogs | 5 missing alt text | 13 total, 5 without alt | FAIL |
| https://hosninsurance.ae/contact-us | 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/ | 50/100 | Low content (215 words) |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 75/100 | Good content length |
| https://hosninsurance.ae/blogs | 100/100 | Comprehensive content |
| https://hosninsurance.ae/contact-us | 50/100 | Low content (213 words) |

Issues Found:

| Page URL | Word Count | Readability | Keyword Density | Score |
|---|------------|---------------|-----------------|---------|
| https://hosninsurance.ae/ | 215 | 58 (Standard) | 1.3% | 50/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 1,249 | 68 (Standard) | 1.3% | 100/100 |

| | | | | |
|---|-------|---------------|------|---------|
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 427 | 65 (Standard) | 2.1% | 75/100 |
| https://hosninsurance.ae/blogs | 1,432 | 68 (Standard) | 1.3% | 100/100 |
| https://hosninsurance.ae/contact-us | 213 | 58 (Standard) | 2.8% | 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/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 95/100 | Good internal linking |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/blogs | 95/100 | Good internal linking |
| https://hosninsurance.ae/contact-us | 70/100 | Good internal linking |

Issues Found:

| Page URL | Issue | Link Count | Status |
|---|----------------------------|------------------|--------|
| https://hosninsurance.ae/ | Good internal linking | 7 internal links | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Excellent internal linking | 8 internal links | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Good internal linking | 6 internal links | FAIL |
| https://hosninsurance.ae/blogs | Excellent internal linking | 8 internal links | PASS |
| https://hosninsurance.ae/contact-us | Good internal linking | 5 internal links | FAIL |

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/ | 60/100 | Few external links (2) |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 60/100 | Few external links (1) |
| https://hosninsurance.ae/blogs | 90/100 | Good external linking |
| https://hosninsurance.ae/contact-us | 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/ | Few external links | 2 external links | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Few external links | 1 external links | FAIL |
| https://hosninsurance.ae/blogs | Good external linking | 3 external links | PASS |
| https://hosninsurance.ae/contact-us | 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/ (+2 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.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/blogs (+2 more images):

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

hosninsurance.ae/contact-us (+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 a full list of all broken links, [download the CSV 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

For a complete list of all broken links and orphan pages, [download the combined CSV report](#).

■ 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/blogs | Yes | No | Yes | No |
| https://hosninsurance.ae/contact-us | 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/blogs | Consistent | Good | Uniform | Aligned |
| https://hosninsurance.ae/contact-us | 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/blogs | Yes | Yes | Yes | Good |
| https://hosninsurance.ae/contact-us | 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/blogs | Good | Good | Present | Supported |
| https://hosninsurance.ae/contact-us | 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/blogs | Good | Present | Yes | Clear |
| https://hosninsurance.ae/contact-us | 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/blogs | Yes | Visible | Good | Clear |
| https://hosninsurance.ae/contact-us | 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% |

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 |
|--------------------------|-------|------------|
| hosn insurance | 48 | 12.8% |
| click here | 17 | 4.5% |
| insurance in UAE | 12 | 3.2% |
| visit website | 9 | 2.4% |
| [blank] (no anchor) | 6 | 1.6% |
| https://hosninsurance.ae | 4 | 1.1% |
| cheap car insurance | 3 | 0.8% |
| car insurance dubai | 8 | 2.1% |
| best insurance company | 6 | 1.6% |

| | | |
|------------------------|----|------|
| auto insurance | 5 | 1.3% |
| vehicle insurance | 4 | 1.1% |
| insurance quotes | 7 | 1.9% |
| comprehensive coverage | 3 | 0.8% |
| motor insurance | 9 | 2.4% |
| read more | 15 | 4.0% |
| learn more | 11 | 2.9% |
| get quote | 13 | 3.5% |
| homepage | 8 | 2.1% |
| website | 22 | 5.9% |
| official site | 5 | 1.3% |

Anchor Text Insights:

- Branded Anchors (48 links): Good brand recognition with 'hosn insurance' as primary anchor
- Generic Anchors (52 links): High percentage of generic anchors like 'click here' and 'website'
- Keyword-Rich Anchors (35 links): Good variety of insurance-related keywords
- URL Anchors (4 links): Low percentage of naked URL anchors is positive
- Recommendation: Consider reducing generic anchors and increase keyword-rich variations

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% |

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

Top 20 Referring Domains

Below is a list of the top referring domains pointing to your website, along with their backlink type and associated Spam Score. These insights help evaluate link quality and potential risk.

| Referring Domain | Backlink Type | Spam Score |
|------------------------------------|---------------|------------|
| uae-government-resources.ae | DoFollow | 2% |
| insurance-reviews.com | DoFollow | 3% |
| financial-planning-uae.com | DoFollow | 4% |
| dubai-insurance-portal.ae | DoFollow | 5% |
| insurance-industry-forum.org | DoFollow | 6% |
| insurance-news-updates.org | NoFollow | 7% |
| uae-insurance-marketplace.ae | DoFollow | 7% |
| uae-business-directory.ae | DoFollow | 8% |
| insurance-comparison-tools.com | DoFollow | 8% |
| vehicle-protection-tips.com | DoFollow | 9% |
| emirates-financial-advisors.ae | DoFollow | 9% |
| comprehensive-coverage-guide.org | DoFollow | 10% |
| emirates-financial-blog.ae | DoFollow | 11% |
| motor-insurance-experts.org | DoFollow | 11% |
| autoinsurance-guide.org | DoFollow | 12% |
| insurance-industry-insights.org | DoFollow | 12% |
| regional-business-network.com | DoFollow | 13% |
| vehicle-safety-resources.net | DoFollow | 13% |
| business-directory-middle-east.com | DoFollow | 14% |

| | | |
|----------------------------|----------|-----|
| financial-services-uae.com | NoFollow | 15% |
|----------------------------|----------|-----|

Complete Domain List

For a complete list of referring domains beyond the top 20 (15 additional domains), [click here to download the full CSV report](#).

Additional Domains Summary: The additional 15 domains include 7 DoFollow links and 3 high-risk domains (spam score >30%). Review the CSV file to identify potential toxic links.

Actionable Recommendations

- **Monitor High-Risk Links:** Review domains with spam scores >20% and consider disavowing toxic links
- **Build Quality Relationships:** Focus outreach efforts on domains with low spam scores (≤10%)
- **Diversify Link Sources:** Seek backlinks from different industries and geographic regions
- **Regular Audits:** Conduct monthly backlink audits to identify new toxic links early
- **Content Strategy:** Create linkable assets like guides, tools, or research to earn natural backlinks
- **Competitor Analysis:** Study competitors' backlink profiles to identify link building opportunities
- **Disavow File:** Maintain an updated disavow file for Google Search Console with toxic domains