

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 21
Pages with Issues: 5
Report Date: 2025-08-07 09:46

Overall Site SEO Score



Overall Page Scores

| Page URL | Overall Score |
|---|---------------|
| https://hosninsurance.ae/ | 86/100 |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 60/100 |
| https://hosninsurance.ae/blogs | 64/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 86/100 |
| https://hosninsurance.ae/contact-us | 60/100 |

Title Tag Optimization

| Page URL | Score | Issue/Status |
|---|---------|------------------------|
| https://hosninsurance.ae/ | 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/services-hosn-al-sharjah-insurance/ | 100/100 | Optimized |
| https://hosninsurance.ae/contact-us | 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/about-hosn-al-sharjah-insurance/ | Too short (25 chars) | About Us - Hosninsurance. | FAIL |
| https://hosninsurance.ae/blogs | Too short (24 chars) | Blogs - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Optimized | Our Services - Hosninsurance.Ae | PASS |
| https://hosninsurance.ae/contact-us | Too short (25 chars) | Contact Us - Hosninsurance | 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/about-hosn-al-sharjah-insurance/ | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/blogs | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 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 (88 chars) | Comprehensive homepage information for hosninsurance.ae. Qua... | FAIL |
| https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/ | Too short (10 chars) | Short desc | FAIL |
| https://hosninsurance.ae/blogs | 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/contact-us | 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/about-hosn-al-sharjah-insurance/ | 60/100 | Multiple H1 tags |
| https://hosninsurance.ae/blogs | 60/100 | Multiple H1 tags |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 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/ | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/ | Multiple H1 tags (2) | H1:2, H2:0, H3:3 | FAIL |

| | | | |
|---|----------------------|------------------|------|
| https://hosninsurance.ae/blogs | 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/contact-us | 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/ | 61/100 | 5 missing alt text |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 20/100 | 8 missing alt text |
| https://hosninsurance.ae/blogs | 20/100 | 8 missing alt text |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 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/ | 5 missing alt text | 13 total, 5 without alt | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 8 missing alt text | 10 total, 8 without alt | FAIL |
| https://hosninsurance.ae/blogs | 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/contact-us | 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/about-hosn-al-sharjah-insurance/ | 50/100 | Low content (233 words) |
| https://hosninsurance.ae/blogs | 75/100 | Good content length |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/contact-us | 50/100 | Low content (264 words) |

Issues Found:

| Page URL | Issue | Content Stats | Status |
|---|-------------------------|---------------|--------|
| https://hosninsurance.ae/ | Comprehensive content | 1132 words | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Low content (233 words) | 233 words | FAIL |
| https://hosninsurance.ae/blogs | Moderate content | 399 words | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Comprehensive content | 1368 words | PASS |
| https://hosninsurance.ae/contact-us | Low content (264 words) | 264 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/ | 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/services-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/contact-us | 70/100 | Good internal linking |

Issues Found:

| Page URL | Issue | Link Count | Status |
|---|----------------------------|------------------|--------|
| https://hosninsurance.ae/ | Excellent internal linking | 8 internal links | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Good internal linking | 5 internal links | FAIL |
| https://hosninsurance.ae/blogs | Excellent internal linking | 8 internal links | PASS |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Good internal linking | 5 internal links | FAIL |
| https://hosninsurance.ae/contact-us | Good internal linking | 4 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/ (+2 more images):

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

hosninsurance.ae/about-hosn-al-...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

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/services-hosn-...h-insurance/ (+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

■ Backlink Audit Report

This report provides a comprehensive audit of the backlink profile for your website. It includes a high-level summary and detailed metrics for each link pointing to your domain.

■ 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% |

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 |
|--------------------------|-------|------------|
| 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

■ 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.

■ *Domain Quality Insights*

- **DoFollow vs NoFollow:** 18 DoFollow links (90.0%) provide direct SEO value
- **Low Risk Domains:** 12 domains have spam scores $\leq 10\%$ (excellent quality)
- **Medium Risk Domains:** 8 domains have spam scores 11-20% (monitor regularly)
- **High Risk Domains:** 0 domains have spam scores >20% (consider disavowing)
- **Recommendation:** Focus on building relationships with low-risk, high-authority domains