

# 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:** 2025-08-23 12:54

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	80/100
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	60/100
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	60/100
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	86/100
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	81/100

# ■ ■ 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
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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

# ■ 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/about-hosn-al-s ...	Yes	No	Yes	No
https://hosninsurance.ae/contact-us	Yes	No	Yes	No
https://hosninsurance.ae/services-hosn-a ...	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/about-hosn-al-s ...	Consistent	Good	Uniform	Aligned
https://hosninsurance.ae/contact-us	Consistent	Good	Uniform	Aligned
https://hosninsurance.ae/services-hosn-a ...	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/about-hosn-al-s ...	Yes	Yes	Yes	Good
https://hosninsurance.ae/contact-us	Yes	Yes	Yes	Good
https://hosninsurance.ae/services-hosn-a ...	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/about-hosn-al-s ...	Good	Good	Present	Supported
https://hosninsurance.ae/contact-us	Good	Good	Present	Supported
https://hosninsurance.ae/services-hosn-a ...	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/about-hosn-al-s ...	Good	Present	Yes	Clear
https://hosninsurance.ae/contact-us	Good	Present	Yes	Clear

https://hosninsurance.ae/services-hosn-a ...	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/about-hosn-al-s ...	Yes	Visible	Good	Clear
https://hosninsurance.ae/contact-us	Yes	Visible	Good	Clear
https://hosninsurance.ae/services-hosn-a ...	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

Backlink audit data temporarily unavailable