

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: 16
Pages with Issues: 5
Report Date: 2025-08-23 10:53

Overall Site SEO Score



Overall Page Scores

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

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/	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)
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/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
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
- 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/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)
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/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 (87 chars)	Comprehensive general information for hosninsurance.ae. Qual...	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	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/	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	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/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	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 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/	45/100	6 missing alt text
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	45/100	6 missing alt text
https://hosninsurance.ae/contact-us	61/100	5 missing alt text
https://hosninsurance.ae/blogs	61/100	5 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/about-hosn-al-sharjah-insurance/	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/contact-us	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/blogs	5 missing alt text	13 total, 5 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 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/	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	100/100	Comprehensive content
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	75/100	Good content length

Issues Found:

Page URL	Word Count	Readability	Keyword Density	Score
https://hosninsurance.ae/	731	70 (Fairly Easy)	1.5%	100/100

https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	744	70 (Fairly Easy)	1.6%	100/100
https://hosninsurance.ae/contact-us	887	70 (Fairly Easy)	2.3%	100/100
https://hosninsurance.ae/blogs	1,045	68 (Standard)	2.6%	100/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	349	65 (Standard)	1.9%	75/100

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/about-hosn-al-sharjah-insurance/	95/100	Good internal linking
https://hosninsurance.ae/contact-us	95/100	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

Issues Found:

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

https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Good internal linking	6 internal links	FAIL
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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/	60/100	Few external links (1)
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	90/100	Good external linking
https://hosninsurance.ae/contact-us	90/100	Good external linking
https://hosninsurance.ae/blogs	60/100	Few external links (1)
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	90/100	Good external linking

Issues Found:

Page URL	Issue	Current Value	Status
https://hosninsurance.ae/	Few external links	1 external links	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Good external linking	3 external links	PASS
https://hosninsurance.ae/contact-us	Good external linking	3 external links	PASS
https://hosninsurance.ae/blogs	Few external links	1 external links	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Good external linking	3 external links	PASS

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/ (+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/contact-us (+2 more images):

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

hosninsurance.ae/blogs (+2 more images):

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

■ 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
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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

- 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

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
- **Combined Excel Report** - Download Excel file with all data in separate sheets