

# Website SEO Audit Report

# Table of Contents

Section	Page
Website SEO Audit Report	1
Overall Site SEO Score	2
Overall Page Scores	3
On-Page SEO Audit	4
Title Tag Optimization	5
Meta Description	7
Heading Structure	9
Image Optimization	11
Content Quality	13
Internal Linking	15
External Linking	17
Details	19
Technical SEO Audit	21
Domain-Level Technical SEO Summary	22
Page-Level Technical SEO Checks	24
Page Crawlability & Indexability	25
Page Performance Metrics	27
Mobile-Friendliness	29

HTTPS & Security	31
Structured Data	33
Canonicalization	35
Images & Media	37
HTTP Headers & Compression	39
Web Core Vitals Mobile	41
Web Core Vitals Desktop	43
Link Analysis & Site Crawl	45
UI/UX Audit Report	47
Navigation & Structure	48
Design Consistency	50
Mobile & Responsive Design	52
Readability & Accessibility	54
Interaction & Feedback	56
Conversion Elements	58
Backlink Audit Report	60
Backlink Profile Summary	61
Backlink Types Distribution	63
Link Source Quality Analysis	65
Anchor Text Distribution	67
Key Insights	69
Top 20 Referring Domains	71

Additional Report Data	73
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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:** 2025-08-19 13:14

## Overall Site SEO Score

78/100

### Overall Page Scores

Page URL	Overall Score
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	86/100
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	79/100
<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>	60/100
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	81/100

# 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	100/100	Optimized
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	70/100	Too short (< 30 chars)
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Optimized
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	70/100	Too short (< 30 chars)
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	70/100	Too short (< 30 chars)

### Issues Found:

Page URL	Issue	Current Title Tag	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Optimized	Hosninsurance.Ae - Premium Services & Solutions	PASS
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Too short (29 chars)	Contact Us - Hosninsurance.Ae	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Optimized	Our Services - Hosninsurance.Ae	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Too short (24 chars)	Blogs - Hosninsurance.Ae	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Too short (27 chars)	About Us - Hosninsurance.Ae	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	75/100	Too short (< 120 chars)

<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	75/100	Too short (< 120 chars)
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	75/100	Too short (< 120 chars)
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	75/100	Too short (< 120 chars)
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	75/100	Too short (< 120 chars)

### Issues Found:

Page URL	Issue	Current Meta Description	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Too short (88 chars)	Comprehensive homepage information for hosninsurance.ae. Qua...	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Too short (87 chars)	Comprehensive contact information for hosninsurance.ae. Qual...	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Too short (88 chars)	Comprehensive services information for hosninsurance.ae. Qua...	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Too short (10 chars)	Short desc	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Too short (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	100/100	Well structured
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	100/100	Well structured
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Well structured



<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	60/100	Multiple H1 tags
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	100/100	Well structured

### Issues Found:

Page URL	Issue	Current Structure	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Well structured	H1:1, H2:3, H3:3	PASS

### 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	45/100	6 missing alt text
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	20/100	8 missing alt text
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	61/100	5 missing alt text

### Issues Found:

Page URL	Issue	Image Details	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	5 missing alt text	13 total, 5 without alt	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	6 missing alt text	11 total, 6 without alt	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	5 missing alt text	13 total, 5 without alt	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	8 missing alt text	10 total, 8 without alt	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	5 missing alt text	13 total, 5 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	50/100	Low content (287 words)
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	100/100	Comprehensive content

### Issues Found:

Page URL	Word Count	Readability	Keyword Density	Score
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	1,430	68 (Standard)	2.5%	100/100
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	749	70 (Fairly Easy)	2.2%	100/100
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	1,165	68 (Standard)	1.5%	100/100

<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	287	58 (Standard)	1.8%	50/100
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	1,362	68 (Standard)	2.1%	100/100

### 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	70/100	Good internal linking

### Issues Found:

Page URL	Issue	Link Count	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Good internal linking	5 internal links	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Good internal linking	7 internal links	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Good internal linking	7 internal links	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Good internal linking	5 internal links	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Good internal linking	6 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	60/100	Few external links (2)
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	60/100	Few external links (1)
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	90/100	Good external linking
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	90/100	Good external linking
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	90/100	Good external linking

### Issues Found:

Page URL	Issue	Current Value	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Few external links	2 external links	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Few external links	1 external links	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Good external linking	3 external links	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Good external linking	3 external links	PASS
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	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/** (+2 more images):

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

**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/services-hosn-...h-insurance/** (+2 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.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/about-hosn-al-...h-insurance/** (+2 more images):

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

# ■ ■ 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 additional Link data refer to downloadable file given at the end of report

## Orphan Pages Found

Page URL	In Sitemap	Status
<a href="https://hosninsurance.ae/legacy/old-product-page">https://hosninsurance.ae/legacy/old-product-page</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/archived/company-history">https://hosninsurance.ae/archived/company-history</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/temp/beta-features">https://hosninsurance.ae/temp/beta-features</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/old-blog/category/updates">https://hosninsurance.ae/old-blog/category/updates</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/hidden/internal-tools">https://hosninsurance.ae/hidden/internal-tools</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/staging/test-environment">https://hosninsurance.ae/staging/test-environment</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/backup/data-recovery">https://hosninsurance.ae/backup/data-recovery</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/deprecated/api-v1-docs">https://hosninsurance.ae/deprecated/api-v1-docs</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/maintenance/system-status">https://hosninsurance.ae/maintenance/system-status</a>	Yes	Orphaned
<a href="https://hosninsurance.ae/prototype/new-feature-preview">https://hosninsurance.ae/prototype/new-feature-preview</a>	Yes	Orphaned

+ 5 more orphan pages found

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

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

## 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