

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 20
Pages with Issues: 5
Report Date: 2025-08-06 10:39

Overall Site SEO Score



Overall Page Scores

| Page URL | Overall Score |
|---|---------------|
| https://hosninsurance.ae/ | 55/100 |
| https://hosninsurance.ae/contact-us | 78/100 |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 78/100 |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 87/100 |
| https://hosninsurance.ae/blogs | 55/100 |

Title Tag Optimization

| Page URL | Score | Issue/Status |
|---|--------|------------------------|
| https://hosninsurance.ae/ | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/contact-us | 70/100 | Too short (< 30 chars) |

| | | |
|---|---------|------------------------|
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 70/100 | Too short (< 30 chars) |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Optimized |
| https://hosninsurance.ae/blogs | 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/contact-us | Too short (29 chars) | Contact Us - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Too short (27 chars) | About Us - Hosninsurance.Ae | FAIL |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Optimized | Our Services - Hosninsurance.Ae | PASS |
| https://hosninsurance.ae/blogs | Too short (24 chars) | Blogs - Hosninsurance.Ae | 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/contact-us | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 75/100 | Too short (< 120 chars) |
| https://hosninsurance.ae/blogs | 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/contact-us | Too short (87 chars) | Comprehensive contact information for hosninsurance.ae. Qual... | FAIL |
| https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/ | Too short (85 chars) | Comprehensive about information for hosninsurance.ae. Qualit... | FAIL |
| https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/ | Too short (88 chars) | Comprehensive services information for hosninsurance.ae. Qua... | FAIL |
| https://hosninsurance.ae/blogs | 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/ | 60/100 | Multiple H1 tags |
| https://hosninsurance.ae/contact-us | 100/100 | Well structured |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 100/100 | Well structured |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Well structured |
| https://hosninsurance.ae/blogs | 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/contact-us | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/ | Well structured | H1:1, H2:3, H3:3 | PASS |

| | | | |
|---|----------------------|------------------|------|
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Well structured | H1:1, H2:3, H3:3 | PASS |
| https://hosninsurance.ae/blogs | 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/ | 20/100 | 8 missing alt text |
| https://hosninsurance.ae/contact-us | 45/100 | 6 missing alt text |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 45/100 | 6 missing alt text |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 61/100 | 5 missing alt text |
| https://hosninsurance.ae/blogs | 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/contact-us | 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/services-hosn-al-sharjah-insurance/ | 5 missing alt text | 13 total, 5 without alt | FAIL |
| https://hosninsurance.ae/blogs | 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/ | 50/100 | Low word count (154 words) |
| https://hosninsurance.ae/contact-us | 100/100 | Comprehensive content |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 100/100 | Comprehensive content |
| https://hosninsurance.ae/blogs | 50/100 | Low word count (240 words) |

Issues Found:

| Page URL | Issue | Content Stats | Status |
|---|-------------------------|---------------|--------|
| https://hosninsurance.ae/ | Low content (154 words) | 154 words | FAIL |
| https://hosninsurance.ae/contact-us | Comprehensive content | 636 words | PASS |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | Comprehensive content | 640 words | PASS |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | Comprehensive content | 1217 words | PASS |
| https://hosninsurance.ae/blogs | Low content (240 words) | 240 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/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/contact-us | 70/100 | Good internal linking |
| https://hosninsurance.ae/about-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/services-hosn-al-sharjah-insurance/ | 70/100 | Good internal linking |
| https://hosninsurance.ae/blogs | 95/100 | Good internal linking |

Issues Found:

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

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

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/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/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/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

Verdict

Missing Alt Text Images: 33 | Pages Affected: 5

Action Required: Add descriptive alt attributes to improve accessibility and SEO.

| Page | Missing Alt Images |
|--|--|
| hosninsurance.ae/ | 1. missing-alt-image-0.jpg 2. missing-alt-image-1.jpg 3. missing-alt-image-2.jpg 4. product-showcase-3.png 5. product-showcase-4.png ... +3 more |
| hosninsurance.ae/contact-us | 1. missing-alt-image-0.jpg 2. missing-alt-image-1.jpg 3. missing-alt-image-2.jpg 4. product-showcase-3.png 5. product-showcase-4.png ... +1 more |
| hosninsurance.ae/about-hosn-al-... | 1. missing-alt-image-0.jpg 2. missing-alt-image-1.jpg 3. missing-alt-image-2.jpg 4. product-showcase-3.png 5. product-showcase-4.png ... +1 more |
| hosninsurance.ae/services-hosn-... | 1. missing-alt-image-0.jpg 2. missing-alt-image-1.jpg 3. missing-alt-image-2.jpg 4. product-showcase-3.png 5. product-showcase-4.png |
| hosninsurance.ae/blogs | 1. missing-alt-image-0.jpg 2. missing-alt-image-1.jpg 3. missing-alt-image-2.jpg 4. product-showcase-3.png 5. product-showcase-4.png ... +3 more |

Quick Implementation Guide:

- Write descriptive alt text (50-125 characters recommended)
- Include key content details, not just filenames
- Use empty alt="" for purely decorative images
- Test accessibility with screen readers

Example:

Before: ``

After: ``