

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 15
Pages with Issues: 5
Report Date: 2025-08-07 09:49

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	80/100
https://hosninsurance.ae/contact-us	64/100
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	75/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	86/100
https://hosninsurance.ae/blogs	79/100

Title Tag Optimization

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Optimized
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/	Optimized	Hosninsurance.Ae - Premium Services & Solutions	PASS
https://hosninsurance.ae/contact-us	Too short (25 chars)	Contact Us - Hosninsuranc	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 (88 chars)	Comprehensive homepage information for hosninsurance.ae. Qua...	FAIL
https://hosninsurance.ae/contact-us	Too short (10 chars)	Short desc	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Too short (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Too short (88 chars)	Comprehensive services information for hosninsurance.ae. Qua...	FAIL
https://hosninsurance.ae/blogs	Too short (87 chars)	Comprehensive general information for hosninsurance.ae. Qual...	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/contact-us	60/100	Multiple H1 tags
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	100/100	Well structured

Issues Found:

Page URL	Issue	Current Structure	Status
https://hosninsurance.ae/	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

https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/blogs	Well structured	H1:1, H2:3, H3:3	PASS

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/	45/100	6 missing alt text
https://hosninsurance.ae/contact-us	20/100	8 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	45/100	6 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/contact-us	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/blogs	6 missing alt text	11 total, 6 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/	75/100	Good content length
https://hosninsurance.ae/contact-us	75/100	Good content length
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	75/100	Good content length
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	100/100	Comprehensive content
https://hosninsurance.ae/blogs	100/100	Comprehensive content

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Moderate content	493 words	FAIL
https://hosninsurance.ae/contact-us	Moderate content	400 words	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Moderate content	407 words	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Comprehensive content	1193 words	PASS
https://hosninsurance.ae/blogs	Comprehensive content	772 words	PASS

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/	95/100	Good internal linking
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	70/100	Good internal linking
https://hosninsurance.ae/blogs	70/100	Good internal linking

Issues Found:

Page URL	Issue	Link Count	Status
https://hosninsurance.ae/	Good internal linking	6 internal links	FAIL
https://hosninsurance.ae/contact-us	Good internal linking	3 internal links	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Excellent internal linking	8 internal links	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Good internal linking	4 internal links	FAIL
https://hosninsurance.ae/blogs	Good internal linking	3 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/ (+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 (+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/ (+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 (+3 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png

■ 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