

# Multi-Page SEO Audit Report

**Website:** hosninsurance.ae  
**Pages Audited:** 5  
**Total Issues Found:** 18  
**Pages with Issues:** 5  
**Report Date:** 2025-08-11 11:19

## 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-sha...">https://hosninsurance.ae/about-hosn-al-sha...</a> | 81/100        |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>                     | 60/100        |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>                               | 64/100        |
| <a href="https://hosninsurance.ae/services-hosn-al-...">https://hosninsurance.ae/services-hosn-al-...</a> | 84/100        |

## 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/about-h...">https://hosninsurance.ae/about-h...</a> | 70/100  | Too short (< 30 chars) |

|                                                                                       |         |                        |
|---------------------------------------------------------------------------------------|---------|------------------------|
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 70/100  | Too short (< 30 chars) |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | 70/100  | Too short (< 30 chars) |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | 100/100 | Optimized              |

### 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/about-h...">https://hosninsurance.ae/about-h...</a> | Too short (27 chars) | About Us - Hosninsurance.Ae                     | FAIL   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | Too short (25 chars) | Contact Us - Hosninsuranc                       | FAIL   |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | Too short (24 chars) | Blogs - Hosninsurance.Ae                        | FAIL   |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | Optimized            | Our Services - Hosninsurance.Ae                 | PASS   |

### Actionable Recommendations:

- Ensure each page has a unique, descriptive title tag between 30-60 characters
- Include target keywords naturally in the beginning of title tags
- Use brand name consistently at the end of title tags
- Avoid duplicate title tags across different pages
- Write compelling titles that encourage clicks from search results

## ■ 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/about-h...">https://hosninsurance.ae/about-h...</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/blogs">https://hosninsurance.ae/blogs</a>           | 75/100 | Too short (< 120 chars) |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</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/about-h...">https://hosninsurance.ae/about-h...</a> | Too short (85 chars) | Comprehensive about information for hosninsurance.ae. Qualit... | FAIL   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | Too short (10 chars) | Short desc                                                      | FAIL   |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | Too short (10 chars) | Short desc                                                      | FAIL   |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | Too short (88 chars) | Comprehensive services information for hosninsurance.ae. Qua... | FAIL   |

### Actionable Recommendations:

- Write unique meta descriptions for each page between 120-160 characters
- Include primary target keywords naturally in meta descriptions
- Create compelling copy that encourages users to click from search results
- Avoid duplicate meta descriptions across different pages
- End with a clear call-to-action when appropriate

## ■ 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/about-h...">https://hosninsurance.ae/about-h...</a> | 100/100 | Well structured  |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 60/100  | Multiple H1 tags |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | 60/100  | Multiple H1 tags |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</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/about-h...">https://hosninsurance.ae/about-h...</a> | Well structured      | H1:1, H2:3, H3:3  | PASS   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | Multiple H1 tags (2) | H1:2, H2:0, H3:3  | FAIL   |
| <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/service...">https://hosninsurance.ae/service...</a> | Well structured | H1:1, H2:3, H3:3 | PASS |
|---------------------------------------------------------------------------------------|-----------------|------------------|------|

### Actionable Recommendations:

- Use only one H1 tag per page containing the main topic
- Structure content with H2 tags for main sections
- Use H3-H6 tags for subsections to create clear hierarchy
- Include target keywords naturally in heading tags
- Ensure headings accurately describe the content that follows

## Image Optimization

| Page URL                                                                              | Score  | Issue/Status       |
|---------------------------------------------------------------------------------------|--------|--------------------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | 45/100 | 6 missing alt text |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | 61/100 | 5 missing alt text |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 20/100 | 8 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/service...">https://hosninsurance.ae/service...</a> | 45/100 | 6 missing alt text |

### Issues Found:

| Page URL                                                                              | Issue              | Image Details           | Status |
|---------------------------------------------------------------------------------------|--------------------|-------------------------|--------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | 6 missing alt text | 11 total, 6 without alt | FAIL   |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | 5 missing alt text | 13 total, 5 without alt | FAIL   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 8 missing alt text | 10 total, 8 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/service...">https://hosninsurance.ae/service...</a> | 6 missing alt text | 11 total, 6 without alt | FAIL   |

### Actionable Recommendations:

- Add descriptive alt text to all images for accessibility and SEO
- Keep alt text concise but descriptive (under 125 characters)
- Use keywords naturally in alt text when relevant to the image
- Optimize image file sizes for faster loading

- Use descriptive filenames for images before uploading

## ■ Content Quality

| Page URL                                                                              | Score   | Issue/Status            |
|---------------------------------------------------------------------------------------|---------|-------------------------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | 75/100  | Good content length     |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | 100/100 | Comprehensive content   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 50/100  | Low content (279 words) |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | 75/100  | Good content length     |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | 100/100 | Comprehensive content   |

### *Issues Found:*

| Page URL                                                                              | Issue                   | Content Stats | Status |
|---------------------------------------------------------------------------------------|-------------------------|---------------|--------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | Moderate content        | 476 words     | FAIL   |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | Comprehensive content   | 901 words     | PASS   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | Low content (279 words) | 279 words     | FAIL   |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | Moderate content        | 396 words     | FAIL   |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | Comprehensive content   | 714 words     | PASS   |

### *Actionable Recommendations:*

- Aim for at least 300 words of unique, valuable content per page
- Create comprehensive, in-depth content that fully covers the topic
- Use target keywords naturally throughout the content
- Structure content with clear paragraphs and sections
- Update content regularly to maintain freshness and relevance

## ■ 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/about-h...">https://hosninsurance.ae/about-h...</a> | 95/100 | Good internal linking |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 95/100 | Good internal linking |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | 70/100 | Good internal linking |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | 95/100 | Good internal linking |

### Issues Found:

| Page URL                                                                              | Issue                      | Link Count       | Status |
|---------------------------------------------------------------------------------------|----------------------------|------------------|--------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | Good internal linking      | 3 internal links | FAIL   |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | Excellent internal linking | 8 internal links | PASS   |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | Excellent internal linking | 8 internal links | PASS   |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | Good internal linking      | 4 internal links | FAIL   |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | Excellent internal linking | 8 internal links | PASS   |

### Actionable Recommendations:

- Add 3-8 internal links per page to related content
- Use descriptive anchor text that indicates the linked page's content
- Link to important pages from multiple locations throughout your site
- Create a logical site structure with hub and spoke linking
- Regularly audit and fix broken internal links

## ■ External Linking

| Page URL                                                                              | Score  | Issue/Status           |
|---------------------------------------------------------------------------------------|--------|------------------------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | 90/100 | Good external linking  |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | 90/100 | Good external linking  |
| <a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a> | 60/100 | Few external links (1) |
| <a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>           | 90/100 | Good external linking  |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | 60/100 | Few external links (2) |

### *Issues Found:*

| Page URL                                                                              | Issue                 | Current Value    | Status |
|---------------------------------------------------------------------------------------|-----------------------|------------------|--------|
| <a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>                     | Good external linking | 3 external links | PASS   |
| <a href="https://hosninsurance.ae/about-h...">https://hosninsurance.ae/about-h...</a> | Good external linking | 3 external links | PASS   |
| <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/blogs">https://hosninsurance.ae/blogs</a>           | Good external linking | 3 external links | PASS   |
| <a href="https://hosninsurance.ae/service...">https://hosninsurance.ae/service...</a> | Few external links    | 2 external links | FAIL   |

### *Actionable Recommendations:*

- Include 1-3 high-quality external links to authoritative sources
- Link to relevant, trustworthy websites that add value for users
- Use descriptive anchor text for external links
- Consider adding rel='nofollow' to commercial or untrusted external links
- Regularly check external links to ensure they're still working

# 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/ (+2 more images):**

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



# ■ ■ 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 Status | Redirect Type | Robots.txt Restriction | Meta Robots Tag | 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 (s) | HTML Size (KB) | CSS Files | JS Files | Images | Total Size (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                  | Mobile-Responsive | Viewport Meta 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 Issues | Valid SSL/TLS Certificate |
|-------------------------------------------------|-------------|----------------------|---------------------------|
| 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 Present | Schema Validation Errors |
|-------------------------------------------------|-----------------------|--------------------------|
| 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 Present | Correct vs. Self-Referencing | Canonical Consistency |
|-------------------------------------------------|-----------------------|------------------------------|-----------------------|
| 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                                        | Missing ALT Attributes | Broken Images | Image File Size Optimization | Image Formats (WebP) |
|-------------------------------------------------|------------------------|---------------|------------------------------|----------------------|
| 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/Brotli Compression | Cache-Control Headers | ETag & Last-Modified Headers |
|-------------------------------------------------|-------------------------|-----------------------|------------------------------|
| 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 |
|----------------|-------|------------|
| 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.

### Actionable Recommendations

- **Monitor High-Risk Links:** Review domains with spam scores >20% and consider disavowing toxic links
- **Build Quality Relationships:** Focus outreach efforts on domains with low spam scores (≤10%)
- **Diversify Link Sources:** Seek backlinks from different industries and geographic regions
- **Regular Audits:** Conduct monthly backlink audits to identify new toxic links early
- **Content Strategy:** Create linkable assets like guides, tools, or research to earn natural backlinks
- **Competitor Analysis:** Study competitors' backlink profiles to identify link building opportunities
- **Disavow File:** Maintain an updated disavow file for Google Search Console with toxic domains