

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 18
Pages with Issues: 5
Report Date: 2025-08-11 11:26

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	64/100
https://hosninsurance.ae/about-hosn-al-sha...	79/100
https://hosninsurance.ae/blogs	81/100
https://hosninsurance.ae/contact-us	64/100
https://hosninsurance.ae/services-hosn-al-...	86/100

Title Tag Optimization

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

https://hosninsurance.ae/blogs	70/100	Too short (< 30 chars)
https://hosninsurance.ae/contact-us	70/100	Too short (< 30 chars)
https://hosninsurance.ae/service...	100/100	Optimized

Issues Found:

Page URL	Issue	Current Title Tag	Status
https://hosninsurance.ae/	Too short (25 chars)	Hosninsurance.Ae - Premiu	FAIL
https://hosninsurance.ae/about-h...	Too short (27 chars)	About Us - Hosninsurance.Ae	FAIL
https://hosninsurance.ae/blogs	Too short (24 chars)	Blogs - Hosninsurance.Ae	FAIL
https://hosninsurance.ae/contact-us	Too short (25 chars)	Contact Us - Hosninsuranc	FAIL
https://hosninsurance.ae/service...	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
https://hosninsurance.ae/	75/100	Too short (< 120 chars)
https://hosninsurance.ae/about-h...	75/100	Too short (< 120 chars)
https://hosninsurance.ae/blogs	75/100	Too short (< 120 chars)
https://hosninsurance.ae/contact-us	75/100	Too short (< 120 chars)
https://hosninsurance.ae/service...	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/about-h...	Too short (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	FAIL
https://hosninsurance.ae/blogs	Too short (87 chars)	Comprehensive general information for hosninsurance.ae. Qual...	FAIL
https://hosninsurance.ae/contact-us	Too short (10 chars)	Short desc	FAIL
https://hosninsurance.ae/service...	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
https://hosninsurance.ae/	60/100	Multiple H1 tags
https://hosninsurance.ae/about-h...	100/100	Well structured
https://hosninsurance.ae/blogs	100/100	Well structured
https://hosninsurance.ae/contact-us	60/100	Multiple H1 tags
https://hosninsurance.ae/service...	100/100	Well structured

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/about-h...	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/blogs	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/contact-us	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
https://hosninsurance.ae/service...	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
https://hosninsurance.ae/	20/100	8 missing alt text
https://hosninsurance.ae/about-h...	45/100	6 missing alt text
https://hosninsurance.ae/blogs	61/100	5 missing alt text
https://hosninsurance.ae/contact-us	20/100	8 missing alt text
https://hosninsurance.ae/service...	61/100	5 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/about-h...	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/blogs	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/contact-us	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/service...	5 missing alt text	13 total, 5 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
https://hosninsurance.ae/	75/100	Good content length
https://hosninsurance.ae/about-h...	100/100	Comprehensive content
https://hosninsurance.ae/blogs	100/100	Comprehensive content
https://hosninsurance.ae/contact-us	75/100	Good content length
https://hosninsurance.ae/service...	100/100	Comprehensive content

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Moderate content	320 words	FAIL
https://hosninsurance.ae/about-h...	Comprehensive content	520 words	PASS
https://hosninsurance.ae/blogs	Comprehensive content	1096 words	PASS
https://hosninsurance.ae/contact-us	Moderate content	304 words	FAIL
https://hosninsurance.ae/service...	Comprehensive content	1256 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
https://hosninsurance.ae/	95/100	Good internal linking

https://hosninsurance.ae/about-h...	70/100	Good internal linking
https://hosninsurance.ae/blogs	95/100	Good internal linking
https://hosninsurance.ae/contact-us	70/100	Good internal linking
https://hosninsurance.ae/service...	70/100	Good internal linking

Issues Found:

Page URL	Issue	Link Count	Status
https://hosninsurance.ae/	Excellent internal linking	8 internal links	PASS
https://hosninsurance.ae/about-h...	Good internal linking	7 internal links	FAIL
https://hosninsurance.ae/blogs	Excellent internal linking	8 internal links	PASS
https://hosninsurance.ae/contact-us	Good internal linking	4 internal links	FAIL
https://hosninsurance.ae/service...	Good internal linking	5 internal links	FAIL

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
https://hosninsurance.ae/	60/100	Few external links (2)
https://hosninsurance.ae/about-h...	60/100	Few external links (2)
https://hosninsurance.ae/blogs	90/100	Good external linking
https://hosninsurance.ae/contact-us	60/100	Few external links (2)
https://hosninsurance.ae/service...	90/100	Good external linking

Issues Found:

Page URL	Issue	Current Value	Status
https://hosninsurance.ae/	Few external links	2 external links	FAIL
https://hosninsurance.ae/about-h...	Few external links	2 external links	FAIL
https://hosninsurance.ae/blogs	Good external linking	3 external links	PASS
https://hosninsurance.ae/contact-us	Few external links	2 external links	FAIL
https://hosninsurance.ae/service...	Good external linking	3 external links	PASS

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/ (+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/blogs (+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/services-hosn-...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 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

■ Link Analysis & Site Crawl

Metric	Value
Pages Crawled	5
Broken Links Found	1
Orphan Pages Found	0
Sitemap URLs	0

Broken Links Found

Source Page	Broken URL	Anchor Text	Link Type	Status Code
https://hosninsurance.ae/	https://example.com/missing-page	Example broken link (draft)	Internal	404

■ 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%
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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