Website SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 20
Pages with Issues: 5
Report Date: 2025-08-13 10:47

Overall Site SEO Score

<div style="background:orange;">

70/100

</div>

■ Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	84/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	64/100
https://hosninsurance.ae/blogs	64/100
https://hosninsurance.ae/contact-us	75/100
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	64/100

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
https://hosninsurance.ae/	100/100	Optimized
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	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/about-hosn-al-sharjah-insurance/	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/services-hosn-al-sharjah-insurance/	Too short (25 chars)	Our Services - Hosninsura	FAIL
https://hosninsurance.ae/blogs	Too short (24 chars)	Blogs - Hosninsurance.Ae	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 (25 chars)	About Us - Hosninsurance.	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
https://hosninsurance.ae/	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)
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)

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/services-hosn-al-sharjah-insurance/	Too short (10 chars)	Short desc	FAIL
https://hosninsurance.ae/blogs	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-sharjah-insurance/	Too short (10 chars)	Short desc	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
https://hosninsurance.ae/	**100/100**	Well structured
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	**60/100**	Multiple H1 tags
https://hosninsurance.ae/blogs	**60/100**	Multiple H1 tags

https://hosninsurance.ae/contact-us	100/100	Well structured	
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	60/100	Multiple H1 tags	

Issues Found:

Page URL	Issue	Current Structure	Status
https://hosninsurance.ae/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
https://hosninsurance.ae/blogs	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-sharjah-insurance/	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL

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
https://hosninsurance.ae/	45/100	6 missing alt text
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	20/100	8 missing alt text
https://hosninsurance.ae/blogs	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/	20/100	8 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/services-hosn-al-sharjah-insurance/	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/blogs	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/	8 missing alt text	10 total, 8 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
https://hosninsurance.ae/	100/100	Comprehensive content
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	75/100	Good content length
https://hosninsurance.ae/blogs	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

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Comprehensive content	737 words	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Moderate content	378 words	FAIL

https://hosninsurance.ae/blogs	Moderate content	393 words	FAIL
https://hosninsurance.ae/contact-us	Moderate content	485 words	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Moderate content	353 words	FAIL

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
https://hosninsurance.ae/	**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
https://hosninsurance.ae/contact-us	**70/100**	Good internal linking
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	**70/100**	Good internal linking

Issues Found:

Page URL	Issue	Link Count	Status
https://hosninsurance.ae/	Good internal linking	4 internal links	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Good internal linking	4 internal links	FAIL
https://hosninsurance.ae/blogs	Excellent internal linking	8 internal links	PASS
https://hosninsurance.ae/contact-us	Good internal linking	6 internal links	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Good internal linking	4 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
https://hosninsurance.ae/	60/100	Few external links (1)
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	60/100	Few external links (1)
https://hosninsurance.ae/blogs	60/100	Few external links (1)
https://hosninsurance.ae/contact-us	60/100	Few external links (1)
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	60/100	Few external links (1)

Issues Found:

Page URL	Issue	Current Value	Status
https://hosninsurance.ae/	Few external links	1 external links	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Few external links	1 external links	FAIL
https://hosninsurance.ae/blogs	Few external links	1 external links	FAIL
https://hosninsurance.ae/contact-us	Few external links	1 external links	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Few external links	1 external links	FAIL

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/ (+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/ (+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/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/ (+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

■■ 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 a full list of all broken links, download the CSV report.

Orphan Pages Found

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

+ 5 more orphan pages found

For a complete list of all broken links and orphan pages, download the combined CSV report.

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

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