

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 16
Pages with Issues: 5
Report Date: 2025-08-06 10:38

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	84/100
https://hosninsurance.ae/contact-us	78/100
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	81/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	79/100
https://hosninsurance.ae/blogs	55/100

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 (29 chars)	Contact Us - Hosninsurance.Ae	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Too short (27 chars)	About Us - Hosninsurance.Ae	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Optimized	Our Services - Hosninsurance.Ae	PASS
https://hosninsurance.ae/blogs	Too short (24 chars)	Blogs - Hosninsurance.Ae	FAIL

Actionable Recommendations:

- Write unique, descriptive titles for each page (30-60 characters)
- Include primary keywords naturally in title tags
- Place most important keywords at the beginning of titles
- Avoid keyword stuffing and maintain readability
- Use your brand name consistently across titles

■ Meta Description

Page URL	Score	Issue/Status
https://hosninsurance.ae/	75/100	Too short (< 120 chars)
https://hosninsurance.ae/contact-us	75/100	Too short (< 120 chars)
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	75/100	Too short (< 120 chars)
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	75/100	Too short (< 120 chars)
https://hosninsurance.ae/blogs	75/100	Too short (< 120 chars)

Issues Found:

Page URL	Issue	Current Meta Description	Status
https://hosninsurance.ae/	Too short (88 chars)	Comprehensive homepage information for hosninsurance.ae. Qua...	FAIL
https://hosninsurance.ae/contact-us	Too short (87 chars)	Comprehensive contact information for hosninsurance.ae. Qual...	FAIL
https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	Too short (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	FAIL
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	Too short (88 chars)	Comprehensive services information for hosninsurance.ae. Qua...	FAIL
https://hosninsurance.ae/blogs	Too short (10 chars)	Short desc	FAIL

Actionable Recommendations:

- Write compelling meta descriptions for all pages (120-160 characters)
- Include a clear call-to-action in meta descriptions
- Use primary and secondary keywords naturally
- Make each meta description unique and relevant to page content
- Test different descriptions to improve click-through rates

■ Heading Structure

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Well structured
https://hosninsurance.ae/contact-us	100/100	Well structured
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	100/100	Well structured
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	100/100	Well structured
https://hosninsurance.ae/blogs	60/100	Multiple H1 tags

Issues Found:

Page URL	Issue	Current Structure	Status
https://hosninsurance.ae/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/contact-us	Well structured	H1:1, H2:3, H3:3	PASS

https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/blogs	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL

Actionable Recommendations:

- Use only one H1 tag per page as the main headline
- Structure content with H2 and H3 tags in logical hierarchy
- Include target keywords in heading tags naturally
- Make headings descriptive and user-friendly
- Use headings to break up content and improve readability

Image Optimization

Page URL	Score	Issue/Status
https://hosninsurance.ae/	45/100	6 missing alt text
https://hosninsurance.ae/contact-us	45/100	6 missing alt text
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	61/100	5 missing alt text
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	45/100	6 missing alt text
https://hosninsurance.ae/blogs	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/contact-us	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/blogs	8 missing alt text	10 total, 8 without alt	FAIL

Actionable Recommendations:

- Add descriptive alt text to all images
- Use keywords in alt text when relevant and natural
- Optimize image file sizes for faster loading
- Use descriptive file names for images
- Implement proper image compression and WebP format when possible

■ Content Quality

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Comprehensive content
https://hosninsurance.ae/contact-us	100/100	Comprehensive content
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	100/100	Comprehensive content
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	75/100	Good content length
https://hosninsurance.ae/blogs	50/100	Low word count (152 words)

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Comprehensive content	797 words	PASS
https://hosninsurance.ae/contact-us	Comprehensive content	634 words	PASS
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Comprehensive content	1178 words	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Moderate content	434 words	FAIL
https://hosninsurance.ae/blogs	Low content (152 words)	152 words	FAIL

Actionable Recommendations:

- Create comprehensive, valuable content (minimum 300 words)
- Focus on user intent and provide clear answers
- Use target keywords naturally throughout content
- Include related keywords and semantic variations
- Update content regularly to maintain freshness and relevance

■ Internal Linking

Page URL	Score	Issue/Status
https://hosninsurance.ae/	70/100	Good internal linking
https://hosninsurance.ae/contact-us	70/100	Good internal linking
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	70/100	Good internal linking
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	70/100	Good internal linking
https://hosninsurance.ae/blogs	95/100	Good internal linking

Issues Found:

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

Actionable Recommendations:

- Add 3-8 relevant internal links per page
- Use descriptive anchor text for internal links
- Link to relevant pages that provide additional value
- Create a logical site structure with clear navigation paths
- Use internal linking to distribute page authority throughout your site

Additional Missing Alt Text Images:

hosninsurance.ae/ (+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 (+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/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

hosninsurance.ae/blogs (+5 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.png
- /media/banners/promotional-banner-6-very-long-filename.jpg
- /media/banners/promotional-banner-7-very-long-filename.jpg

Verdict

Missing Alt Text Images: 31 | Pages Affected: 5

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

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

Quick Implementation Guide:

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

Example:

Before: ``

After: ``