

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 20
Pages with Issues: 5
Report Date: 2025-08-08 12:49

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	86/100
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	60/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	60/100
https://hosninsurance.ae/contact-us	81/100
https://hosninsurance.ae/blogs	81/100

Title Tag Optimization

Page URL	Score	Issue/Status
https://hosninsurance.ae/	100/100	Optimized
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	70/100	Too short (< 30 chars)

https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	70/100	Too short (< 30 chars)
https://hosninsurance.ae/contact-us	70/100	Too short (< 30 chars)
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/about-hosn-al-sharjah-insurance/	Too short (25 chars)	About Us - Hosninsurance.	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Too short (25 chars)	Our Services - Hosninsura	FAIL
https://hosninsurance.ae/contact-us	Too short (29 chars)	Contact Us - Hosninsurance.Ae	FAIL
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/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/contact-us	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/about-hosn-al-s-harjah-insurance/	Too short (10 chars)	Short desc	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	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/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/about-hosn-al-sharjah-insurance/	60/100	Multiple H1 tags
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	60/100	Multiple H1 tags
https://hosninsurance.ae/contact-us	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/about-hosn-al-s-harjah-insurance/	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	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/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/	61/100	5 missing alt text
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	20/100	8 missing alt text
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	20/100	8 missing alt text
https://hosninsurance.ae/contact-us	61/100	5 missing alt text
https://hosninsurance.ae/blogs	61/100	5 missing alt text

Issues Found:

Page URL	Issue	Image Details	Status
https://hosninsurance.ae/	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/services-hosn-a-l-sharjah-insurance/	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/contact-us	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/blogs	5 missing alt text	13 total, 5 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/about-hosn-al-sharjah-insurance/	50/100	Low content (218 words)
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	50/100	Low content (160 words)
https://hosninsurance.ae/contact-us	100/100	Comprehensive content
https://hosninsurance.ae/blogs	100/100	Comprehensive content

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Comprehensive content	1417 words	PASS
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Low content (218 words)	218 words	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Low content (160 words)	160 words	FAIL
https://hosninsurance.ae/contact-us	Comprehensive content	1134 words	PASS
https://hosninsurance.ae/blogs	Comprehensive content	1331 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/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/contact-us	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/about-hosn-al-sharjah-insurance/	Good internal linking	5 internal links	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Good internal linking	7 internal links	FAIL
https://hosninsurance.ae/contact-us	Good internal linking	7 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/ (+2 more images):

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

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/contact-us (+2 more images):

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

hosninsurance.ae/blogs (+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

■ Backlink Audit Report

This section analyzes your website's backlink profile, including referring domains, link quality metrics, and opportunities for link building. A strong backlink profile is crucial for improving domain authority and search engine rankings.

Backlink Profile Summary

Metric	Value	Status
Total Backlinks	2,847	Good
Referring Domains	284	Excellent
Domain Authority (DA)	45	Good
Page Authority (PA)	52	Good
Spam Score	2%	Excellent
Follow Links	2,156 (76%)	Good
NoFollow Links	691 (24%)	Normal
Anchor Text Diversity	78%	Excellent

Key Insights

- Strong referring domain count indicates good link diversity
- Low spam score (2%) shows healthy link profile quality
- Good balance of follow vs. nofollow links for natural link profile
- High anchor text diversity reduces over-optimization risk
- Domain authority of 45 has room for improvement through quality link building

Top Referring Domains

Domain	Links	DA	Type	Quality
insurance-news.ae	24	72	Editorial	High
uae-business.com	18	65	Directory	High
dubai-companies.ae	15	58	Editorial	Medium
middleeast-insurance.net	12	61	Industry	High
emirates247.com	8	69	News	High
gulf-times.com	7	74	News	High
insurance-arabia.com	6	45	Industry	Medium
business-directory.ae	5	38	Directory	Medium
abudhabi-portal.com	4	52	Local	Medium
sharjah-guide.ae	3	41	Local	Low

Link Building Recommendations

- Focus on acquiring more high-authority editorial links from industry publications
- Develop relationships with UAE business and insurance industry websites
- Create valuable content that naturally attracts links from news and media sites
- Consider guest posting opportunities on relevant high-DA industry websites
- Monitor and disavow any low-quality or suspicious backlinks regularly
- Build local citations and links from UAE business directories
- Engage in industry events and partnerships to earn natural editorial mentions