

# Multi-Page SEO Audit Report

**Website:** hosninsurance.ae  
**Pages Audited:** 5  
**Total Issues Found:** 13  
**Pages with Issues:** 5  
**Report Date:** 2025-08-12 10:39

## Overall Site SEO Score



## Overall Page Scores

Page URL	Overall Score
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	86/100
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	79/100
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	86/100
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	81/100
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	81/100

## 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-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	70/100	Too short (< 30 chars)
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Optimized
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</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)

### 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-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Too short (27 chars)	About Us - Hosninsurance.Ae	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Optimized	Our Services - Hosninsurance.Ae	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Too short (24 chars)	Blogs - Hosninsurance.Ae	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Too short (29 chars)	Contact Us - Hosninsurance.Ae	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	75/100	Too short (< 120 chars)
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	75/100	Too short (< 120 chars)
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</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/contact-us">https://hosninsurance.ae/contact-us</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-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Too short (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Too short (88 chars)	Comprehensive services information for hosninsurance.ae. Qua...	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Too short (87 chars)	Comprehensive general information for hosninsurance.ae. Qual...	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Too short (87 chars)	Comprehensive contact information for hosninsurance.ae. Qual...	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	100/100	Well structured
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	100/100	Well structured
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Well structured
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	100/100	Well structured

<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	100/100	Well structured
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### 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-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Well structured	H1:1, H2:3, H3:3	PASS
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Well structured	H1:1, H2:3, H3:3	PASS

### 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	45/100	6 missing alt text
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	61/100	5 missing alt text

### Issues Found:

Page URL	Issue	Image Details	Status
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<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	5 missing alt text	13 total, 5 without alt	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	6 missing alt text	11 total, 6 without alt	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	5 missing alt text	13 total, 5 without alt	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	5 missing alt text	13 total, 5 without alt	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	5 missing alt text	13 total, 5 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	100/100	Comprehensive content
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	100/100	Comprehensive content

### Issues Found:

Page URL	Issue	Content Stats	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Comprehensive content	1416 words	PASS
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Comprehensive content	628 words	PASS
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Comprehensive content	1305 words	PASS

<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Comprehensive content	919 words	PASS
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Comprehensive content	1204 words	PASS

### 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	70/100	Good internal linking
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	95/100	Good internal linking
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	70/100	Good internal linking

### Issues Found:

Page URL	Issue	Link Count	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Good internal linking	5 internal links	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Good internal linking	6 internal links	FAIL
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Good internal linking	5 internal links	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Excellent internal linking	8 internal links	PASS
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Good internal linking	6 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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	60/100	Few external links (2)
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	90/100	Good external linking
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	60/100	Few external links (2)
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	60/100	Few external links (2)
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	60/100	Few external links (2)

### **Issues Found:**

Page URL	Issue	Current Value	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Few external links	2 external links	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Good external linking	3 external links	PASS
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Few external links	2 external links	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Few external links	2 external links	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Few external links	2 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/** (+2 more images):

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

**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/services-hosn-...h-insurance/** (+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

**hosninsurance.ae/contact-us** (+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	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	Responsive	Viewport Tag	Touch Elements
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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	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
https://hosninsurance.ae/	https://example.com/missing-page	Example broken link (craw...	Internal	404



# ■ 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	Main Menu Visible	Breadcrumbs	Logo Clickable	Search Function
https://hosninsurance.ae/	Yes	No	Yes	No
https://hosninsurance.ae/about-hosn-al-s...	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

## Design Consistency

Page URL	Color Scheme	Font Consistency	Button Styles	Layout Alignment
https://hosninsurance.ae/	Consistent	Good	Uniform	Aligned
https://hosninsurance.ae/about-hosn-al-s...	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

## Mobile & Responsive Design

Page URL	Responsive Layout	No Horizontal Scroll	Mobile Menu	Touch Targets
https://hosninsurance.ae/	Yes	Yes	Yes	Good
https://hosninsurance.ae/about-hosn-al-s ...	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

## Readability & Accessibility

Page URL	Font Size	Color Contrast	ARIA Labels	Keyboard Navigation
https://hosninsurance.ae/	Good	Good	Present	Supported
https://hosninsurance.ae/about-hosn-al-s ...	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

## Interaction & Feedback

Page URL	Hover States	Loading Indicators	Form Validation	Error Messages
https://hosninsurance.ae/	Good	Present	Yes	Clear
https://hosninsurance.ae/about-hosn-al-s ...	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

## Conversion Elements

Page URL	CTA Above Fold	Contact Info	Trust Signals	Value Proposition
https://hosninsurance.ae/	Yes	Visible	Good	Clear
https://hosninsurance.ae/about-hosn-al-s ...	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

## UI/UX Improvement Recommendations

- Ensure consistent navigation menu across all pages for better user orientation
- Implement breadcrumb navigation on deeper pages to improve user experience
- Add search functionality to help users find content quickly
- Improve font consistency and ensure readable font sizes (minimum 16px on mobile)
- Enhance color contrast ratios to meet WCAG accessibility guidelines
- Add ARIA labels and proper heading structure for screen reader accessibility
- Implement clear hover states and interactive feedback for all clickable elements
- Optimize touch targets for mobile devices (minimum 44px tap target size)
- Place clear call-to-action buttons above the fold on key pages
- Add trust signals like testimonials, certifications, or security badges
- Implement form validation with clear error messages and success feedback
- Ensure responsive design works well across all device sizes
- Add loading indicators for any actions that take more than 2 seconds
- Include contact information prominently on service and contact 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%
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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 ( $\leq 10\%$ )
- **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