

# Multi-Page SEO Audit Report

**Website:** hosninsurance.ae  
**Pages Audited:** 5  
**Total Issues Found:** 21  
**Pages with Issues:** 5  
**Report Date:** 2025-08-07 09:55

## Overall Site SEO Score



## Overall Page Scores

Page URL	Overall Score
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	64/100
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	60/100
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	81/100
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	84/100
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	64/100

## Title Tag Optimization

Page URL	Score	Issue/Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	70/100	Too short (< 30 chars)
<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/contact-us">https://hosninsurance.ae/contact-us</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)

### Issues Found:

Page URL	Issue	Current Title Tag	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Too short (25 chars)	Hosninsurance.Ae - Premiu	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Too short (25 chars)	About Us - Hosninsurance.	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Too short (29 chars)	Contact 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

### 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
<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/contact-us">https://hosninsurance.ae/contact-us</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)

### Issues Found:

Page URL	Issue	Current Meta Description	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Too short (10 chars)	Short desc	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/">https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/</a>	Too short (10 chars)	Short desc	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
<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 (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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	60/100	Multiple H1 tags
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	60/100	Multiple H1 tags
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</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>	60/100	Multiple H1 tags

### ***Issues Found:***

Page URL	Issue	Current Structure	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/">https://hosninsurance.ae/about-hosn-al-s-harjah-insurance/</a>	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</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>	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	20/100	8 missing alt text
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	20/100	8 missing alt text
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	61/100	5 missing alt text
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	45/100	6 missing alt text
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	20/100	8 missing alt text

### Issues Found:

Page URL	Issue	Image Details	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	8 missing alt text	10 total, 8 without alt	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	8 missing alt text	10 total, 8 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
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	6 missing alt text	11 total, 6 without alt	FAIL
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	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
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	75/100	Good content length
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	50/100	Low content (168 words)
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</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>	75/100	Good content length

### *Issues Found:*

Page URL	Issue	Content Stats	Status
<a href="https://hosninsurance.ae/">https://hosninsurance.ae/</a>	Moderate content	306 words	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</a>	Low content (168 words)	168 words	FAIL
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</a>	Comprehensive content	1093 words	PASS
<a href="https://hosninsurance.ae/services-hosn-al-sharjah-insurance/">https://hosninsurance.ae/services-hosn-al-sharjah-insurance/</a>	Comprehensive content	788 words	PASS
<a href="https://hosninsurance.ae/blogs">https://hosninsurance.ae/blogs</a>	Moderate content	344 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
<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>	95/100	Good internal linking
<a href="https://hosninsurance.ae/contact-us">https://hosninsurance.ae/contact-us</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>	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	6 internal links	FAIL
<a href="https://hosninsurance.ae/about-hosn-al-sharjah-insurance/">https://hosninsurance.ae/about-hosn-al-sharjah-insurance/</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
<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>	Good internal linking	5 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/ (+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/ (+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/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

# ■ Backlink Audit Report

This report provides a comprehensive audit of the backlink profile for your website. It includes a high-level summary and detailed metrics for each link pointing to your domain.



## ■ 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%

### 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
<a href="#">uae-government-resources.ae</a>	DoFollow	2%
<a href="#">insurance-reviews.com</a>	DoFollow	3%
<a href="#">financial-planning-uae.com</a>	DoFollow	4%
<a href="#">dubai-insurance-portal.ae</a>	DoFollow	5%
<a href="#">insurance-industry-forum.org</a>	DoFollow	6%
<a href="#">insurance-news-updates.org</a>	NoFollow	7%
<a href="#">uae-insurance-marketplace.ae</a>	DoFollow	7%
<a href="#">uae-business-directory.ae</a>	DoFollow	8%
<a href="#">insurance-comparison-tools.com</a>	DoFollow	8%
<a href="#">vehicle-protection-tips.com</a>	DoFollow	9%
<a href="#">emirates-financial-advisors.ae</a>	DoFollow	9%
<a href="#">comprehensive-coverage-guide.org</a>	DoFollow	10%
<a href="#">emirates-financial-blog.ae</a>	DoFollow	11%
<a href="#">motor-insurance-experts.org</a>	DoFollow	11%
<a href="#">autoinsurance-guide.org</a>	DoFollow	12%
<a href="#">insurance-industry-insights.org</a>	DoFollow	12%
<a href="#">regional-business-network.com</a>	DoFollow	13%
<a href="#">vehicle-safety-resources.net</a>	DoFollow	13%
<a href="#">business-directory-middle-east.com</a>	DoFollow	14%
<a href="#">financial-services-uae.com</a>	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 ( $\leq 10\%$ )
- **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