

Multi-Page SEO Audit Report

Website: hosninsurance.ae
Pages Audited: 5
Total Issues Found: 16
Pages with Issues: 5
Report Date: 2025-08-07 11:49

Overall Site SEO Score



Overall Page Scores

Page URL	Overall Score
https://hosninsurance.ae/	80/100
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	81/100
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	84/100
https://hosninsurance.ae/contact-us	60/100
https://hosninsurance.ae/blogs	79/100

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/	100/100	Optimized
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 (27 chars)	About Us - Hosninsurance.Ae	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Optimized	Our Services - Hosninsurance.Ae	PASS
https://hosninsurance.ae/contact-us	Too short (25 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 (85 chars)	Comprehensive about information for hosninsurance.ae. Qualit...	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Too short (88 chars)	Comprehensive services information for hosninsurance.ae. Qua...	FAIL
https://hosninsurance.ae/contact-us	Too short (10 chars)	Short desc	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/	100/100	Well structured
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	100/100	Well structured
https://hosninsurance.ae/contact-us	60/100	Multiple H1 tags
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/	Well structured	H1:1, H2:3, H3:3	PASS

https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Well structured	H1:1, H2:3, H3:3	PASS
https://hosninsurance.ae/contact-us	Multiple H1 tags (2)	H1:2, H2:0, H3:3	FAIL
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/	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/contact-us	20/100	8 missing alt text
https://hosninsurance.ae/blogs	45/100	6 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/about-hosn-al-sharjah-insurance/	5 missing alt text	13 total, 5 without alt	FAIL
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	6 missing alt text	11 total, 6 without alt	FAIL
https://hosninsurance.ae/contact-us	8 missing alt text	10 total, 8 without alt	FAIL
https://hosninsurance.ae/blogs	6 missing alt text	11 total, 6 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/	75/100	Good content length
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	100/100	Comprehensive content
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	100/100	Comprehensive content
https://hosninsurance.ae/contact-us	50/100	Low content (249 words)
https://hosninsurance.ae/blogs	100/100	Comprehensive content

Issues Found:

Page URL	Issue	Content Stats	Status
https://hosninsurance.ae/	Moderate content	458 words	FAIL
https://hosninsurance.ae/about-hosn-al-sharjah-insurance/	Comprehensive content	975 words	PASS
https://hosninsurance.ae/services-hosn-al-sharjah-insurance/	Comprehensive content	690 words	PASS
https://hosninsurance.ae/contact-us	Low content (249 words)	249 words	FAIL
https://hosninsurance.ae/blogs	Comprehensive content	692 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	4 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	4 internal links	FAIL
https://hosninsurance.ae/blogs	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/ (+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/contact-us (+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 (+3 more images):

- /assets/images/products/product-showcase-3.png
- /assets/images/products/product-showcase-4.png
- /assets/images/products/product-showcase-5.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 up 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

■ 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
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 ($\leq 10\%$)
- **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