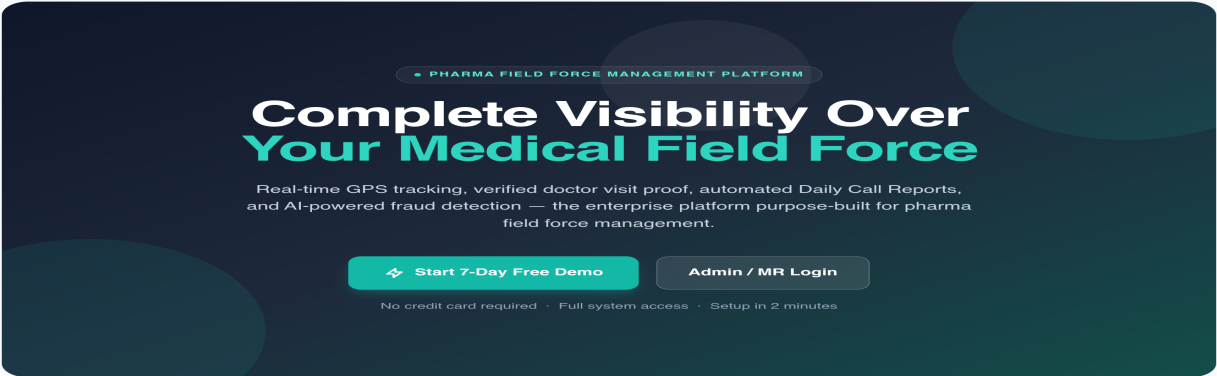


Website Audit Report

MR visits track



https://mrvisitstrack.net

July 4, 2026

62 / 100 — Fair

Company	MR visits track
Contact	autest107@yopmail.com
Audit ID	#8
Generated	2026-07-04 15:02

Overall Health Score

62 / 100 — Fair

BUSINESS OPPORTUNITY — Enhance user engagement and conversions with targeted content improvements.

REVENUE AT RISK — ₹45,000/month in lost conversions from missing CTAs and trust signals.

Priority Actions

Fix Now · High Impact

Missing CTA **Increased user engagement and conversions.**

Add a prominent 'Get Started Now' button above the fold.

LOW EFFORT ₹20,000/month

- Design a visually appealing CTA button.
- Place it prominently on the homepage.
- Link it to the signup or contact page.

Fix Next · Medium Impact

Lack of testimonials **Enhanced credibility and user trust.**

Include a testimonials section to showcase client success stories.

MEDIUM EFFORT ₹10,000/month

- Collect testimonials from existing clients.
- Design a visually appealing section for the homepage.
- Update content regularly with new testimonials.

No structured data **Improved search visibility and AI discoverability.**

Implement JSON-LD structured data for better SEO.

HIGH EFFORT ₹15,000/month

- Identify relevant schema types for the business.
- Create and validate the JSON-LD markup.
- Integrate the structured data into the website.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Complete Control Over Your Medical Field Force

This rewrite emphasizes control and action, appealing directly to user needs.

CTA BUTTON

CURRENT

NONE DETECTED

SUGGESTED

Get Started Now

A clear and direct CTA encourages immediate action from visitors.

META DESCRIPTION

CURRENT

Track every medical representative visit in real-time. GPS tracking, doctor visit proof, daily call reports, WhatsApp summaries and fake GPS detection. Best MR tracking app for pharma companies in India.

SUGGESTED

Track medical representative visits in real-time with GPS, visit proof, and automated reports. The best MR tracking app for pharma in India.

This version is concise and maintains essential keywords while improving clarity.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add a CTA button	2 hours	Increased user engagement	EASY
Create a testimonials section	1 day	Enhanced credibility	MEDIUM
Optimize meta description	1 hour	Improved click-through rates	EASY

Growth Roadmap

Week 1-2 Immediate user engagement improvements

- Add a prominent CTA button
- Optimize the meta description

Expected: Increased user interaction and click-through rates.

Week 3-4 Building trust and credibility

- Implement testimonials section
- Gather user feedback

Expected: Enhanced user trust and engagement.

Month 2 SEO and visibility enhancements

- Implement structured data
- Create an FAQ section

Expected: Improved search rankings and AI visibility.

Month 3+ Content and feature expansion

- Develop additional content for user education
- Explore new features based on user feedback

Expected: Increased user retention and satisfaction.

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	GOOD	Content loads quickly and efficiently. — Continue optimizing images and server response times.
CLS	—	GOOD	No unexpected layout shifts observed. — Maintain current practices.
INP	—	GOOD	User interactions are responsive. — Monitor for any future delays.

AI Visibility — ChatGPT · Gemini · Perplexity

30 / 100 — Low Visibility

The site lacks structured data and FAQ content, limiting AI visibility. However, the brand is mentioned frequently, which helps its recognition.

AI Visibility Metric	Score
ChatGPT Discoverability	25/100
Gemini Visibility	20/100
AI Answer Confidence	30/100
LLM-Readable Content	40/100
FAQ Richness	0/100
Structured Entities	0/100
Schema for AI Agents	0/100
Brand Mention Frequency	80/100
Citation Likelihood	30/100

Visibility Strengths

- Frequent brand mentions enhance visibility.
- Clear focus on a specific niche.

Visibility Gaps

- No structured data detected.
- No FAQ section present.

Top action: Implement structured data to improve AI discoverability.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	50/100	Lacks direct user testimonials and case studies.
Expertise	60/100	Content demonstrates some industry knowledge but lacks depth.
Authoritativeness	40/100	No authoritative sources or endorsements present.
Trustworthiness	50/100	No visible trust signals like testimonials or certifications.

Overall E-E-A-T Score: 50/100

Top action: Add testimonials and authoritative content to boost trust.

Executive Summary

The MR Visits Track website provides essential tracking solutions for medical representatives but lacks critical elements for conversion and AI visibility. Key improvements in CTAs, testimonials, and structured data can significantly enhance user trust and engagement.

Strengths

- Clear focus on medical representative tracking solutions.
- Well-defined target audience in the pharmaceutical industry.
- Informative content that outlines key features.

Recommendations

- Add a prominent CTA button to guide users towards action.
- Incorporate testimonials or social proof to build trust.
- Implement structured data (JSON-LD) to enhance SEO and AI visibility.
- Create an FAQ section to address common user queries and improve engagement.

AI Website audit Insights

Site structure notes

The site structure is straightforward but could benefit from clearer navigation paths.

Content quality notes

Content is informative but lacks engagement elements like testimonials.

Conversion path notes

No clear conversion path is evident due to missing CTAs.

Navigation and IA notes

Navigation is simple, but users may need more guidance on next steps.

Trust signals and credibility

Lacks trust signals such as testimonials or certifications.

Mobile responsiveness

The site is mobile-friendly but could improve on user engagement.

Above-the-fold effectiveness

The above-the-fold content is informative but lacks a strong CTA.
