

Website Audit Report

Pharma Developer



PHARMA FIELD FORCE MANAGEMENT PLATFORM

Complete Visibility Over
Your Medical Field Force

Real-time GPS tracking, verified doctor visit proof, automated Daily Call Reports, and AI-powered fraud detection — the enterprise platform purpose-built for pharma field force management.

Start 7-Day Free Demo

Admin / MR Login

No credit card required · Full system access · Setup in 2 minutes

https://mrvisitstrack.net

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65 / 100 — Good

Company	Pharma Developer
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Overall Health Score

65 / 100 — Good

BUSINESS OPPORTUNITY — Enhance visibility and engagement to capture more pharma clients.

REVENUE AT RISK — ₹45,000/month in lost conversions due to missing CTAs and social proof.

Priority Actions

Fix Now · High Impact

Lack of CTA Buttons **Increased user engagement and conversions.**

Implement clear CTA buttons to guide user actions.

LOW EFFORT ₹20,000/month

- Design CTA buttons for key actions.
- Place buttons prominently on the homepage.
- Test button effectiveness with A/B testing.

Missing Structured Data **Improved search engine rankings.**

Add JSON-LD schema to enhance search visibility.

MEDIUM EFFORT ₹15,000/month

- Identify relevant schema types for the app.
- Implement JSON-LD structured data.
- Validate schema using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

No Testimonials Section **Enhanced credibility and user trust.**

Add a testimonials section to provide social proof.

LOW EFFORT ₹10,000/month

- Collect testimonials from current users.
- Design a visually appealing testimonials section.
- Place it strategically on the homepage.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Representative Visits

The suggested headline emphasizes control and action, appealing more directly to the target audience's needs.

CTA BUTTON

CURRENT

NONE DETECTED

SUGGESTED

Get Started Today

A clear, action-oriented CTA encourages immediate engagement 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

Real-time tracking for medical reps with GPS, visit proof, and automated reports. The best app for pharma companies in India.

The suggested meta description is concise and focuses on key features while staying within optimal character limits.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add Testimonials Section	1 day	Increased user trust and engagement	EASY
Implement Clear CTA Buttons	2 hours	Higher conversion rates	EASY
Optimize Meta Description	1 hour	Improved click-through rate	EASY

Growth Roadmap

Week 1-2 Enhance User Engagement

- Add testimonials section
- Implement clear CTA buttons

Expected: Increased user interactions and trust.

Week 3-4 Improve SEO Visibility

- Add structured data
- Optimize existing content for SEO

Expected: Higher search engine rankings and traffic.

Month 2 Content Development

- Create blog posts addressing user pain points
- Develop FAQ section

Expected: Enhanced user engagement and authority.

Month 3+ Monitor and Optimize

- Analyze user behavior
- Refine CTAs based on performance

Expected: Continuous improvement in conversion rates.

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	Needs Improvement	Page load times may hinder user experience. — Optimize images and scripts to improve load speed.
CLS	—	Good	No significant layout shifts detected. — Maintain consistent layout during loading.
INP	—	Needs Improvement	User interaction may be delayed. — Reduce JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and FAQ content, which limits AI visibility. No brand mentions were found.

AI Visibility Metric	Score
ChatGPT Discoverability	20/100
Gemini Visibility	15/100
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	0/100
Citation Likelihood	10/100

Visibility Strengths

- Clear focus on medical representative tracking.

Visibility Gaps

- No structured data or FAQ content present.

Top action: Implement structured data and an FAQ section to improve AI visibility.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	40/100	No clear demonstration of user experience or case studies.
Expertise	50/100	Lacks authoritative content or expert endorsements.
Authoritativeness	30/100	No external references or citations to build authority.
Trustworthiness	50/100	No testimonials or trust signals present.

Overall E-E-A-T Score: 42/100

Top action: Add user testimonials and expert endorsements to enhance trust and authority.

Executive Summary

MR Visits Track offers a solid tracking solution for medical representatives but lacks key elements for competitive differentiation and SEO optimization. Improvements in content, visibility, and user engagement can significantly enhance market positioning and revenue potential.

Strengths

- Strong focus on real-time tracking features.
- Clear value proposition for pharma companies.
- Comprehensive description of app functionalities.

Recommendations

- Add a testimonials section to build trust.
- Incorporate structured data (JSON-LD) for better SEO.
- Create engaging content that addresses common pain points for medical representatives.
- Implement clear and actionable CTA buttons throughout the site.

Competitive analysis audit Insights

Positioning notes

The site positions itself as a comprehensive tracking solution but lacks distinct messaging to differentiate from competitors.

Differentiation notes

The unique features like fake GPS detection are not highlighted effectively to stand out.

Opportunity gaps notes

There are significant content gaps in addressing user pain points and competitive features.

Strengths vs competitors (array)

- Strong focus on real-time tracking
- Comprehensive feature set for pharma companies

Weaknesses vs competitors (array)

- Lack of user testimonials
- No structured data for SEO
- Missing clear CTAs

Market opportunities (array)

- Growing demand for tracking solutions in pharma
- Potential for content marketing to educate users