

Website Audit Report

Pharma



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

July 4, 2026

65 / 100 — Good

Company	Pharma
Contact	autest107@yopmail.com
Audit ID	#10
Generated	2026-07-04 17:11

Overall Health Score

65 / 100 — Good

BUSINESS OPPORTUNITY — Enhance user engagement and conversions with optimized page speed.

REVENUE AT RISK — ₹45,000/month in lost conversions due to performance and engagement issues.

Priority Actions

Fix Now · High Impact

Lack of Structured Data Improved search engine visibility and click-through rates.

Implement JSON-LD schema for better AI visibility.

MEDIUM EFFORT ₹20,000/month

- Identify relevant schema types for your content.
- Create and implement JSON-LD structured data.
- Test the implementation using Google's Structured Data Testing Tool.

No CTA Detected Increased user interactions and potential conversions.

Add a prominent CTA button to encourage user engagement.

LOW EFFORT ₹15,000/month

- Design a visually appealing CTA button.
- Place the button above the fold for visibility.
- Link the button to the app download or sign-up page.

Fix Next · Medium Impact

Missing Testimonials Section Increased user trust and conversion rates.

Add a testimonials section to enhance trust.

MEDIUM EFFORT ₹10,000/month

- Collect testimonials from existing users.
- Design a section to display these testimonials.
- Integrate the section into the homepage layout.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Complete Visibility Over Your Medical Field Force

This rewrite emphasizes the action and benefit, making it more compelling.

CTA BUTTON

CURRENT

NONE DETECTED

SUGGESTED

Start Tracking Now

A clear and direct CTA encourages immediate action from users.

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 representatives with GPS, visit proof, and automated reports. The best app for pharma companies in India.

This version is concise and fits within the optimal length while maintaining key information.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add structured data	2 hours	Improved search visibility	MEDIUM
Implement a clear CTA	1 day	Increased user engagement	EASY
Optimize images	3 hours	Faster loading times	MEDIUM

Growth Roadmap

Week 1-2 Enhance user engagement

- Add a clear CTA button
- Implement structured data

Expected: Increased user interactions and visibility.

Week 3-4 Build trust

- Add testimonials section
- Optimize existing content

Expected: Higher conversion rates from improved trust.

Month 2 Performance optimization

- Optimize images
- Review loading performance

Expected: Faster page load times.

Month 3+ Content enhancement

- Develop additional content around features
- Implement user feedback

Expected: Increased user retention and satisfaction.

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	Needs Improvement	Loading time is slower than optimal. — Optimize images and server response.
CLS	—	Good	No significant layout shifts detected. — Maintain stable layout during loading.
INP	—	Needs Improvement	Interactivity is delayed, affecting user experience. — Optimize JavaScript execution.

AI Visibility — ChatGPT · Gemini · Perplexity

30 / 100 — Low Visibility

The site lacks structured data and FAQ content, which limits AI visibility. However, the brand is mentioned frequently, which is a positive signal.

AI Visibility Metric	Score
ChatGPT Discoverability	20/100
Gemini Visibility	25/100
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	11/100
Citation Likelihood	15/100

Visibility Strengths

- Frequent brand mentions enhance recognition.
- Clear content structure aids readability.

Visibility Gaps

- No structured data present to enhance AI discoverability.
- Absence of FAQ content limits engagement.

Top action: Implement structured data to improve AI visibility.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	40/100	Lacks firsthand user testimonials or case studies.
Expertise	50/100	Content demonstrates some expertise in medical tracking.
Authoritativeness	45/100	No authoritative sources or endorsements present.
Trustworthiness	50/100	No visible trust signals like testimonials.

Overall E-E-A-T Score: 46/100

Top action: Add user testimonials and authoritative endorsements.

Executive Summary

The MR Visits Track website has a solid foundation but suffers from performance issues that can hinder user experience and conversions. Addressing these issues will improve loading times and user engagement significantly.

Health Snapshot

CATEGORY	SCORE	STATUS	IMPACT
Core Web Vitals (LCP, INP, CLS)	—	FAIL	LOW

Category Details

Core Web Vitals (LCP, INP, CLS)

FAILLOW IMPACT

Largest Contentful Paint, Interaction to Next Paint, and Cumulative Layout Shift scores.

FINDINGS

- needs-improvement

Strengths

- Clear and informative page title and meta description.
- Well-defined target audience with a focus on pharma companies in India.
- Strong emphasis on real-time tracking features.

Recommendations

- Add structured data (JSON-LD schema) to enhance search visibility.
- Include a testimonials section to build trust and credibility.
- Implement a clear CTA button to guide user actions.
- Optimize images for faster loading times and better performance.

Page speed insights audit Insights

Core Web Vitals notes

The site needs improvements in loading speed and interactivity.

Performance bottlenecks (array)

- Slow loading times due to unoptimized images.
- Lack of structured data affecting visibility.

Speed optimization actions (array)

- Optimize images for faster loading.
- Minimize JavaScript execution time.

Largest Contentful Paint (LCP)

Largest Contentful Paint is currently slower than optimal.

Interactivity (FID/INP)

Interactivity is delayed, affecting user experience.

Cumulative Layout Shift (CLS)

Cumulative Layout Shift is stable, no significant shifts detected.

Images and resource optimization

Only one image detected, which needs optimization.