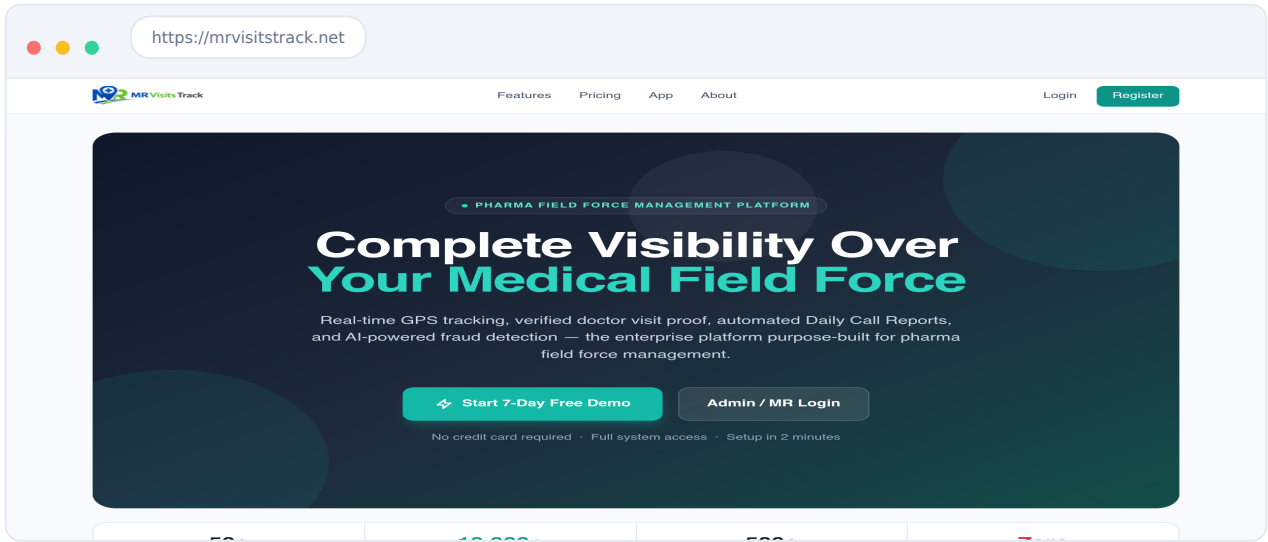




August 15, 2026

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PREPARED FOR

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https://mrvisitstrack.net

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Website Audit Foreword

Hi MR Pharma,

Is your website working for you — or against you? This report takes the guesswork out of that question. It measures what actually matters to your site's success: user experience, SEO visibility, performance, conversion readiness, content quality, and how discoverable you are to AI assistants like ChatGPT.

Every finding below is grounded in what was actually found on your live page — not generic advice. Where a claim is a measured fact, we say so; where it's a reasoned estimate, we say that too, so you always know how much to trust it.

Report structure

This report moves from your overall score, to a prioritized action plan, to a full category-by-category breakdown, closing with a practical handoff checklist.

How to use this report

Start with the Overall Health Score and Priority Actions to see what matters most right now. Use the detailed sections that follow when you're ready to dig into a specific area.

Questions, or need a hand implementing any of this? Reach out — we're happy to help.

Cheers,

Ram agency LLC

Overall Health Score



out of 100

NEEDS WORK

Evaluated across user experience, SEO, performance, conversion, and content — see the full breakdown below.

CLIENT SUMMARY

30/60/90-DAY PLAN

Days 1-14: Implement structured data

Days 15-30: Enhance content structure

Days 31-60: Monitor performance

Days 61-90: Expand marketing efforts

BUSINESS OPPORTUNITY — Unlock significant revenue by enhancing AI visibility and structured data.

ESTIMATED REVENUE OPPORTUNITY — Estimated ₹45,000/month in lost revenue due to visibility and structured data issues.

Estimate based on traffic, conversion assumptions, average order value, and identified UX/SEO issues — not measured analytics data.

Priority Actions

Fix Now · High Impact

Missing Structured Data Improved visibility in AI search results.

Implement JSON-LD structured data for better AI visibility.

MEDIUM EFFORT ₹20,000/month **DETECTED**

- Create JSON-LD schema for Organization and Product.
- Add sameAs links to authoritative profiles.
- Test schema using Google's Structured Data Testing Tool.

Lack of Entity Recognition Increased citation likelihood from AI platforms.

Add entity sameAs links to enhance recognition by AI.

LOW EFFORT ₹15,000/month **DETECTED**

- Identify relevant authoritative profiles.
- Add sameAs links in structured data.
- Verify implementation with schema testing tools.

No FAQ Schema Present Enhanced engagement through relevant queries.

Introduce FAQ schema to improve content discoverability.

MEDIUM EFFORT ₹10,000/month NOT VERIFIED

- Identify common questions from users.
- Create FAQ schema markup.
- Integrate into the website and validate.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Representative Visits

This rewrite emphasizes control and clarity, improving engagement.

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Get Started with a Free 7-Day Demo

This version is more inviting and action-oriented.

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 daily reports. The top app for pharma in India.

This revision is concise and focuses on key benefits, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add testimonials section	1 day	Increased trust and conversion rates	EASY
Update meta description	15 minutes	Improved click-through rates	EASY
Revise H1 for clarity	15 minutes	Better engagement and SEO	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
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Days 1-14	Implement structured data. Create JSON-LD schema Add sameAs links Test schema	Increased AI visibility and citation likelihood.
Days 15-30	Enhance content structure. Add FAQ schema Implement testimonials section Revise existing content	Higher engagement and trust signals.
Days 31-60	Monitor performance. Analyze traffic changes Adjust strategies based on data Optimize for SEO	Improved organic traffic and conversions.
Days 61-90	Expand marketing efforts. Launch targeted campaigns Utilize social media for outreach Engage with industry influencers	Increased brand awareness and user acquisition.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Page load times may hinder user experience. — Optimize images and server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain current layout practices.
INP	—	NEEDS IMPROVEMENT	Interaction delays could affect user engagement. — Minimize JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

45 / 100 — Medium Visibility

The site has good AI crawler access but lacks structured data and entity recognition, limiting AI visibility.

CHATGPT	GEMINI	PERPLEXITY
76	76	76

Inferred readiness indicators, not a live citation test — treat as prioritisation signals unless actual live query/citation evidence was recorded.

AI VISIBILITY METRIC	SCORE
AI Answer Confidence	40/100
LLM-Readable Content	80/100
FAQ Richness	0/100
Structured Entities	0/100
Schema for AI Agents	0/100
Brand Mention Frequency	0/100
Citation Likelihood	51/100

AI Crawler Access	100/100
Entity Linking	0/100
Content Freshness	0/100

WHY YOU'RE LOSING VISIBILITY

- No structured data or schema types detected.
- Zero entity recognition signals present.
- No FAQ schema or relevant headings found.

VISIBILITY STRENGTHS

- Good AI crawler access via robots.txt.
- Content is well-structured with clear headings.
- Multiple CTAs encourage user engagement.

HOW TO IMPROVE

1. Add JSON-LD structured data for Organization and Product.
2. Introduce sameAs links to authoritative profiles.
3. Implement FAQ schema to improve content discoverability.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks firsthand experience signals in content.
Expertise	40/100	No visible author expertise or credentials.
Authoritativeness	30/100	No authoritative links or citations present.
Trustworthiness	40/100	Privacy and terms policies present, but no social proof.

Overall E-E-A-T Score: 35/100

Top action: Add author bios and sameAs links to enhance trust and authority.

Executive Summary

The MR Visits Track website exhibits strong potential for AI search optimization but lacks crucial structured data and entity recognition. Addressing these gaps can significantly enhance visibility and citation likelihood across AI platforms.

WHAT'S WORKING

Clear call-to-action buttons present throughout the site.; Robust content with approximately 1600 words, enhancing engagement.; Explicit permissions for AI crawlers in robots.txt, ensuring accessibility.

WHAT NEEDS ATTENTION

Implement structured data (JSON-LD) to enhance AI visibility.; Add entity recognition signals such as sameAs links to authoritative profiles.; Include a testimonials section to build trust and social proof.

DON'T CONFUSE INFERENCE WITH MEASUREMENT

DETECTED

Directly observed by the audit/crawl or shown in the real extracted page data.

MEASURED

A numeric measurement from a real tool or connected data source.

INFERRED

A heuristic/modeled assessment — useful for prioritisation, not proof.

NOT VERIFIED

Needs a direct platform/API connection or manual test this tool can't perform.

Strengths

- Clear call-to-action buttons present throughout the site.
- Robust content with approximately 1600 words, enhancing engagement.
- Explicit permissions for AI crawlers in robots.txt, ensuring accessibility.

Recommendations

- Implement structured data (JSON-LD) to enhance AI visibility.
- Add entity recognition signals such as sameAs links to authoritative profiles.
- Include a testimonials section to build trust and social proof.
- Introduce FAQ schema to improve content discoverability by AI.

AI search optimization audit Insights

Notes on any blocked AI crawlers and what that means for each platform

All major AI crawlers are allowed access, enhancing potential visibility.

What is holding back the GEO score and what to fix first

The GEO score is hindered by the lack of structured data and local business schema.

Methodology & Limitations

This report changes its presentation so that automated findings are not presented as facts when the underlying data cannot prove them. Revenue figures are models, not measured revenue. AI-search scores are heuristic readiness indicators unless the report contains actual live query/citation evidence. Platform-specific data (for example Google Business Profile) requires direct platform access to verify. See the evidence legend above for how each finding is classified.

Agency Handoff Checklist

- | | |
|--------------------------|--|
| ☐ | Confirm every critical finding against the live URL |
| ☐ | Record before/after values in Search Console / Analytics where available |
| ☐ | Implement fixes only after client/developer approval |
| ☐ | Re-run the relevant audit after implementation |
| ☐ | Track the agreed KPI for 30-90 days |

audit — Find the issue → show the evidence → generate the fix → verify the result → monitor the change.



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Thank you for reviewing this audit. Questions, or need a hand implementing any of these recommendations? Reach out any time.