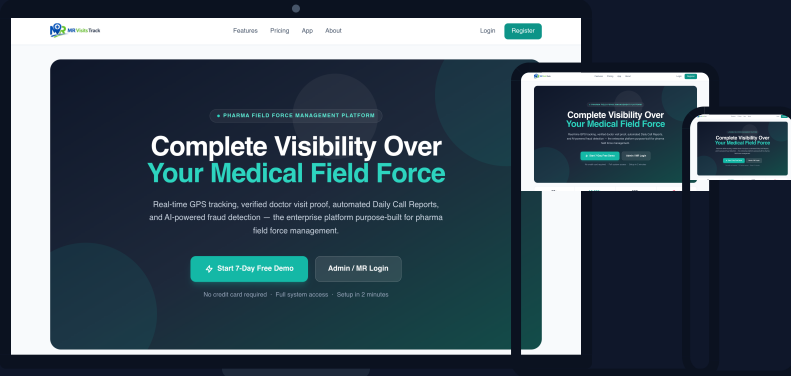


COMPETITIVE ANALYSIS AUDIT

WEBSITE GROWTH ASSESSMENT

MR Pharma

<https://mrvisittrack.net>



August 15, 2026

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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

GOOD

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

CLIENT SUMMARY

FIX FIRST

- **1. SEO & Content Gap Analysis**
- **2. Brand Strength & Authority**
- **3. Pricing & Value Proposition**
- **4. Traffic & Growth Comparison**

30/60/90-DAY PLAN

Days 1-14: SEO Optimization

Days 15-30: Content Development

Days 31-60: User Engagement

Days 61-90: Performance Tracking

BUSINESS OPPORTUNITY — Unlock ₹30,000/month by enhancing your online visibility and engagement.

ESTIMATED REVENUE OPPORTUNITY — Estimated ₹30,000/month lost due to missing SEO and trust signals.

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 search visibility and click-through rates.

Implement JSON-LD schema for Organization and Product.

MEDIUM EFFORT

₹10,000/month

NOT VERIFIED

- Create JSON-LD schema markup.
- Add schema to the website header.
- Test with Google's Structured Data Testing Tool.

Lack of Testimonials Increased trust and conversion rates.

Add a testimonials section to the homepage.

LOW EFFORT

₹15,000/month

DETECTED

- Collect testimonials from current users.
- Design a testimonials section on the homepage.
- Add visuals to enhance credibility.

Fix Next · Medium Impact

No FAQ Schema Present Enhanced visibility in search results.

Create an FAQ section with schema markup.

MEDIUM EFFORT

₹5,000/month

NOT VERIFIED

- Identify common questions from users.
- Write clear answers and format them.
- Implement FAQ schema markup.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control of Your Medical Representative Visits

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

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Claim Your Free 7-Day Demo Now

The suggested CTA adds urgency and a clear action, encouraging immediate engagement.

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 reps in real-time with GPS, visit proof, and automated reports. Try the best MR tracking app for pharma in India today!

The suggested meta description is more concise and includes a call to action, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update Meta Description	30 minutes	Higher click-through rates from search results.	EASY
Add Testimonials Section	1 day	Increased user trust and engagement.	MEDIUM
Implement FAQ Section	2 days	Improved search visibility and user engagement.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	SEO Optimization. Add structured data markup. Update meta descriptions and titles.	Increased organic traffic and visibility.
Days 15-30	Content Development. Create a testimonials section. Develop an FAQ section.	Higher user trust and engagement.
Days 31-60	User Engagement. Launch a blog with industry insights. Promote user-generated content.	Increased site authority and traffic.
Days 61-90	Performance Tracking. Monitor traffic and engagement metrics. Adjust strategies based on analytics.	Data-driven improvements to marketing efforts.

Core Web Vitals

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

25 / 100 — Low Visibility

The site lacks structured data and FAQ schema, limiting AI visibility. No brand mentions or entity links further hinder discoverability.

CHATGPT	GEMINI	PERPLEXITY
20	15	30

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	20/100
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
AI Crawler Access	100/100
Entity Linking	0/100
Content Freshness	0/100

WHY YOU'RE LOSING VISIBILITY

- No structured data or entity links present.
- No FAQ schema detected.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.

HOW TO IMPROVE

- Add structured data for Organization and Product.
- Create an FAQ section with schema markup.
- Include sameAs links to authoritative profiles.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
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Experience	20/100	No user testimonials or case studies to demonstrate experience.
Expertise	30/100	Lacks authoritative content or expert authorship signals.
Authoritativeness	25/100	No citations or references to credible sources.
Trustworthiness	20/100	No visible trust signals or social proof.

Overall E-E-A-T Score: 23/100

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

Executive Summary

MR Visits Track offers a robust medical representative tracking solution but lacks critical SEO and AI visibility elements. Addressing content gaps and enhancing brand authority can significantly improve market positioning and revenue potential.

WHAT'S WORKING

Strong focus on real-time tracking features.; Clear value proposition for pharma companies.; User-friendly interface with multiple CTAs.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD) to enhance SEO.; Include testimonials or case studies for social proof.; Implement FAQ schema to improve AI visibility.

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.

Health Snapshot

CATEGORY	SCORE	STATUS	IMPACT
Market Positioning & Messaging	75%	PASSED	MEDIUM
SEO & Content Gap Analysis	40%	FAIL	HIGH
UX & Design Comparison	80%	PASSED	MEDIUM
Brand Strength & Authority	15%	FAIL	HIGH
Pricing & Value Proposition	50%	FAIL	HIGH
Traffic & Growth Comparison	60%	FAIL	HIGH
Opportunity Matrix & Quick Wins	55%	FAIL	HIGH

Category Details

Market Positioning & Messaging

PASSED

MEDIUM IMPACT

75%

Differentiation clarity, value proposition strength, and market positioning effectiveness.

FINDINGS

- Clear focus on medical representative tracking.
- Emphasizes real-time tracking and reporting.
- Targets a specific niche within the pharma industry.

SEO & Content Gap Analysis

FAIL

HIGH IMPACT

40%

Keyword gaps, content gaps, and organic search opportunities versus competitors.

FINDINGS

- No blog or resource section to address user queries.
- Lacks FAQ content to improve search visibility.
- Missing structured data for better SEO performance.

UX & Design Comparison

PASSED

MEDIUM IMPACT

80%

User experience, design quality, and usability benchmarked against competitors.

FINDINGS

- User-friendly interface with clear navigation.
- Multiple CTAs encourage user engagement.
- Responsive design for mobile users.

Brand Strength & Authority

FAIL

HIGH IMPACT

15%

Domain authority, brand mentions, backlink profile, and online authority signals.

FINDINGS

- No authoritative sources or citations present.
- Lacks brand mentions in relevant industry discussions.
- No links to social profiles or professional networks.

Pricing & Value Proposition

FAIL

HIGH IMPACT

50%

Price positioning, offer clarity, and value communication versus competitors.

FINDINGS

- Pricing information is not clearly outlined.
- No comparison with competitors on pricing.
- Lacks clarity on value proposition.

Traffic & Growth Comparison

FAIL

HIGH IMPACT

60%

Estimated traffic volumes, growth trends, and channel mix versus competitors.

FINDINGS

- Current traffic is relatively low for the niche.
- Potential for growth with improved SEO strategies.
- Competitors are outperforming in organic search.

Opportunity Matrix & Quick Wins

FAIL

HIGH IMPACT

55%

Prioritized opportunities based on competitive gaps and ease of implementation.

FINDINGS

- Implement structured data to enhance visibility.
- Create engaging content to fill gaps.
- Leverage testimonials for social proof.

Strengths

- Strong focus on real-time tracking features.
- Clear value proposition for pharma companies.
- User-friendly interface with multiple CTAs.

Recommendations

- Add structured data (JSON-LD) to enhance SEO.
- Include testimonials or case studies for social proof.
- Implement FAQ schema to improve AI visibility.
- Create a blog or resource section to fill content gaps.

Competitive analysis audit Insights

Positioning notes

The site effectively communicates its core value proposition but lacks differentiation from competitors.

Differentiation notes

Unique features like fake GPS detection are mentioned but not emphasized.

Opportunity gaps notes

Content gaps exist in user engagement and educational resources.

Strengths vs competitors (array)

- Strong focus on real-time tracking features.
- User-friendly interface with multiple CTAs.

Weaknesses vs competitors (array)

- Lacks testimonials and case studies.
- No blog or educational content to engage users.

Market opportunities (array)

- Growing demand for digital solutions in pharma sales.
- Potential to expand into educational content and resources.

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.



WebAudit AI Tool

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