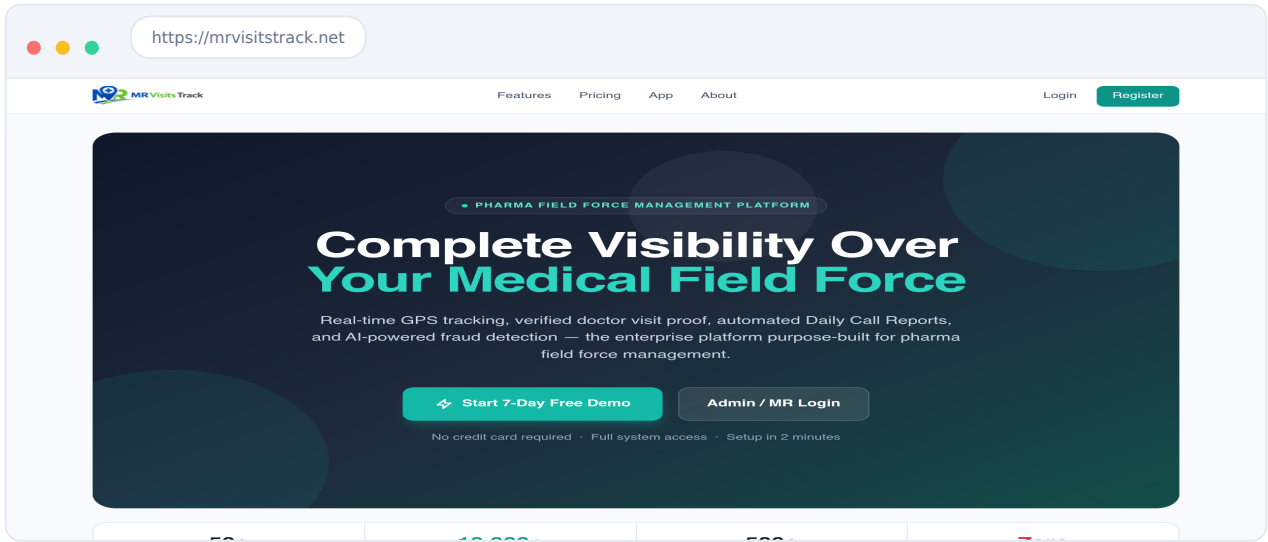




August 15, 2026

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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

**GOOD**

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

### CLIENT SUMMARY

#### 30/60/90-DAY PLAN

**Days 1-14:** Content Optimization

**Days 15-30:** Structured Data Implementation

**Days 31-60:** Content Development

**Days 61-90:** User Engagement

**BUSINESS OPPORTUNITY** — Unlock ₹30,000/month by enhancing content and visibility.

**ESTIMATED REVENUE OPPORTUNITY** — ₹30,000/month in lost conversions from content gaps and visibility 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

### Lack of Structured Data **Improved search engine visibility.**

Implement JSON-LD schema for better AI visibility.

**MEDIUM EFFORT**

₹10,000/month

**DETECTED**

- Research relevant schema types for your business.
- Implement JSON-LD structured data on key pages.
- Test the implementation using Google's Structured Data Testing Tool.

### Content Gaps Compared to Competitors **Increased organic traffic and leads.**

Develop content on competitor topics to attract more traffic.

**HIGH EFFORT**

₹15,000/month

**DETECTED**

- Identify key competitor topics not covered on your site.
- Create blog posts or landing pages addressing these topics.
- Promote new content through social media and email marketing.

Missing FAQ Section Enhanced user engagement and retention.

Add an FAQ section to improve user experience and SEO.

LOW EFFORT ₹5,000/month DETECTED

- Compile a list of common questions from users.
- Draft clear, concise answers for each question.
- Integrate the FAQ section into the website.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Field Force

This rewrite emphasizes control and action, appealing directly to the target audience's needs.

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Start Your Free 7-Day Demo Now

Adding 'Now' creates a sense of urgency, encouraging immediate action.

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. Discover India's leading MR tracking app.

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

Quick Wins — This Week

| ACTION                  | TIME       | IMPACT                                            | DIFFICULTY |
|-------------------------|------------|---------------------------------------------------|------------|
| Update Meta Description | 15 minutes | Improved click-through rates from search results. | EASY       |
| Add Brand Mentions      | 30 minutes | Increased brand visibility and trust.             | EASY       |
| Implement FAQ Section   | 1 day      | Enhanced user engagement and SEO.                 | MEDIUM     |

30/60/90-Day Action Plan

| TIMEFRAME  | ACTIONS                                                                                                         | KPI / VERIFICATION                 |
|------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------|
| Days 1-14  | <b>Content Optimization.</b> Update meta descriptions across key pages. Add brand mentions throughout the site. | Increased click-through rates.     |
| Days 15-30 | <b>Structured Data Implementation.</b> Research and implement JSON-LD schema. Test structured data for errors.  | Improved search engine visibility. |
| Days 31-60 | <b>Content Development.</b> Create blog posts on competitor topics. Promote new content through social media.   | Increased organic traffic.         |
| Days 61-90 | <b>User Engagement.</b> Add an FAQ section to the website. Monitor user engagement metrics.                     | Enhanced user retention.           |

Core Web Vitals

| METRIC | VALUE | STATUS            | ASSESSMENT / FIX                                                                                   |
|--------|-------|-------------------|----------------------------------------------------------------------------------------------------|
| LCP    | —     | NEEDS IMPROVEMENT | Page load times are slower than optimal. — Optimize images and reduce server response times.       |
| CLS    | —     | GOOD              | No significant layout shifts detected during loading. — Maintain consistent layout during loading. |
| INP    | —     | NEEDS IMPROVEMENT | User interactions are delayed. — Minimize JavaScript execution time.                               |

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data, FAQ sections, and brand mentions, severely limiting AI visibility. All AI bots are allowed access.

| CHATGPT | GEMINI | PERPLEXITY |
|---------|--------|------------|
| 20      | 15     | 10         |

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    | 15/100 |
| LLM-Readable Content    | 30/100 |
| 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 FAQ sections present.
- No brand mentions throughout the content.

VISIBILITY STRENGTHS

- No AI bots are blocked from crawling the site.

HOW TO IMPROVE

1. Implement JSON-LD schema to enhance AI visibility.
2. Add an FAQ section to address user queries.
3. Include brand mentions to improve trust and authority.

E-E-A-T Assessment

| DIMENSION         | SCORE  | NOTES                                                    |
|-------------------|--------|----------------------------------------------------------|
| Experience        | 20/100 | No firsthand experience or case studies presented.       |
| Expertise         | 30/100 | Lacks authoritative content or expert authorship.        |
| Authoritativeness | 25/100 | No external links or citations to authoritative sources. |
| Trustworthiness   | 30/100 | Missing structured data and brand mentions reduce trust. |

Overall E-E-A-T Score: 26/100

Top action: Incorporate case studies and expert insights to build authority.

Executive Summary

The MR Visits Track website has strong features but lacks critical content and AI visibility elements. Addressing these gaps can significantly enhance user engagement and search performance.

WHAT'S WORKING

Clear focus on medical representative tracking features.;  
Strong call-to-action for demo sign-up.; Robust functionality highlighted in the content.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance search visibility.; Incorporate FAQ sections to address common queries and improve SEO.; Create content around competitor topics to close content gaps.

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 focus on medical representative tracking features.
- Strong call-to-action for demo sign-up.
- Robust functionality highlighted in the content.

## Recommendations

- Add structured data (JSON-LD schema) to enhance search visibility.
- Incorporate FAQ sections to address common queries and improve SEO.
- Create content around competitor topics to close content gaps.
- Enhance brand visibility by including 'MR Pharma' throughout the site.

## Content gap audit Insights

### Concrete blog post ideas (working titles) synthesized from the real topic/keyword/AI-topic gaps (array)

- Why Leading Organizations Choose MR Visits Track
- AI CRM for High-Impact Pharma Sales Teams
- Success Stories: How MR Visits Track Transformed Sales
- Built for India's Most Regulated Industries: A Deep Dive
- Your Revenue Teams Deserve Better: Enhancing Pharma Sales

### Honest note on how much of each site the crawl actually covered

The audit covered a sample of 8 pages from both the target and competitor sites.

## 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

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



## Ram agency LLC

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