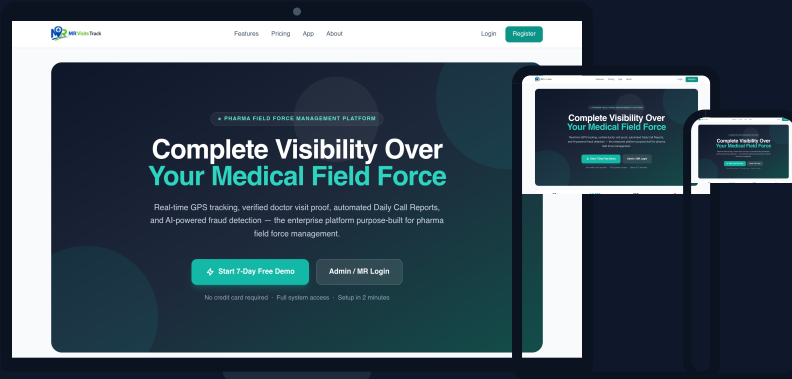


CONTENT MARKETING AUDIT

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



GOOD

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

CLIENT SUMMARY

FIX FIRST

- 1. Blog & SEO Content
- 2. Distribution & Repurposing
- 3. Content Performance Metrics
- 4. Topic & Content Gaps

30/60/90-DAY PLAN

Days 1-14: SEO Enhancements

Days 15-30: Content Engagement

Days 31-60: Content Freshness

Days 61-90: Analytics Review

BUSINESS OPPORTUNITY — Unlock ₹30,000/month by enhancing your content strategy and SEO.

ESTIMATED REVENUE OPPORTUNITY — Estimated ₹30,000/month in lost conversions due to missing structured data 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 better search visibility.

MEDIUM EFFORT

₹10,000/month

DETECTED

- Research relevant schema types.
- Create JSON-LD markup.
- Add markup to the website.

Lack of Testimonials Increased trust leading to higher conversions.

Add a testimonials section to build credibility.

LOW EFFORT

₹15,000/month

DETECTED

- Collect testimonials from existing clients.
- Design a visually appealing section.
- Integrate it into the homepage.

Fix Next · Medium Impact

Missing Alt Text for Images Better SEO performance and accessibility.

Add descriptive alt text to the image.

LOW EFFORT

₹5,000/month

DETECTED

- Identify the image on the page.
- Write a descriptive alt text.
- Update the image tag in the HTML.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Gain Complete Control Over Your Medical Field Force

The suggested headline is more action-oriented and emphasizes control.

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Start Your Free 7-Day Demo Now

Adding 'Now' creates urgency and encourages 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

Track medical representative visits in real-time with GPS, daily reports, and visit proof. The best MR tracking app for pharma in India.

The suggested version is concise and fits within the optimal character limit while retaining key information.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add alt text to the image	15 minutes	Improved SEO and accessibility	EASY
Update meta description	30 minutes	Better click-through rates	EASY
Create a testimonials section	1 day	Increased trust and conversions	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	SEO Enhancements. Implement structured data Update meta descriptions	Improved search visibility and CTR
Days 15-30	Content Engagement. Add testimonials Create a blog section	Higher user engagement and trust
Days 31-60	Content Freshness. Regularly update content Add new features	Increased return visits and SEO performance
Days 61-90	Analytics Review. Analyze traffic data Adjust strategies based on performance	Data-driven improvements in content strategy

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and scripts.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices.
INP	—	GOOD	User interactions are responsive. — Keep optimizing for performance.

AI Visibility — ChatGPT · Gemini · Perplexity

30 / 100 — Low Visibility

The site lacks structured data and brand mentions, which limits AI visibility. All AI crawlers are allowed, but no schema or FAQ content is present.

CHATGPT	GEMINI	PERPLEXITY
25	20	15

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 FAQ content detected.
- No brand mentions found in the visible text.

Visibility Strengths

- Crawlers have full access via robots.txt.

How to Improve

- Add JSON-LD schema for Organization and Product.
- Include FAQ schema to improve answer visibility.
- Increase brand mentions throughout the content.

E-E-A-T Assessment

Dimension	Score	Notes
Experience	30/100	Lacks firsthand experience signals in content.
Expertise	40/100	No author credentials or expert insights provided.
Authoritativeness	20/100	No citations or authoritative links present.
Trustworthiness	50/100	Privacy and terms pages are present, but no testimonials.

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

Top action: Add testimonials and expert author bios to enhance trust.

Executive Summary

MR Visits Track has a solid foundation but lacks crucial SEO elements and content engagement strategies. Addressing these gaps can significantly boost visibility and conversions.

WHAT'S WORKING

Clear value proposition in the H1.; Strong focus on real-time tracking features.; Multiple CTA options for user engagement.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance SEO.; Include testimonials or case studies to build trust.; Optimize images with alt text for better accessibility and SEO.

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
Content Strategy & Planning	70%	PASSED	MEDIUM
Content Quality & Depth	65%	PASSED	MEDIUM
Blog & SEO Content	40%	FAIL	HIGH
Distribution & Repurposing	50%	FAIL	HIGH
Content-to-Conversion	60%	PASSED	MEDIUM
Content Performance Metrics	55%	FAIL	HIGH
Topic & Content Gaps	45%	FAIL	HIGH

Category Details

Content Strategy & Planning

PASSED

MEDIUM IMPACT

70%

Editorial calendar, audience targeting, content goals, and strategic alignment.

FINDINGS

- Clear target audience defined.
- Focus on pharma companies and medical reps.
- Content aligns with user needs.

Content Quality & Depth

PASSED

MEDIUM IMPACT

65%



Accuracy, depth, originality, and expertise demonstrated in content pieces.

FINDINGS

- Content is informative and relevant.
- Good use of headings and structure.
- Lacks depth in some areas.

Blog & SEO Content

FAIL

HIGH IMPACT

40%



Blog post SEO optimization, keyword targeting, and search-driven content production.

FINDINGS

- No blog section present.
- Limited keyword optimization in content.
- Meta tags need improvement.

Distribution & Repurposing

FAIL

HIGH IMPACT

50%



Content promotion channels, repurposing strategy, and multi-format distribution.

FINDINGS

- No clear distribution strategy identified.
- Social media presence needs enhancement.
- Email marketing opportunities untapped.

Content-to-Conversion

PASSED

MEDIUM IMPACT

60%



CTAs within content, lead magnets, gated content, and conversion path alignment.

FINDINGS

- Multiple CTAs present but lack urgency.
- No lead magnets identified.
- Conversion paths could be clearer.

Content Performance Metrics

FAIL

HIGH IMPACT

55%



Tracking, analytics, KPIs, and data-driven content iteration processes.

FINDINGS

- Analytics tools are set up.
- No clear KPIs defined.
- Content performance metrics need regular review.

Topic & Content Gaps

FAIL

HIGH IMPACT

45%



Missing topic coverage, competitor content gaps, and audience question gaps.

FINDINGS

- Lacks content on MR reporting best practices.
- No case studies or testimonials.
- Limited keyword targeting.

Strengths

- Clear value proposition in the H1.
- Strong focus on real-time tracking features.
- Multiple CTA options for user engagement.

Recommendations

- Add structured data (JSON-LD schema) to enhance SEO.
- Include testimonials or case studies to build trust.
- Optimize images with alt text for better accessibility and SEO.
- Implement a content freshness strategy with regular updates.

Content marketing audit Insights

Editorial calendar and planning

Develop a content calendar focusing on industry trends and user needs.

Content gaps and opportunities

Consider creating content around MR reporting best practices and case studies.

Distribution and promotion notes

Utilize social media and email newsletters for content distribution.

Content repurposing strategy

Repurpose blog content into infographics and videos for wider reach.

Content analytics and KPIs

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.