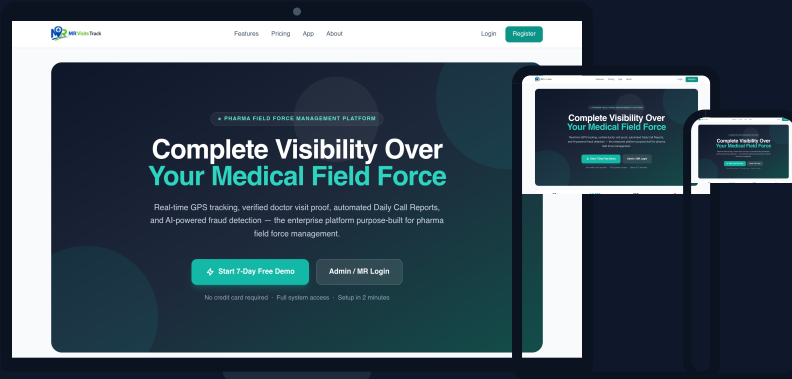


CONVERSION FUNNEL AUDIT

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

FAIR

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

CLIENT SUMMARY

FIX FIRST

- **1. Landing Page & CTA**
- **2. Checkout & Revenue Leaks**

30/60/90-DAY PLAN

- Days 1-14:** Fix critical funnel issues
- Days 15-30:** Enhance trust signals
- Days 31-60:** Optimize content for SEO
- Days 61-90:** Analyze performance

BUSINESS OPPORTUNITY — Fix broken CTAs to capture more leads and revenue.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month in lost conversions due to broken CTAs and missing structured data.

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

Priority Actions

Fix Now · High Impact

Broken Registration CTA Increased lead capture from new users.

Repair the link to the registration page.

LOW EFFORT

₹20,000/month

DETECTED

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Broken Contact CTA More inquiries and potential demos.

Repair the link to the contact page.

LOW EFFORT

₹15,000/month

DETECTED

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Fix Next · Medium Impact

Missing Structured Data Improved visibility in search engines.

Implement JSON-LD schema for Organization and Product.

MEDIUM EFFORT

₹10,000/month

NOT VERIFIED

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

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Complete Control Over Your Medical Field Force

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

CTA BUTTON

CURRENT

Register

SUGGESTED

Start Your Free 7-Day Trial Now

The suggested CTA is more compelling and indicates immediate value.

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 automated reports. Try the best MR tracking app for pharma in India!

The suggested description is concise and emphasizes key features while maintaining a call to action.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Fix broken registration link	15 minutes	Capture new leads immediately	EASY
Add testimonials section	1 day	Increase trust and conversions	MEDIUM
Update meta description	30 minutes	Improve click-through rates	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Fix critical funnel issues. Repair registration link Repair contact link	Increase in lead submissions.
Days 15-30	Enhance trust signals. Add testimonials Implement structured data	Improved user trust and engagement.
Days 31-60	Optimize content for SEO. Update content freshness Add more relevant keywords	Higher search visibility.
Days 61-90	Analyze performance. Review analytics data Adjust strategies based on findings	Increased conversion rates.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Page load times could be optimized. — Optimize images and scripts to improve load times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain current practices.
INP	—	NEEDS IMPROVEMENT	Interaction delays could affect user experience. — Minimize JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and brand mentions, limiting AI visibility. All AI crawlers are allowed access, but there are no entity links or freshness signals.

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 present.
- No FAQ schema or relevant headings.
- No brand mentions throughout the content.

VISIBILITY STRENGTHS

- All AI crawlers are allowed access.
- No schema types found, indicating potential for improvement.

HOW TO IMPROVE

1. Implement JSON-LD schema for Organization and Product.
2. Add FAQ schema to improve content richness.
3. Include brand mentions throughout the content.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No author information or experience signals present.

Expertise	30/100	Lacks detailed content demonstrating expertise in the field.
Authoritativeness	25/100	No external citations or authoritative links.
Trustworthiness	40/100	Privacy and terms of service are present, but no recent content updates.

Overall E-E-A-T Score: 29/100

Top action: Add author bios and external citations to enhance trust and authority.

Executive Summary

The MR Visits Track site has significant conversion funnel issues due to broken CTAs and a lack of trust signals. Addressing these issues can enhance user engagement and lead generation for the medical representative tracking app.

WHAT'S WORKING

Clear value proposition in the H1.; Presence of multiple CTAs.;
SSL certificate is valid and up to date.

WHAT NEEDS ATTENTION

Fix broken CTAs for registration and contact.; Add structured data for better SEO and AI visibility.; Include testimonials or case studies for 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.

Health Snapshot

CATEGORY	SCORE	STATUS	IMPACT
Landing Page & CTA	40%	FAIL	HIGH
Form Friction	70%	PASSED	LOW
Checkout & Revenue Leaks	30%	FAIL	HIGH

Category Details

Landing Page & CTA

FAIL

HIGH IMPACT

40%

Real CTAs found on the landing page, their intent, and whether each one's destination actually matches that intent.

FINDINGS

- Broken registration CTA link.
- Broken contact CTA link.
- Multiple CTAs present but ineffective.

Impact if fixed: Lost leads due to broken links.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://mrvisittrack.net/register-company	Broken Registration CTA	HIGH
https://mrvisittrack.net/contact	Broken Contact CTA	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — Broken Registration CTA

HIGH

EVIDENCE DETECTED — Source: https://mrvisittrack.net/register-company | Method: Crawl

Impact: Increased lead capture from new users.

Why this matters: A broken registration link prevents user sign-ups.

Recommended fix: Repair the link to the registration page.

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Effort: low · Expected outcome: Increased registrations.

Issue #02 — Broken Contact CTA

HIGH

EVIDENCE DETECTED — Source: https://mrvisittrack.net/contact | Method: Crawl

Impact: More inquiries and potential demos.

Why this matters: A broken contact link prevents potential customer inquiries.

Recommended fix: Repair the link to the contact page.

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Effort: low · Expected outcome: Increased inquiries.

Form Friction

PASSED

LOW IMPACT

70%

Real field counts on forms found along the funnel, and how much friction they add.

FINDINGS

- Login form has low friction with only 3 fields.
- No visible trust signals in forms.

Checkout & Revenue Leaks

FAIL

HIGH IMPACT

30%

Real checkout-page findings (HTTPS, trust signals) and the concrete friction facts most likely to be costing conversions.

FINDINGS

- No checkout process found, indicating a lead-gen model.
- Potential revenue leaks due to broken CTAs.

Impact if fixed: Revenue loss from broken CTAs.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net/register-company	Broken Registration CTA	HIGH
https://mrvisitstrack.net/contact	Broken Contact CTA	HIGH

ISSUES & RECOMMENDED FIXES

Issue #03 — Broken Registration CTA

HIGH

EVIDENCE

DETECTED

— Source: https://mrvisitstrack.net/register-company | Method: Crawl

Impact: Increased lead capture from new users.

Why this matters: A broken registration link prevents user sign-ups.

Recommended fix: Repair the link to the registration page.

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Effort: low · Expected outcome: Increased registrations.

Issue #04 — Broken Contact CTA

HIGH

EVIDENCE

DETECTED

— Source: https://mrvisitstrack.net/contact | Method: Crawl

Impact: More inquiries and potential demos.

Why this matters: A broken contact link prevents potential customer inquiries.

Recommended fix: Repair the link to the contact page.

- Identify the cause of the broken link.
- Update the link in the CTA.
- Test the link to ensure it works.

Effort: low · Expected outcome: Increased inquiries.

Strengths

- Clear value proposition in the H1.
- Presence of multiple CTAs.
- SSL certificate is valid and up to date.

Recommendations

- Fix broken CTAs for registration and contact.
- Add structured data for better SEO and AI visibility.
- Include testimonials or case studies for social proof.
- Enhance the content freshness by updating dates.

Conversion funnel audit Insights

Plain-language summary of the funnel path actually found (or not found)

The conversion funnel shows broken CTAs for registration and contact, leading to potential revenue loss.

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.