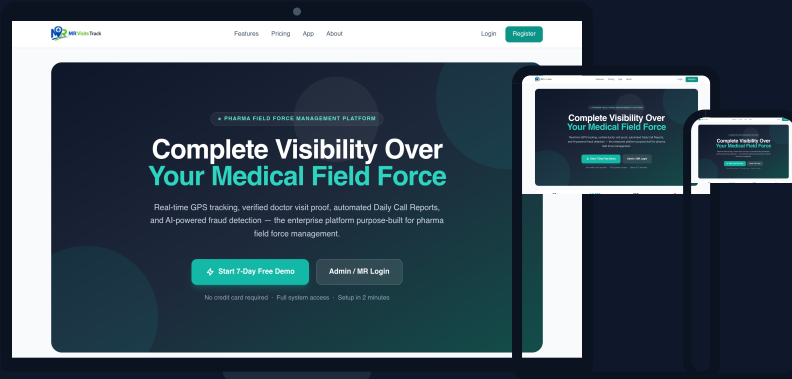


MR Pharma

<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

30/60/90-DAY PLAN

Days 1-14: Enhance trust signals

Days 15-30: Improve SEO visibility

Days 31-60: Optimize checkout flow

Days 61-90: Monitor and adjust

BUSINESS OPPORTUNITY — Enhance trust signals to boost conversion rates significantly.

ESTIMATED REVENUE OPPORTUNITY — ₹40,000/month in lost conversions due to missing trust signals and 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

Lack of structured data

Improved search visibility and click-through rates.

Implement JSON-LD schema for products and organization.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Identify key schema types needed.
- Create JSON-LD markup for products.
- Test and validate schema using Google's tools.

Absence of testimonials

Increased trust leading to higher conversions.

Add a testimonials section to the homepage.

LOW EFFORT

₹15,000/month

DETECTED

- Gather customer testimonials.
- Design a visually appealing section.
- Integrate it into the homepage.

Missing cookie policy link Enhanced compliance and user trust.

Add a cookie policy link in the footer.

LOW EFFORT ₹5,000/month **DETECTED**

- Draft a cookie policy.
- Add the link to the footer.
- Ensure visibility on all pages.

Before / After

HEADLINE (H1)

CURRENT
Complete Visibility Over Your Medical Field Force

SUGGESTED
Achieve Complete Control Over Your Medical Field Force

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

CTA BUTTON

CURRENT
Start 7-Day Free 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 automated reports. Try India's best MR tracking app today!

This version is more concise and includes a call to action, making it more compelling.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add testimonials section	2 hours	Increased user trust and engagement	EASY
Update meta description	30 minutes	Improved click-through rates from search results	EASY
Implement cookie policy link	1 hour	Enhanced compliance and user trust	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Enhance trust signals. Add testimonials section Update meta description	Increased user trust and engagement metrics.
Days 15-30	Improve SEO visibility. Implement structured data Optimize existing content	Higher organic traffic and improved rankings.
Days 31-60	Optimize checkout flow. Analyze user journey Implement changes based on feedback	Reduced cart abandonment rates.
Days 61-90	Monitor and adjust. Review analytics data Make iterative improvements	Sustained growth in conversions and user engagement.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Potentially slow loading times affecting user experience. — Optimize images and server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain consistent layout during loading.
INP	—	NEEDS IMPROVEMENT	User interactions may feel sluggish. — Minimize JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

30 / 100 — Low Visibility

The site lacks structured data and brand mentions, limiting its visibility to AI crawlers. No FAQ schema or entity links were found, which further reduces citation potential.

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 detected, limiting SEO effectiveness.
- No FAQ schema present, reducing chances of appearing in rich results.
- Brand name 'MR Pharma' not mentioned, affecting recognition.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Canonical URL tag present.

HOW TO IMPROVE

1. Implement JSON-LD schema for products and organization.
2. Add FAQPage schema to enhance visibility.
3. Increase brand mentions throughout the content.
4. Create entity sameAs links to authoritative profiles.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	40/100	Lacks firsthand experience signals and user-generated content.
Expertise	50/100	Content demonstrates some expertise but lacks authoritative citations.
Authoritativeness	30/100	No external links or citations to establish authority.
Trustworthiness	40/100	Privacy and terms policies present, but no cookie policy.

Overall E-E-A-T Score: 40/100

Top action: Add testimonials and authoritative links to improve trust and authority.

Executive Summary

The MR Visits Track website has a strong focus on medical representative tracking but lacks essential trust signals and structured data that could enhance product discoverability and conversion rates. Optimizing the checkout flow and adding social proof will likely improve user engagement and revenue generation.

WHAT'S WORKING

Clear value proposition in the H1.; Multiple CTA options available for user engagement.; Strong focus on features relevant to the target audience.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance SEO.; Include testimonials or social proof to build trust.; Implement a clearer checkout flow to reduce friction.

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 value proposition in the H1.
- Multiple CTA options available for user engagement.
- Strong focus on features relevant to the target audience.

Recommendations

- Add structured data (JSON-LD schema) to enhance SEO.
- Include testimonials or social proof to build trust.
- Implement a clearer checkout flow to reduce friction.
- Add a cookie policy link for compliance.

E-commerce website audit Insights

Product page notes

No specific product pages analyzed; focus on features and benefits is clear.

Checkout funnel notes

No checkout process observed; recommend optimizing for user experience.

Cart conversion notes

No cart details available; ensure clear navigation and trust signals.

Payment and trust badges

No payment trust badges found; add recognizable security logos.

Shipping and returns clarity

No shipping or returns information provided; clarify policies.

Search and filter notes

No search functionality observed; consider implementing for better product discovery.

Inventory and availability

No inventory details provided; ensure users can see product availability.

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.