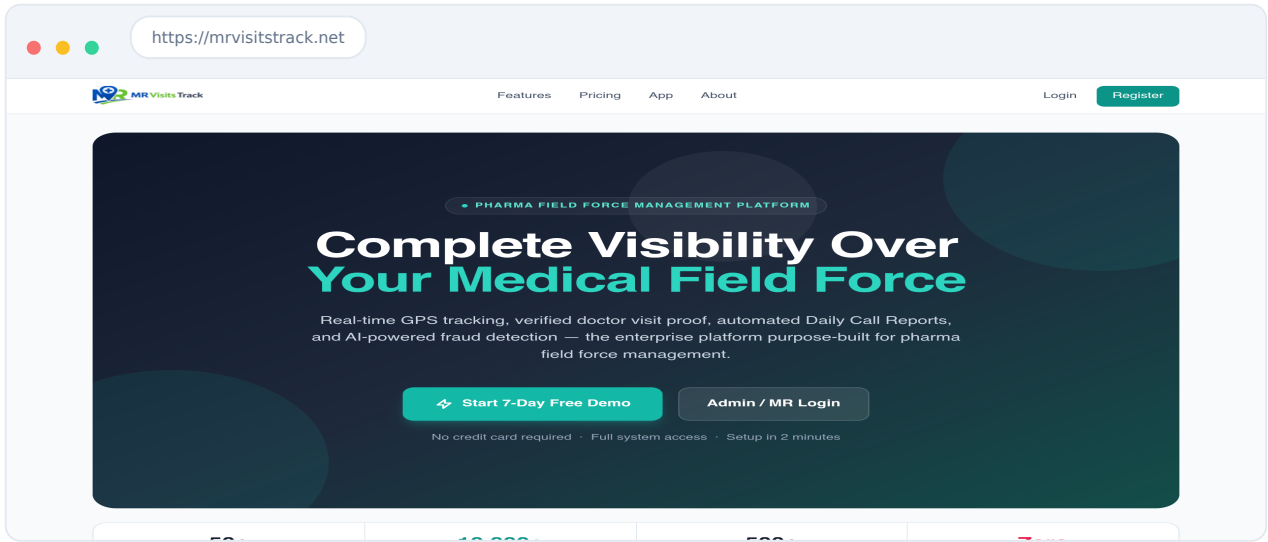




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PREPARED FOR

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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



NEEDS WORK

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

CLIENT SUMMARY

30/60/90-DAY PLAN

Days 1-14: Establish Trust Signals

Days 15-30: Enhance Visibility

Days 31-60: Monitor and Adjust

Days 61-90: Expand Content Strategy

BUSINESS OPPORTUNITY — Unlock potential revenue by enhancing trust signals and author visibility.

ESTIMATED REVENUE OPPORTUNITY — Estimated monthly revenue loss of ₹45,000 due to lack of trust signals and author visibility.

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 Author Bylines and Bios Increased user trust and engagement.

Add author bylines with verifiable bios on all key pages.

MEDIUM EFFORT ₹20,000/month **NOT VERIFIED**

- Identify key content authors.
- Draft concise bios highlighting their expertise.
- Integrate bios into relevant pages.

Missing Testimonials and Social Proof Enhanced credibility and conversion rates.

Create a testimonials section to showcase user feedback.

MEDIUM EFFORT ₹15,000/month **NOT VERIFIED**

- Collect testimonials from existing users.
- Design a visually appealing testimonials section.
- Place it prominently on the homepage.

Fix Next · Medium Impact

Absence of Structured Data Improved visibility in search results.

Implement JSON-LD structured data for Organization and Product.

HIGH EFFORT ₹10,000/month **NOT VERIFIED**

- Research schema types relevant to the business.
- Create structured data markup.
- Test and implement on the website.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Representatives

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

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Get Started with Your Free 7-Day Demo Now

This version adds urgency and clarity, 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 the best MR tracking app for pharma in India!

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

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update Meta Description	30 minutes	Improved click-through rates from search results.	EASY
Add Privacy Policy Link to Footer	15 minutes	Increased user trust and compliance.	EASY
Create a Contact Page with Email and Phone	1 hour	Enhanced trust and user communication.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Establish Trust Signals. Add author bylines and bios. Create a testimonials section.	Increased user engagement and trust.
Days 15-30	Enhance Visibility. Implement structured data. Optimize meta descriptions.	Improved search visibility and click-through rates.
Days 31-60	Monitor and Adjust. Analyze user engagement metrics. Adjust content based on feedback.	Higher conversion rates.
Days 61-90	Expand Content Strategy. Develop blog content showcasing expertise. Engage with users on social media.	Increased brand authority and reach.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Fast loading times enhance user experience. — Continue optimizing images and server response.
CLS	—	GOOD	Stable layout during loading prevents user frustration. — Maintain current practices.
INP	—	GOOD	Responsive interactions improve user satisfaction. — Keep optimizing for speed.

AI Visibility — ChatGPT · Gemini · Perplexity

20 / 100 — Low Visibility

The site lacks structured data and author visibility, severely limiting AI discoverability. No FAQ schema or brand mentions further reduce citation likelihood.

CHATGPT	GEMINI	PERPLEXITY
10	15	5

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	10/100
LLM-Readable Content	25/100
FAQ Richness	0/100
Structured Entities	0/100
Schema for AI Agents	0/100
Brand Mention Frequency	0/100

Citation Likelihood	5/100
AI Crawler Access	100/100
Entity Linking	0/100
Content Freshness	0/100

WHY YOU'RE LOSING VISIBILITY

- No structured data or schema types present.
- Zero author bylines or bios available.
- No FAQ schema or relevant headings found.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Secure HTTPS connection enhances trust.

HOW TO IMPROVE

- Add structured data (Organization and Product) to enhance AI visibility.
- Include author bylines with bios to establish expertise.
- Create FAQ schema to improve content discoverability.
- Integrate social proof elements like testimonials.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No firsthand experience signals present.
Expertise	30/100	Lack of author expertise signals diminishes credibility.
Authoritativeness	25/100	Absence of citations and authoritative links reduces authority.
Trustworthiness	40/100	Missing social proof and contact information lowers trust.

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

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

Executive Summary

The MR Visits Track website lacks essential E-E-A-T signals, including author bylines and social proof, which undermines its credibility. Improving these elements can significantly enhance user trust and engagement, leading to increased conversions.

WHAT'S WORKING

Clear value proposition in the H1 and meta description.;
Functional CTA buttons encouraging user engagement.; Secure HTTPS connection enhancing trust.

WHAT NEEDS ATTENTION

Add author bylines and bios to establish expertise.; Include testimonials or social proof to enhance trustworthiness.;
Implement structured data (JSON-LD) for better 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.

Strengths

- Clear value proposition in the H1 and meta description.
- Functional CTA buttons encouraging user engagement.
- Secure HTTPS connection enhancing trust.

Recommendations

- Add author bylines and bios to establish expertise.
- Include testimonials or social proof to enhance trustworthiness.
- Implement structured data (JSON-LD) for better AI visibility.
- Create a dedicated team page to showcase expertise.

E-E-A-T audit (advanced) Insights

Notes on missing or thin author/team pages

No team or author pages found to establish expertise.

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

Crawl covered 12 pages, revealing critical gaps in E-E-A-T signals.

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.



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