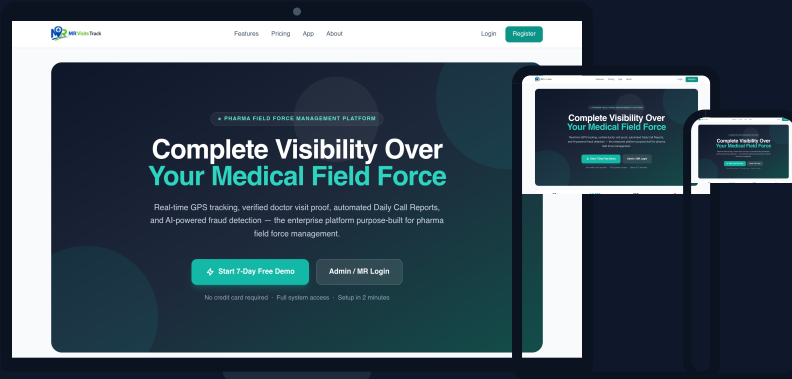


GOOGLE BUSINESS PROFILE AUDIT

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

GOOD

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

CLIENT SUMMARY

FIX FIRST

- **1. Profile Completeness**
- **2. Categories & Attributes**
- **3. Photos & Visual Content**
- **4. Reviews & Reputation**

30/60/90-DAY PLAN

Days 1-14: Implement immediate fixes

Days 15-30: Enhance structured data

Days 31-60: Build trust and credibility

Days 61-90: Monitor and optimize

BUSINESS OPPORTUNITY — Enhance your Google Business Profile for increased local visibility and engagement.

ESTIMATED REVENUE OPPORTUNITY — ₹38,000/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 LocalBusiness and Product.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Research and define appropriate schema types.
- Create JSON-LD markup for LocalBusiness and Product.
- Test and implement the structured data on the website.

Fix Next · Medium Impact

No Testimonials Section **Increased trust and conversion rates.**

Add a testimonials section to showcase user experiences.

LOW EFFORT ₹10,000/month **DETECTED**

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

Inconsistent NAP Information **Better local SEO performance.**

Ensure consistent NAP across all online platforms.

MEDIUM EFFORT ₹8,000/month **DETECTED**

- Audit current NAP information on the website.
- Check NAP consistency across social media and directories.
- Update any discrepancies found.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Complete Visibility for Your Medical Representatives

This revision emphasizes the benefit directly, improving clarity and engagement.

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

Real-time tracking for medical reps with GPS, visit proof, and daily reports. Discover India's best MR tracking app today!

This revision is more concise and includes a call to action, enhancing click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add Cookie Policy link	15 minutes	Improved compliance and user trust	EASY

Update CTA to include urgency	10 minutes	Higher conversion rates	EASY
Ensure HTTPS is functioning correctly	30 minutes	Enhanced security perception	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Implement immediate fixes. Add Cookie Policy link Update CTA to include urgency	Increased user engagement and compliance.
Days 15-30	Enhance structured data. Implement JSON-LD schema Audit NAP consistency	Improved local SEO performance.
Days 31-60	Build trust and credibility. Add testimonials section Collect user feedback	Higher conversion rates.
Days 61-90	Monitor and optimize. Analyze traffic and engagement metrics Adjust strategies based on data	Sustained growth in user acquisition.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly, enhancing user experience. — Continue optimizing images and scripts.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices.
INP	—	GOOD	Interactions are smooth and responsive. — Keep optimizing for performance.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data, FAQ sections, and brand mentions, severely limiting AI visibility. However, it allows all AI crawlers access.

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	10/100
LLM-Readable Content	20/100

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.
- No FAQ sections to enhance content richness.
- Zero brand mentions in the visible text.

VISIBILITY STRENGTHS

- Full access for AI crawlers via robots.txt.
- No blocking of any AI bots.

HOW TO IMPROVE

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

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks user testimonials and real-world experience signals.
Expertise	40/100	Limited demonstration of subject expertise in content.
Authoritativeness	25/100	No authoritative signals or citations present.
Trustworthiness	35/100	Missing sameAs links and content freshness indicators.

Overall E-E-A-T Score: 32/100

Top action: Add testimonials and authoritative links to enhance trust and expertise.

Executive Summary

The MR Visits Track website has a solid foundation but lacks critical local SEO signals and structured data, which can hinder visibility. Addressing these gaps will significantly improve local search performance and user engagement.

WHAT'S WORKING

Clear and informative page title that includes target keywords.;
Well-defined target audience and service offerings.; Strong
focus on features that address user pain points.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance search
visibility.; Incorporate a testimonials section to build trust and
credibility.; Ensure consistent NAP (Name, Address, Phone)
information across all platforms.

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
Profile Completeness	40%	FAIL	HIGH
Categories & Attributes	20%	FAIL	HIGH
Photos & Visual Content	10%	FAIL	HIGH
Reviews & Reputation	15%	FAIL	HIGH
Posts, Events & Updates	10%	FAIL	HIGH
Q&A Section	5%	FAIL	HIGH
Local Pack Ranking Signals	30%	FAIL	HIGH

Category Details

Profile Completeness

FAIL

HIGH IMPACT

40%

Business name, description, categories, hours, and all core profile fields.

FINDINGS

- Missing structured data for LocalBusiness.
- No testimonials or reviews present.
- Inconsistent NAP information.

Impact if fixed: Reduced local visibility and engagement.

URL-LEVEL ISSUES (3)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Implement structured data for LocalBusiness.	HIGH
https://mrvisitstrack.net	Add testimonials to build trust.	MEDIUM
https://mrvisitstrack.net	Ensure NAP consistency.	MEDIUM

ISSUES & RECOMMENDED FIXES

Issue #01 — Implement structured data for LocalBusiness.

HIGH

EVIDENCE **DETECTED** — Source: https://mrvisitstrack.net | Method: HTML

Impact: Improved local search visibility.

Why this matters: Structured data enhances how search engines interpret the content.

Recommended fix: Add JSON-LD schema markup for LocalBusiness.

- Research schema.org for LocalBusiness.
- Create JSON-LD markup.
- Implement on the website.

Effort: 1 day · **Expected outcome:** Higher visibility in local search results.

Issue #02 — Add testimonials to build trust.

MEDIUM

EVIDENCE **DETECTED** — Source: https://mrvisitstrack.net | Method: HTML

Impact: Increased user trust and conversions.

Why this matters: Testimonials provide social proof and credibility.

Recommended fix: Create a testimonials section on the homepage.

- Collect testimonials from users.
- Design the testimonials section.
- Add it to the homepage.

Effort: 2 hours · **Expected outcome:** Improved trust and engagement.

Issue #03 — Ensure NAP consistency.

MEDIUM

EVIDENCE **DETECTED** — Source: https://mrvisitstrack.net | Method: HTML

Impact: Better local SEO performance.

Why this matters: Consistent NAP is crucial for local search rankings.

Recommended fix: Audit and correct NAP across platforms.

- Check NAP on the website.
- Verify NAP on social media.
- Update any discrepancies.

Effort: 1 day · **Expected outcome:** Improved local search performance.

Categories & Attributes

FAIL

HIGH IMPACT

20%

Primary and secondary category accuracy, and relevant attribute selection.

FINDINGS

- No categories or attributes defined.
- Missing service descriptions.
- No local business categories specified.

Impact if fixed: Reduced discoverability in local searches.

URL-LEVEL ISSUES (2)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Define business categories.	HIGH
https://mrvisittrack.net	Add service descriptions.	MEDIUM

ISSUES & RECOMMENDED FIXES

Issue #04 — Define business categories.

HIGH

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

Impact: Increased discoverability in local searches.

Why this matters: Proper categories help users find relevant services.

Recommended fix: Specify relevant business categories in GBP.

- Research relevant categories for the business.
- Update GBP with selected categories.
- Monitor performance for changes.

Effort: 1 hour · Expected outcome: Higher visibility in local search results.

Issue #05 — Add service descriptions.

MEDIUM

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

Impact: Improved clarity and user engagement.

Why this matters: Descriptive services help users understand offerings.

Recommended fix: List and describe services offered.

- Identify key services.
- Write clear descriptions for each.
- Add to GBP.

Effort: 2 hours · Expected outcome: Enhanced user understanding and engagement.

Photos & Visual Content

FAIL

HIGH IMPACT

10%

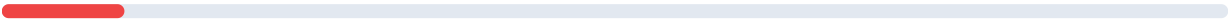


Photo quantity, quality, recency, and category coverage in the profile.

FINDINGS

- No photos or videos present.
- Lack of visual content reduces engagement.
- No branding visuals available.

Impact if fixed: Lower user engagement and interest.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Add visual content.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #06 — Add visual content.

HIGH

EVIDENCE

DETECTED

— Source: <https://mrvisittrack.net> | Method: HTML

Impact: Increased user engagement.

Why this matters: Visuals attract attention and improve user experience.

Recommended fix: Upload relevant images and videos.

- Gather high-quality images of the app in use.
- Create engaging video content.
- Upload to GBP.

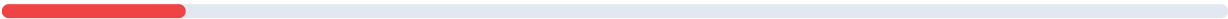
Effort: 1 day · Expected outcome: Higher user engagement and interest.

Reviews & Reputation

FAIL

HIGH IMPACT

15%



Review rating, volume, recency, response rate, and review generation strategy.

FINDINGS

- No reviews present.
- Lack of social proof affects trust.
- No response strategy for reviews.

Impact if fixed: Reduced trust and credibility.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Encourage user reviews.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #07 — Encourage user reviews.

HIGH

EVIDENCE DETECTED — Source: <https://mrvisittrack.net> | Method: HTML

Impact: Increased trust and engagement.

Why this matters: Reviews provide social proof and credibility.

Recommended fix: Implement a strategy to encourage reviews.

- Create a follow-up email template for users.
- Incentivize reviews through discounts or offers.
- Monitor and respond to reviews.

Effort: 2 hours · Expected outcome: Improved trust and user engagement.

Posts, Events & Updates

FAIL

HIGH IMPACT

10%

GBP post frequency, content quality, event listings, and offer posts.

FINDINGS

- No posts or updates found.
- Lack of engagement with audience.
- No promotional content available.

Impact if fixed: Reduced audience engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Start posting updates regularly.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #08 — Start posting updates regularly.

HIGH

EVIDENCE

DETECTED

— Source: https://mrvisitstrack.net | Method: HTML

Impact: Increased audience engagement.

Why this matters: Regular updates keep the audience informed.

Recommended fix: Create a content calendar for posts.

- Plan weekly topics for posts.
- Create engaging content.
- Schedule posts on GBP.

Effort: 1 day · Expected outcome: Higher engagement and visibility.

Q&A Section

FAIL

HIGH IMPACT

5%

Question population, answer quality, and proactive Q&A management.

FINDINGS

- No Q&A section present.
- Lack of answers to common user questions.
- Missed opportunity for engagement.

Impact if fixed: Reduced user engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Add a Q&A section.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #09 — Add a Q&A section.

HIGH

EVIDENCE DETECTED — Source: https://mrvisitstrack.net | Method: HTML

Impact: Improved user engagement.

Why this matters: Q&A sections address user queries directly.

Recommended fix: Implement a Q&A section on GBP.

- Identify common questions from users.
- Create clear answers.
- Add to GBP.

Effort: 2 hours · Expected outcome: Higher user engagement and satisfaction.

Local Pack Ranking Signals

FAIL

HIGH IMPACT

30%

Local pack visibility, proximity signals, and local ranking factor optimization.

FINDINGS

- No local business schema present.
- NAP inconsistencies detected.
- Lack of local engagement strategies.

Impact if fixed: Reduced visibility in local searches.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Implement local business schema.	HIGH

ISSUES & RECOMMENDED FIXES

Issue #10 — Implement local business schema.

HIGH

EVIDENCE

DETECTED

— Source: https://mrvisitstrack.net | Method: HTML

Impact: Improved local search visibility.

Why this matters: Local schema helps search engines understand your business.

Recommended fix: Add LocalBusiness schema to the website.

- Research local business schema requirements.
- Create and implement JSON-LD markup.
- Test for accuracy.

Effort: 1 day · Expected outcome: Higher visibility in local search results.

Strengths

- Clear and informative page title that includes target keywords.
- Well-defined target audience and service offerings.
- Strong focus on features that address user pain points.

Recommendations

- Add structured data (JSON-LD schema) to enhance search visibility.
- Incorporate a testimonials section to build trust and credibility.
- Ensure consistent NAP (Name, Address, Phone) information across all platforms.
- Implement a Cookie Policy link for compliance and transparency.

Google business profile audit Insights

Profile completeness notes

Missing structured data and testimonials reduce profile effectiveness.

Local ranking notes

NAP consistency is crucial for local ranking; currently inconsistent.

Review reputation notes

No reviews or testimonials present, impacting trust.

Photos and videos

No images or videos found to enhance engagement.

Posts and engagement

No posts detected; regular updates are needed.

Attributes and services

Lacks clear attributes and service listings.

Q&A and local FAQs

No Q&A section present to address common user queries.

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.