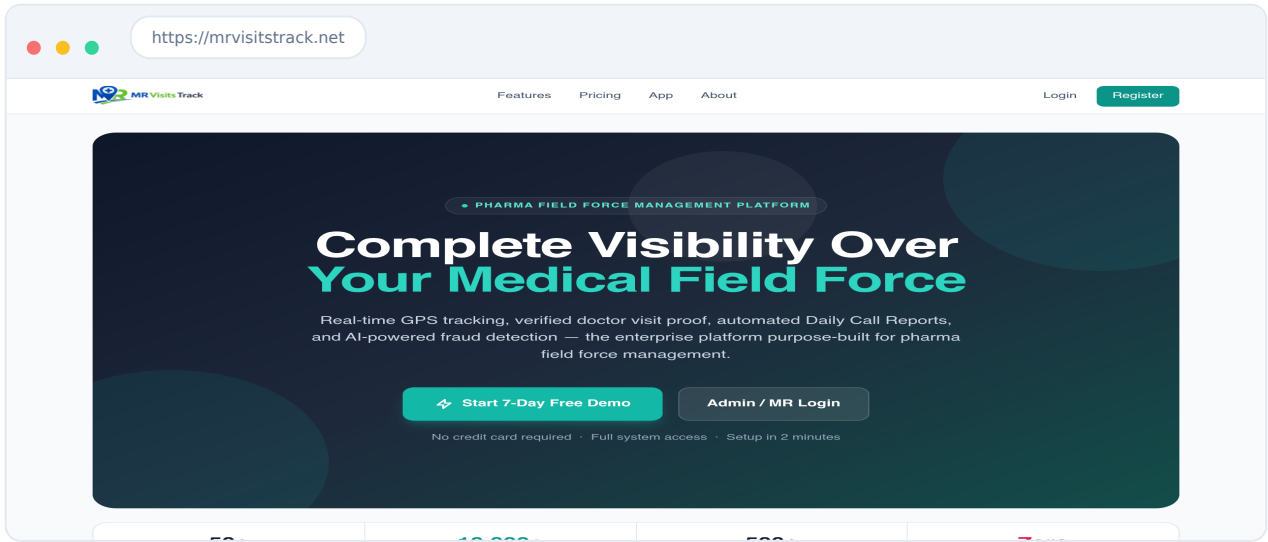




August 15, 2026

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Audit #163 · Generated 2026-08-15 17:53

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 internal linking structure

Days 15-30: Implement structured data

Days 31-60: Optimize anchor text

Days 61-90: Build trust signals

BUSINESS OPPORTUNITY — Boost visibility and engagement with improved internal linking and structured data.

ESTIMATED REVENUE OPPORTUNITY — ₹23,000/month due to weak internal linking and lack of 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

Weak internal linking to important pages **Improved visibility of key service pages.**

Increase internal links to weak pages to improve their visibility.

MEDIUM EFFORT ₹10,000/month **DETECTED**

- Identify weak pages with low internal links.
- Create relevant internal links from high-traffic pages.
- Monitor the performance of these pages post-implementation.

Missing structured data **Enhanced search engine visibility and click-through rates.**

Implement JSON-LD structured data for better AI visibility.

HIGH EFFORT ₹8,000/month **NOT VERIFIED**

- Research and define the appropriate schema types.
- Implement JSON-LD structured data on key pages.
- Test the structured data using Google's Rich Results Test.

Generic anchor text usage Increased relevance and SEO performance.

Use descriptive anchor text for internal links.

LOW EFFORT ₹5,000/month **DETECTED**

- Review existing internal links for generic text.
- Replace generic anchor text with relevant keywords.
- Ensure all internal links are contextually appropriate.

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

Start 7-Day Free Demo

SUGGESTED

Start Your Free 7-Day Demo Now

Adding 'Now' creates a sense of 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. Try the best MR tracking app for pharma in India.

The suggested version is more concise and focuses on key features while staying within the character limit.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add structured data	1 day	Improved search visibility	MEDIUM
Optimize anchor text	2 hours	Better SEO relevance	EASY
Revise H1 and Meta Description	1 hour	Higher click-through rates	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
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Days 1-14	Enhance internal linking structure. Identify weak pages Increase internal links Monitor performance	Improved visibility of weak pages.
Days 15-30	Implement structured data. Define schema types Add JSON-LD Test structured data	Higher search engine visibility.
Days 31-60	Optimize anchor text. Review internal links Update anchor text Monitor SEO performance	Increased relevance and traffic.
Days 61-90	Build trust signals. Add testimonials Enhance about page Create social proof	Improved user trust and engagement.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and resources.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain stable layout during loading.
INP	—	GOOD	User interactions are responsive. — Keep optimizing for fast interactions.

AI Visibility — ChatGPT · Gemini · Perplexity

35 / 100 — Medium Visibility

The site lacks structured data and brand mentions, limiting AI visibility. All major AI crawlers are allowed access.

CHATGPT	GEMINI	PERPLEXITY
30	25	20

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	40/100
LLM-Readable Content	50/100
FAQ Richness	0/100
Structured Entities	0/100
Schema for AI Agents	0/100
Brand Mention Frequency	0/100
Citation Likelihood	20/100
AI Crawler Access	100/100

Entity Linking	0/100
Content Freshness	0/100

WHY YOU'RE LOSING VISIBILITY

- No structured data present, limiting AI citation potential.
- No brand mentions detected.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.

HOW TO IMPROVE

- Implement JSON-LD structured data for key pages.
- Add brand mentions to improve recognition.
- Create FAQ sections to enhance content richness.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks first-hand experience signals.
Expertise	40/100	No author bios or expert content present.
Authoritativeness	30/100	No authoritative signals or citations.
Trustworthiness	50/100	Privacy and terms pages present, but no testimonials.

Overall E-E-A-T Score: 37/100

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

Executive Summary

The internal linking structure is limited, with weak pages lacking sufficient internal links. Enhancing anchor text and adding structured data can significantly improve SEO and user engagement.

WHAT'S WORKING

Clear and informative H1 that outlines the service.; Strong call-to-action buttons present throughout the page.; Well-defined target audience and service offerings.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD) to enhance search visibility.; Improve internal linking to weak pages to distribute PageRank effectively.; Incorporate descriptive anchor text for internal links to improve relevance.

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 and informative H1 that outlines the service.
- Strong call-to-action buttons present throughout the page.
- Well-defined target audience and service offerings.

Recommendations

- Add structured data (JSON-LD) to enhance search visibility.
- Improve internal linking to weak pages to distribute PageRank effectively.
- Incorporate descriptive anchor text for internal links to improve relevance.
- Create a testimonials section to build trust and credibility.

Internal linking audit Insights

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

Crawl covered 12 pages, identifying internal linking issues and weak pages.

Which important pages are under-linked relative to their business value

The downloads page has low internal links, limiting its visibility.

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.