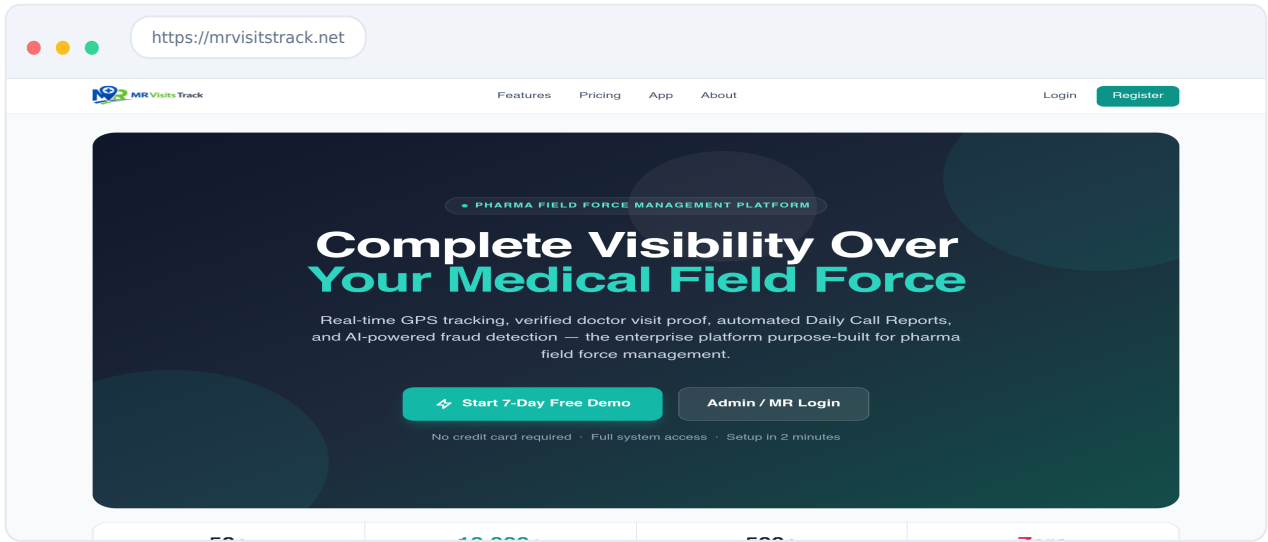




August 15, 2026

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PREPARED FOR

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<https://mrvisitstrack.net>

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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 visibility

Days 31-60: Refine CTAs

Days 61-90: Content enhancement

BUSINESS OPPORTUNITY — Enhance clarity and trust to boost conversions significantly.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month in lost conversions due to trust and clarity issues.

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 Trust Signals

Increased user trust and conversions.

Add a testimonials section to enhance credibility.

MEDIUM EFFORT

₹20,000/month

NOT VERIFIED

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

Missing Structured Data

Better visibility in search results.

Implement structured data to improve search visibility.

HIGH EFFORT

₹15,000/month

NOT VERIFIED

- Identify relevant schema types for the business.
- Implement JSON-LD structured data on the site.
- Test the implementation using Google's Structured Data Testing Tool.

Weak CTA Clarity Higher engagement and conversion rates.

Revise CTAs to be more action-oriented and urgent.

LOW EFFORT

₹10,000/month

INFERRED

- Review all CTAs on the page.
- Rewrite them to include urgency.
- A/B test the new CTAs against the old ones.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control of Your Medical Field Force Today!

The suggested headline is more action-oriented and emphasizes immediate benefits.

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

Track medical visits in real-time with our GPS app. Get daily reports and visit proof. Try MR Visits Track free for 7 days!

The suggested meta description is concise and highlights the trial offer, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update the H1 for clarity	1 hour	Improved user understanding of the offer	EASY
Revise the meta description	30 minutes	Higher click-through rates from search	EASY
Add a privacy policy link in the footer	15 minutes	Increased trust with users	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Enhance trust signals. Add testimonials section Collect user feedback	Increased user trust and engagement metrics.
Days 15-30	Improve visibility. Implement structured data Optimize meta tags	Higher search engine visibility and traffic.
Days 31-60	Refine CTAs. A/B test CTAs Analyze user interaction data	Improved conversion rates.
Days 61-90	Content enhancement. Add FAQ section Update content for clarity	Better user experience and reduced bounce rates.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and scripts.
CLS	—	GOOD	No significant layout shifts observed. — Maintain current practices.
INP	—	GOOD	User interactions are responsive. — Monitor for any future issues.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The page lacks structured data and brand mentions, which limits AI visibility. No FAQ or entity links are present.

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	25/100
LLM-Readable Content	35/100
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 found, reducing AI discoverability.
- No brand mentions limit authority signals.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Page content is generally clear.

HOW TO IMPROVE

- Implement structured data for better AI visibility.
- Add brand mentions throughout the content.
- Create a FAQ section to enhance content richness.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	No firsthand experience or user stories are presented.
Expertise	40/100	Lacks authoritative content or expert endorsements.
Authoritativeness	25/100	No external links or citations to establish authority.
Trustworthiness	50/100	Privacy policy is present, but lacks testimonials.

Overall E-E-A-T Score: 36/100

Top action: Add user testimonials and expert endorsements to build trust.

Executive Summary

The landing page for MR Visits Track lacks strong trust signals and clarity in its messaging. Improving the headline, CTA, and adding social proof can enhance user engagement and conversion rates.

WHAT'S WORKING

Clear focus on medical representative tracking features.; Offers a free demo, which can attract potential customers.; The page title includes relevant keywords for SEO.

WHAT NEEDS ATTENTION

Add testimonials or case studies to build trust.; Include structured data to enhance visibility in search results.; Improve the clarity and urgency of CTAs throughout the page.

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 focus on medical representative tracking features.
- Offers a free demo, which can attract potential customers.
- The page title includes relevant keywords for SEO.

Recommendations

- Add testimonials or case studies to build trust.
- Include structured data to enhance visibility in search results.
- Improve the clarity and urgency of CTAs throughout the page.
- Add a FAQ section to address common customer concerns.

Landing page audit Insights

Headline and message notes

The current H1 lacks urgency and clarity. A more action-oriented approach is recommended.

Offer value notes

The offer of a free demo is strong but needs clearer presentation.

CTA conversion notes

CTAs are present but lack urgency and clarity.

Social proof and testimonials

No testimonials or social proof sections were found.

Above-the-fold impact

The above-the-fold content is informative but could be more engaging.

Form and lead capture

No forms were detected on the landing page.

Urgency and clarity

Urgency is lacking in CTAs; this could be improved.

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.

AI Website
Audit Tool for
SEO,
Performance
& AI Visibility

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