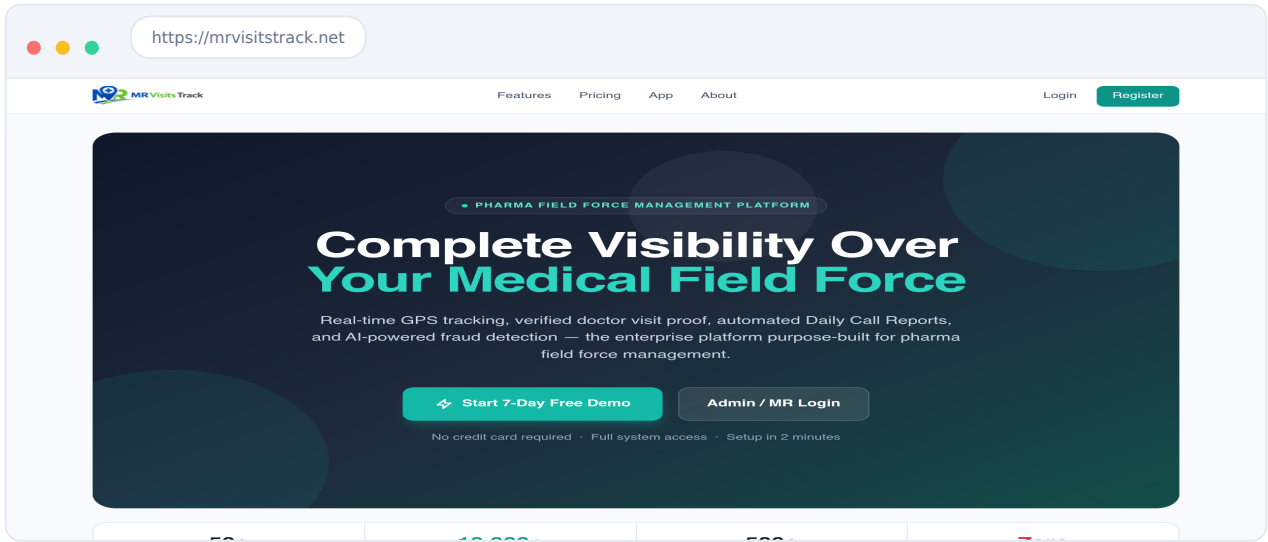




August 15, 2026

PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

PREPARED FOR

MR Pharma

mybestplugins@gmail.com

<https://mrvisitstrack.net>

Audit #159 · Generated 2026-08-15 17:52

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



GOOD

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

CLIENT SUMMARY

FIX FIRST

- 1. Lead Capture Forms
- 2. CTA Design & Effectiveness
- 3. Landing Page Optimization
- 4. Trust & Credibility Signals

30/60/90-DAY PLAN

Days 1-14: Enhance trust signals

Days 15-30: Improve SEO and visibility

Days 31-60: Optimize CTAs

Days 61-90: Monitor and adjust

BUSINESS OPPORTUNITY — Enhance lead capture with improved CTAs and trust signals.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month in lost conversions from trust signals and CTA effectiveness.

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 conversion rates.

Add a testimonials section near the pricing area.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Collect testimonials from existing clients.
- Design a visually appealing testimonials section.
- Place the section prominently on the pricing page.

Missing Structured Data Enhanced visibility in search results.

Implement JSON-LD schema for Organization and Product.

MEDIUM EFFORT

₹15,000/month

NOT VERIFIED

- Create a JSON-LD schema for the organization.
- Add product schema for the tracking app.
- Test the schema using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

Ineffective CTA Placement Higher engagement and demo sign-ups.

Reposition CTAs to be above the fold.

LOW EFFORT

₹10,000/month

DETECTED

- Analyze current layout to identify optimal CTA placement.
- Update the webpage design to move CTAs up.
- Test the new layout for user engagement.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Field Force

The suggested headline emphasizes control and action, appealing more directly to the target audience's needs.

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Get Started with Your Free 7-Day Demo

The revised CTA is more inviting and action-oriented, encouraging immediate engagement.

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 in India today!

The new meta description is concise, includes a call to action, and highlights key features, 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 cookie policy link	15 minutes	Increased transparency and trust	EASY
Reword CTAs for clarity	1 hour	Higher engagement rates	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Enhance trust signals. Collect and display testimonials Add cookie policy	Increased user trust and engagement.
Days 15-30	Improve SEO and visibility. Implement structured data Optimize meta tags	Better search engine visibility.
Days 31-60	Optimize CTAs. Reposition CTAs Test new CTA wording	Higher conversion rates.
Days 61-90	Monitor and adjust. Analyze user engagement Refine strategies based on data	Improved overall site performance.

Core Web Vitals

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

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and brand mentions, limiting AI visibility. All AI crawlers are allowed 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
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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 or FAQ schema present.
- No brand mentions found.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.

HOW TO IMPROVE

1. Implement structured data for Organization and Product.
2. Add FAQ schema to improve content richness.
3. Increase brand mentions throughout the content.
4. Create a sitemap to enhance crawlability.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks firsthand experience signals such as case studies.
Expertise	40/100	Limited demonstration of subject expertise in content.
Authoritativeness	30/100	No authoritative signals like expert authors or citations.
Trustworthiness	50/100	Privacy policy and terms present, but lacking testimonials.

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

Top action: Add client testimonials and case studies to enhance trust and authority.

Executive Summary

The MR Visits Track website has a solid foundation but lacks key trust signals and effective CTAs that could significantly improve lead generation. Addressing these gaps can enhance user engagement and conversion rates.

WHAT'S WORKING

Clear value proposition in the H1.; Multiple CTAs encourage user engagement.; Presence of a privacy policy and terms of service.

WHAT NEEDS ATTENTION

Add testimonials or case studies to build trust.; Incorporate structured data for better SEO and AI visibility.; Improve the visibility of CTAs by placing them above the fold.

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
Lead Capture Forms	0%	FAIL	HIGH
CTA Design & Effectiveness	50%	FAIL	HIGH
Landing Page Optimization	40%	FAIL	HIGH
Trust & Credibility Signals	50%	FAIL	HIGH
Lead Nurturing Setup	30%	FAIL	HIGH
Traffic Quality & Sources	60%	FAIL	MEDIUM
Conversion Funnel Health	50%	FAIL	HIGH

Category Details

Lead Capture Forms

FAIL

HIGH IMPACT

0%

Form design, field count, placement, and friction in lead submission.

FINDINGS

- No lead capture forms detected.
- Consider adding forms for demo requests.
- Implement form validation for better user experience.

Impact if fixed: Missed opportunities for lead capture.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	No lead capture forms	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — No lead capture forms

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Missed opportunities for lead capture.

Why this matters: Lead forms are essential for converting visitors into leads.

Recommended fix: Implement lead capture forms for demo requests.

- Design a simple lead capture form.
- Integrate the form into the homepage.
- Test the form for functionality.

Effort: 1 day · Expected outcome: Increased lead generation.

CTA Design & Effectiveness

FAIL

HIGH IMPACT

50%

CTA visibility, copy quality, placement, and conversion-driving effectiveness.

FINDINGS

- CTAs are present but not prominently placed.
- Consider revising CTA text for clarity.
- Add more CTAs throughout the page.

Impact if fixed: Low engagement with current CTAs.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	CTAs lack visibility	HIGH

ISSUES & RECOMMENDED FIXES

Issue #02 — CTAs lack visibility

HIGH

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

Impact: Low engagement with current CTAs.

Why this matters: Effective CTAs are crucial for driving conversions.

Recommended fix: Reposition CTAs to be above the fold.

- Analyze current layout for optimal CTA placement.
- Update the webpage design to move CTAs up.
- Test the new layout for user engagement.

Effort: 2 hours · Expected outcome: Higher conversion rates.

Landing Page Optimization

FAIL

HIGH IMPACT

40%

Dedicated landing page quality, message match, and conversion optimization.

FINDINGS

- Landing pages lack optimization for conversions.
- No clear messaging on landing pages.
- Consider adding trust signals on landing pages.

Impact if fixed: Low conversion rates from landing pages.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Landing pages lack optimization	HIGH

ISSUES & RECOMMENDED FIXES

Issue #03 — Landing pages lack optimization

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Low conversion rates from landing pages.

Why this matters: Optimized landing pages are essential for effective lead generation.

Recommended fix: Revise landing pages to improve messaging and add trust signals.

- Review current landing page content.
- Incorporate clear messaging and trust signals.
- Test landing pages for user engagement.

Effort: 1 day · Expected outcome: Increased conversion rates.

Trust & Credibility Signals

FAIL

HIGH IMPACT

50%

Testimonials, case studies, certifications, and social proof that reduce purchase anxiety.

FINDINGS

- Lacks testimonials and social proof.
- No visible trust badges or certifications.
- Consider adding a privacy policy link.

Impact if fixed: Reduced user trust and conversion potential.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Lack of trust signals	HIGH

ISSUES & RECOMMENDED FIXES

Issue #04 — Lack of trust signals

HIGH

EVIDENCE

DETECTED

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

Impact: Reduced user trust and conversion potential.

Why this matters: Trust signals are crucial for converting visitors.

Recommended fix: Add a testimonials section and trust badges.

- Collect testimonials from satisfied clients.
- Design a section to display these testimonials.
- Include trust badges from recognized organizations.

Effort: 1 day · Expected outcome: Increased user trust and conversions.

Lead Nurturing Setup

FAIL

HIGH IMPACT

30%



Email sequences, CRM integration, lead scoring, and follow-up automation.

FINDINGS

- No lead nurturing strategy detected.
- Consider implementing a follow-up email sequence.
- Use CRM tools for better lead management.

Impact if fixed: Missed opportunities for lead engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	No lead nurturing strategy	HIGH

ISSUES & RECOMMENDED FIXES

Issue #05 — No lead nurturing strategy

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Missed opportunities for lead engagement.

Why this matters: Nurturing leads is essential for converting them into customers.

Recommended fix: Implement a follow-up email sequence for leads.

- Create a series of follow-up emails.
- Set up an automated email system.
- Monitor engagement and adjust content as needed.

Effort: 2 days · Expected outcome: Improved lead engagement.

Traffic Quality & Sources

FAIL

MEDIUM IMPACT

60%

Traffic source diversity, quality signals, and alignment between traffic and offers.

FINDINGS

- Traffic sources need diversification.
- Consider using targeted ads for better reach.
- Analyze user behavior to improve targeting.

Impact if fixed: Limited audience reach and engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Traffic sources need diversification	MEDIUM

ISSUES & RECOMMENDED FIXES

Issue #06 — Traffic sources need diversification

MEDIUM

EVIDENCE

NOT VERIFIED

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

Impact: Limited audience reach and engagement.

Why this matters: Diverse traffic sources can enhance lead generation.

Recommended fix: Implement targeted advertising strategies.

- Research target audience demographics.
- Create targeted ad campaigns.
- Monitor ad performance and adjust as necessary.

Effort: 1 week · Expected outcome: Increased traffic and lead generation.

Conversion Funnel Health

FAIL

HIGH IMPACT

50%

Full-funnel visibility, drop-off points, and funnel stage conversion rates.

FINDINGS

- Funnel lacks clear tracking mechanisms.
- Consider implementing analytics tools.
- Analyze drop-off points for optimization.

Impact if fixed: Ineffective tracking of user engagement.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Funnel lacks tracking mechanisms	HIGH

ISSUES & RECOMMENDED FIXES

Issue #07 — Funnel lacks tracking mechanisms

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Ineffective tracking of user engagement.

Why this matters: Tracking user behavior is essential for optimizing the funnel.

Recommended fix: Implement Google Analytics for tracking.

- Set up Google Analytics account.
- Integrate tracking code into the website.
- Monitor user behavior and adjust strategies.

Effort: 1 day · Expected outcome: Improved tracking of user engagement.

Strengths

- Clear value proposition in the H1.
- Multiple CTAs encourage user engagement.
- Presence of a privacy policy and terms of service.

Recommendations

- Add testimonials or case studies to build trust.
- Incorporate structured data for better SEO and AI visibility.
- Improve the visibility of CTAs by placing them above the fold.
- Include a cookie policy to enhance transparency.

Lead generation & CRO audit Insights

Lead form audit notes

No lead capture forms were detected on the page.

CTA effectiveness notes

CTAs are present but lack visibility and effectiveness.

Lead magnet and offer notes

No lead magnets were identified on the site.

Nurture sequence notes

No nurturing sequence was detected.

Funnel analytics and tracking

No funnel analytics were found; consider implementing tracking tools.

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

Ram agency LLC

mybestplugins@gmail.com

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