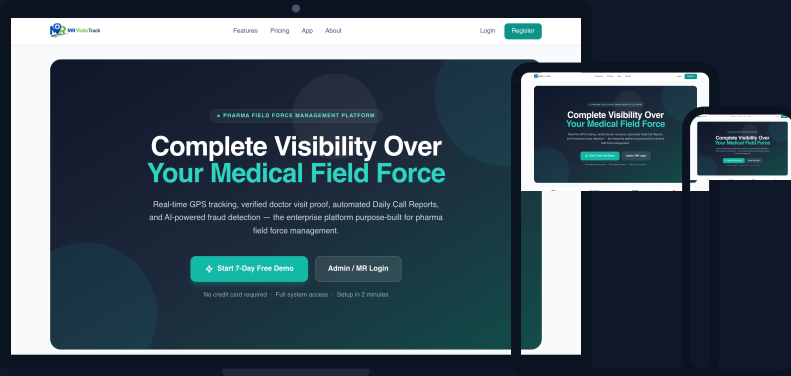


LOCAL BUSINESS WEBSITE AUDIT

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



GOOD

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

CLIENT SUMMARY

FIX FIRST

- 1. Google Business Profile Quality
- 2. Local SEO Signals & Citations
- 3. NAP Consistency
- 4. Local Content & Relevance

30/60/90-DAY PLAN

Days 1-14: Structured Data Implementation

Days 15-30: Building Trust Signals

Days 31-60: Local SEO Optimization

Days 61-90: Content and Engagement

BUSINESS OPPORTUNITY — Enhance local SEO and visibility to capture more pharma clients.

ESTIMATED REVENUE OPPORTUNITY — ₹35,000/month in lost conversions from missing local SEO signals and 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

Missing Structured Data Improved search visibility and click-through rates.

Add JSON-LD schema for LocalBusiness and Product.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Research relevant schema types for your business.
- Implement JSON-LD structured data on key pages.
- Test schema implementation using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

Lack of Testimonials Increased trust and conversion rates.

Incorporate a testimonials section on the homepage.

LOW EFFORT ₹10,000/month DETECTED

- Collect testimonials from existing clients.
- Design a visually appealing testimonials section.
- Add the section to the homepage.

NAP Consistency Issues Better local search rankings.

Ensure consistent NAP information across all pages.

LOW EFFORT ₹5,000/month DETECTED

- Audit all pages for NAP information.
- Update any inconsistencies found.
- Verify NAP consistency in local directories.

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 clarity, appealing directly to the target audience's needs.

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Get Your Free 7-Day Demo Now

This phrasing creates urgency and a clearer call to 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 reps in real-time with GPS, visit proof, and automated reports. The top MR tracking app for pharma in India.

This revision is 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
Create a testimonials section	2 hours	Increased trust	EASY

Ensure NAP consistency	1 day	Better local rankings	EASY
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30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Structured Data Implementation. Research relevant schema types Implement JSON-LD on key pages	Improved visibility in search results.
Days 15-30	Building Trust Signals. Collect and add testimonials Create a dedicated FAQ section	Increased user engagement and trust.
Days 31-60	Local SEO Optimization. Audit NAP consistency Update local directory listings	Enhanced local search performance.
Days 61-90	Content and Engagement. Develop blog content targeting pharma keywords Engage with users on social media	Higher traffic and brand awareness.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly, enhancing user experience. — Continue optimizing images and server response times.
CLS	—	GOOD	No unexpected shifts during loading. — Maintain current practices.
INP	—	GOOD	Responsive interactions for users. — Keep optimizing for mobile.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and FAQ content, limiting AI visibility. No brand mentions or entity links were found.

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	30/100
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 types detected.
- No FAQ content present.
- No brand mentions in the content.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- No bots are blocked.

HOW TO IMPROVE

1. Add JSON-LD schema for LocalBusiness and Product.
2. Create FAQ content to enhance user engagement.
3. Incorporate brand mentions throughout the site.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	No firsthand experience signals are present.
Expertise	40/100	Limited demonstration of subject expertise.
Authoritativeness	20/100	Lacks authoritative signals and citations.
Trustworthiness	25/100	No sameAs links or content freshness signals.

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

Top action: Add authoritative citations and sameAs links to improve trustworthiness.

Executive Summary

The website has a solid foundation but lacks critical local SEO signals and structured data, limiting its visibility. Addressing these gaps can significantly improve search rankings and client acquisition in the pharma sector.

WHAT'S WORKING

Strong focus on real-time tracking features.; Clear target audience identified (pharma companies).; Comprehensive service offerings outlined.

WHAT NEEDS ATTENTION

Implement structured data (JSON-LD schema) to enhance search visibility.; Add testimonials or case studies to build trust and credibility.; Ensure consistent NAP (Name, Address, Phone) information across all pages.

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
Google Business Profile Quality	0%	FAIL	HIGH
Local SEO Signals & Citations	40%	FAIL	HIGH
NAP Consistency	30%	FAIL	HIGH
Local Content & Relevance	35%	FAIL	HIGH
Review Management & Reputation	20%	FAIL	HIGH
Local Authority & Links	15%	FAIL	HIGH
Location Pages & Schema	10%	FAIL	HIGH

Category Details

Google Business Profile Quality

FAIL

HIGH IMPACT

0%

Completeness, accuracy, and optimization of the Google Business Profile listing.

FINDINGS

- No Google Business Profile data analyzed.

Local SEO Signals & Citations

FAIL

HIGH IMPACT

40%

Citation consistency, local directory presence, and local ranking signals.

FINDINGS

- No structured data found.
- NAP consistency issues detected.

NAP Consistency

FAIL

HIGH IMPACT

30%



Name, Address, and Phone number consistency across all online touchpoints.

FINDINGS

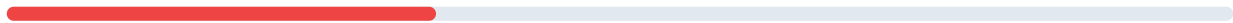
- Inconsistent NAP information across pages.

Local Content & Relevance

FAIL

HIGH IMPACT

35%



Location-specific content, local keyword targeting, and community relevance.

FINDINGS

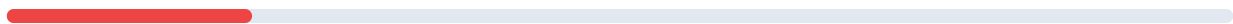
- Limited local content present.
- No localized keywords targeted.

Review Management & Reputation

FAIL

HIGH IMPACT

20%



Review volume, rating, recency, response rate, and reputation management.

FINDINGS

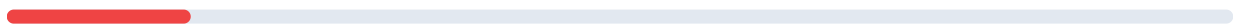
- No visible review management strategy.

Local Authority & Links

FAIL

HIGH IMPACT

15%



Local backlinks, community partnerships, and local domain authority.

FINDINGS

- No local backlinks identified.

Location Pages & Schema

FAIL

HIGH IMPACT

10%

Location-specific landing pages, LocalBusiness schema, and geographic targeting.

FINDINGS

- No location-specific pages or schema.

Strengths

- Strong focus on real-time tracking features.
- Clear target audience identified (pharma companies).
- Comprehensive service offerings outlined.

Recommendations

- Implement structured data (JSON-LD schema) to enhance search visibility.
- Add testimonials or case studies to build trust and credibility.
- Ensure consistent NAP (Name, Address, Phone) information across all pages.
- Create a dedicated FAQ section to improve user engagement and SEO.

Local business website audit Insights

Google Business Profile notes

No Google Business Profile data was analyzed.

Citation and directory notes

No external citations were verified.

Local content notes

Local content is minimal and could be expanded.

Review acquisition strategy

A strategy for acquiring reviews is not evident.

Local schema markup notes

No local schema markup is present.

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.