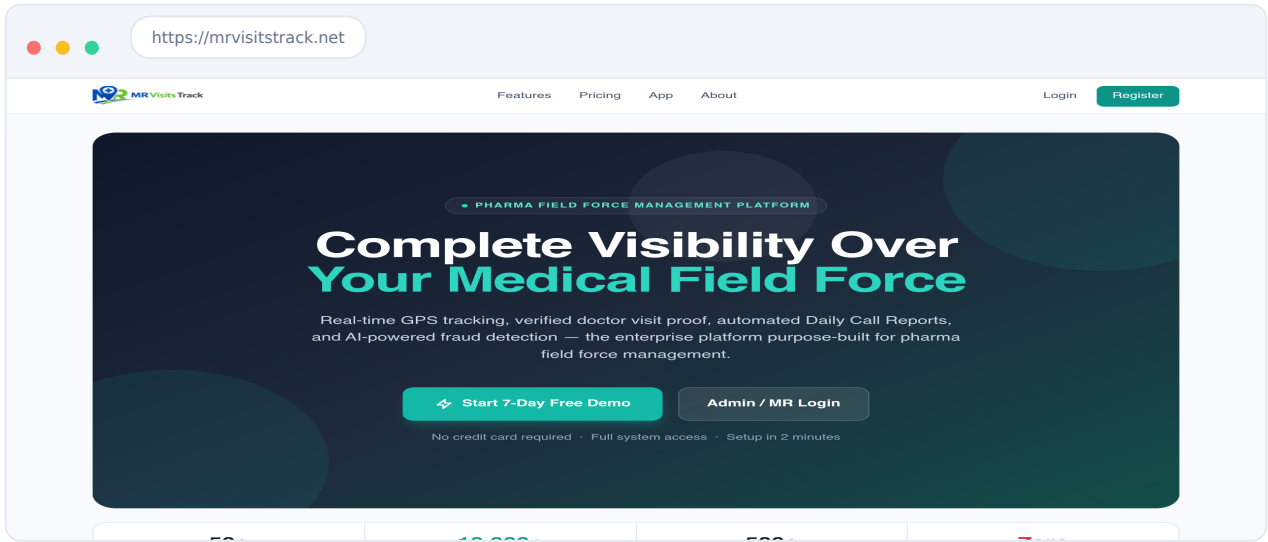




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PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

PREPARED FOR

MR Pharma

mybestplugins@gmail.com

<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

FAIR

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

CLIENT SUMMARY

FIX FIRST

- **1. NAP Consistency & Citations**
- **2. Local Schema & Map-Pack Readiness**
- **3. Reviews & Nearby Competitors**

30/60/90-DAY PLAN

Days 1-14: Implement local SEO improvements

Days 15-30: Enhance user trust signals

Days 31-60: Monitor and optimize local SEO performance

Days 61-90: Expand content and visibility strategies

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

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month in lost conversions from missing local SEO 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 LocalBusiness schema Improved local search visibility.

Add LocalBusiness schema to the homepage.

MEDIUM EFFORT

₹20,000/month

NOT VERIFIED

- Research LocalBusiness schema requirements.
- Implement schema markup in JSON-LD format.
- Test the schema using Google's Structured Data Testing Tool.

Lack of map-pack readiness Increased local search traffic.

Include geo coordinates and opening hours.

MEDIUM EFFORT

₹15,000/month

NOT VERIFIED

- Determine accurate geo coordinates.
- Add opening hours to the website.
- Embed a Google Map on the contact page.

Fix Next · Medium Impact

No testimonials section Enhanced trust and user engagement.

Create and add a testimonials section to the homepage.

LOW EFFORT

₹10,000/month

NOT VERIFIED

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

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Gain Complete Control Over Your Medical Field Force

This rewrite emphasizes control and action, appealing more directly to potential users.

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

Track medical reps in real-time with GPS, visit proof, and daily reports. Try the best MR tracking app for pharma in India!

This version is concise and maintains key features while enhancing clarity and urgency.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add structured data for reviews	1 day	Improved visibility in search results.	MEDIUM
Create a testimonials section	2 hours	Increased user trust.	EASY
Update meta description	30 minutes	Better click-through rates.	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Implement local SEO improvements. Add LocalBusiness schema. Include geo coordinates and opening hours.	Increased local search visibility.
Days 15-30	Enhance user trust signals. Create a testimonials section. Add structured data for reviews.	Higher engagement and conversion rates.
Days 31-60	Monitor and optimize local SEO performance. Review Google Analytics for traffic changes. Adjust strategies based on performance data.	Improved local traffic and conversions.
Days 61-90	Expand content and visibility strategies. Develop blog content targeting local keywords. Engage in local citation building.	Increased brand authority and reach.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue optimizing images and server response times.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices to ensure stability.
INP	—	GOOD	Interactions are responsive and quick. — Monitor for any future performance issues.

AI Visibility — ChatGPT · Gemini · Perplexity

10 / 100 — Low Visibility

The site lacks structured data and brand mentions, severely limiting AI visibility. All AI crawlers are allowed, but no schema or FAQ content is present.

CHATGPT	GEMINI	PERPLEXITY
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5	5	5
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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 found.
- No FAQ content present.
- No brand mentions detected.

VISIBILITY STRENGTHS

- All AI crawlers are allowed access.

HOW TO IMPROVE

1. Add LocalBusiness schema with geo coordinates.
2. Create FAQ content to enhance user engagement.
3. Include structured data for reviews.
4. Mention the brand consistently throughout the content.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No firsthand experience signals are present.
Expertise	30/100	Limited subject expertise signals; no author bios.
Authoritativeness	25/100	Lacks authoritative signals; no citations.
Trustworthiness	20/100	No trust signals such as reviews or testimonials.

Overall E-E-A-T Score: 24/100

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

Executive Summary

The website lacks critical local SEO signals such as LocalBusiness schema and map-pack readiness. Addressing these gaps can significantly improve visibility in local search results, attracting more clients in the pharma industry.

WHAT'S WORKING

Clear focus on medical representative tracking services.;
Strong call-to-action buttons encouraging user engagement.;
Detailed feature descriptions that highlight app capabilities.

WHAT NEEDS ATTENTION

Implement LocalBusiness schema to enhance local search visibility.; Add geo coordinates and opening hours for map-pack readiness.; Create a testimonials section to build trust and credibility.

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
NAP Consistency & Citations	60%	FAIL	HIGH
Local Schema & Map-Pack Readiness	0%	FAIL	HIGH
Reviews & Nearby Competitors	20%	FAIL	HIGH

Category Details

NAP Consistency & Citations

FAIL

HIGH IMPACT

60%

Real name/address/phone consistency checked across this site's own crawled pages, plus standard best-practice guidance for building citations on major directories (not independently verified by this tool).

FINDINGS

- Address is consistent across crawled pages.
- Phone number data is insufficient to verify.
- No citations found on the website.

Impact if fixed: Inconsistent NAP can harm local search rankings.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Insufficient phone number data	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — Insufficient phone number data

HIGH

EVIDENCE NOT VERIFIED — Source: https://mrvisitstrack.net | Method: Crawl

Impact: Potential customers cannot contact you easily.

Why this matters: Clear contact information is essential for local SEO.

Recommended fix: Add a visible phone number to the homepage and all relevant pages.

- Determine the primary contact number.
- Add the phone number to the header or footer.
- Ensure the number is clickable on mobile devices.

Effort: 30 minutes · **Expected outcome:** Improved customer contact and local SEO.

Local Schema & Map-Pack Readiness

FAIL

HIGH IMPACT

0%

Real LocalBusiness schema completeness and real map-pack readiness signals (geo coordinates, opening hours, embedded map) — not a fabricated ranking.

FINDINGS

- LocalBusiness schema is missing.
- Geo coordinates are not provided.
- Opening hours are not listed.

Impact if fixed: Missing schema limits local search visibility.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitsrack.net	Missing LocalBusiness schema	HIGH

ISSUES & RECOMMENDED FIXES

Issue #02 — Missing LocalBusiness schema

HIGH

EVIDENCE NOT VERIFIED — Source: https://mrvisitsrack.net | Method: Crawl

Impact: Limits visibility in local search results.

Why this matters: Schema helps search engines understand your business.

Recommended fix: Implement LocalBusiness schema with required fields.

- Research LocalBusiness schema requirements.
- Add schema markup to the homepage.
- Test the schema using Google's Structured Data Testing Tool.

Effort: 1 day · Expected outcome: Enhanced local search visibility.

Reviews & Nearby Competitors

FAIL

HIGH IMPACT

20%

Real Review/AggregateRating schema and testimonial content, plus a real signal-by-signal comparison against a named competitor when one was provided.

FINDINGS

- No review schema is present.
- Testimonials section is missing.
- Competitor has testimonial content.

Impact if fixed: Lack of reviews can deter potential customers.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	No review schema present	HIGH

ISSUES & RECOMMENDED FIXES

Issue #03 — No review schema present

HIGH

EVIDENCE NOT VERIFIED — Source: https://mrvisitstrack.net | Method: Crawl

Impact: Missing reviews can reduce trust.

Why this matters: Review schema enhances visibility and credibility.

Recommended fix: Add review schema to showcase customer feedback.

- Collect customer reviews.
- Implement review schema markup.
- Test the schema using Google's Structured Data Testing Tool.

Effort: 1 day · Expected outcome: Improved trust and visibility.

Strengths

- Clear focus on medical representative tracking services.
- Strong call-to-action buttons encouraging user engagement.
- Detailed feature descriptions that highlight app capabilities.

Recommendations

- Implement LocalBusiness schema to enhance local search visibility.
- Add geo coordinates and opening hours for map-pack readiness.
- Create a testimonials section to build trust and credibility.
- Ensure NAP consistency across all pages for better local SEO.
- Add structured data for reviews to improve search appearance.

Local SEO audit Insights

Standard best-practice guidance for local citation building (explicitly not a verified directory check)

Focus on building citations in relevant local directories, ensuring NAP consistency across all platforms, and engaging with local industry publications for backlinks.

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.