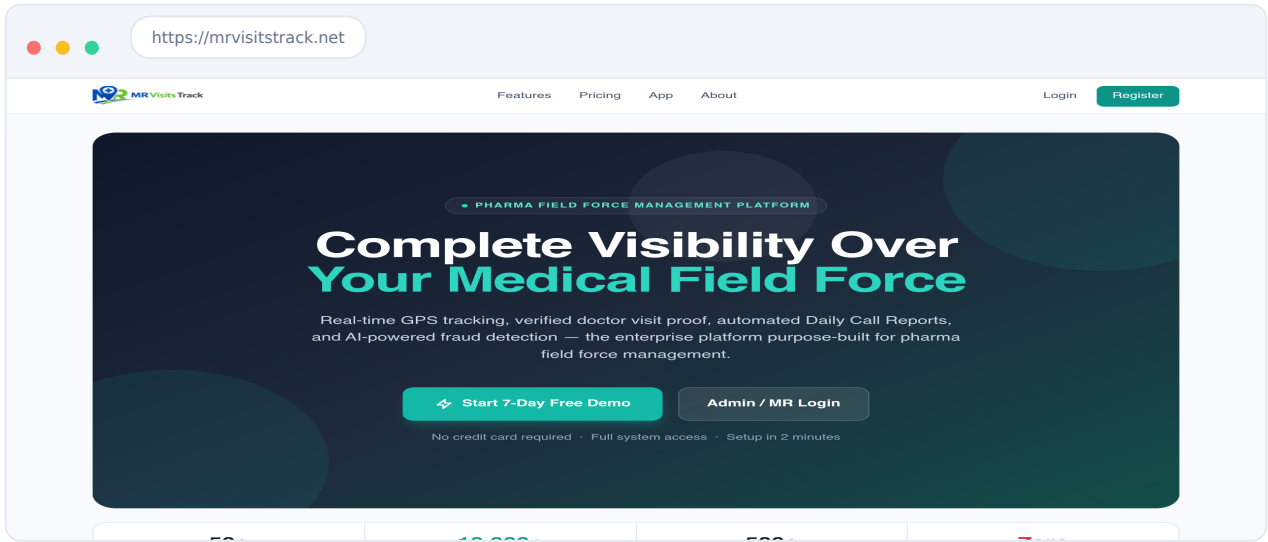




August 15, 2026

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PREPARED FOR

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Audit #158 · Generated 2026-08-15 17:51

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

30/60/90-DAY PLAN

Days 1-14: Enhance structured data and SEO

Days 15-30: Build trust and credibility

Days 31-60: Improve mobile usability

Days 61-90: Monitor performance and iterate

BUSINESS OPPORTUNITY — Enhance mobile usability to boost conversions and engagement.

ESTIMATED REVENUE OPPORTUNITY — ₹40,000/month in lost conversions from missing structured data and testimonials.

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 Improves visibility in search results.

Add JSON-LD schema markup to enhance search visibility.

MEDIUM EFFORT ₹20,000/month **DETECTED**

- Identify key schema types relevant to your content.
- Implement JSON-LD structured data in the website's header.
- Test the schema using Google's Structured Data Testing Tool.

No Testimonials Section Builds trust with potential customers.

Create a testimonials section to showcase user feedback.

LOW EFFORT ₹15,000/month **DETECTED**

- Collect testimonials from existing users.
- Design a visually appealing section for the homepage.
- Integrate the section into the existing layout.

Fix Next · Medium Impact

Lack of Alt Text for Images Enhances SEO and accessibility.

Add descriptive alt text to all images.

LOW EFFORT ₹5,000/month DETECTED

- Review all images on the site.
- Write concise and descriptive alt text for each image.
- Update the HTML to include the alt attributes.

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 to the target audience's needs.

CTA BUTTON

CURRENT
Start Free 7-Day Demo

SUGGESTED
Try Our Free 7-Day Demo Now

The suggested CTA adds urgency and a direct call to action, 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. Discover the best MR tracking app for pharma in India.

This rewrite is concise and highlights key features while maintaining the character limit.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add alt text to images	1 hour	Improved SEO and accessibility	EASY
Rewrite meta description	30 minutes	Better click-through rates	EASY
Update CTA text	15 minutes	Increased user engagement	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
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Days 1-14	Enhance structured data and SEO. Add JSON-LD schema markup Optimize meta tags	Increased visibility in search results
Days 15-30	Build trust and credibility. Implement testimonials section Gather user feedback	Higher conversion rates from trust signals
Days 31-60	Improve mobile usability. Ensure all CTAs are tappable Test mobile responsiveness	Enhanced user experience on mobile devices
Days 61-90	Monitor performance and iterate. Analyze user engagement metrics Adjust strategies based on data	Continuous improvement in user engagement

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	NEEDS IMPROVEMENT	Page load times are slower than ideal. — Optimize images and reduce server response times.
CLS	—	GOOD	Page layout is stable during loading. — Maintain layout consistency.
INP	—	NEEDS IMPROVEMENT	User interactions are delayed. — Minimize JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and brand mentions, limiting AI visibility. Access for AI crawlers is unrestricted, but no schema or FAQ content is present.

ChatGPT	Gemini	Perplexity
15	20	10

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	20/100
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 or schema types found.
- No FAQ content present.
- Brand mention count is zero.

VISIBILITY STRENGTHS

- Unrestricted access for AI crawlers.
- Clear page title and meta description.

HOW TO IMPROVE

1. Add JSON-LD schema markup for Organization and Product types.
2. Create FAQ content to enhance user engagement and visibility.
3. Increase brand mentions throughout the content.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks user testimonials and real-world examples.
Expertise	50/100	Content demonstrates some industry knowledge but lacks depth.
Authoritativeness	20/100	No authoritative signals or citations present.
Trustworthiness	40/100	Privacy and terms of service are present, but no user reviews.

Overall E-E-A-T Score: 35/100

Top action: Add testimonials and authoritative content to enhance trust.

Executive Summary

The MR Visits Track website has a solid foundation but lacks critical mobile usability features and structured data. Addressing these gaps can significantly enhance user experience and improve search visibility.

WHAT'S WORKING

Clear and relevant page title for SEO.; Strong focus on key features like GPS tracking and visit proof.; Well-defined target audience of pharma companies.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance search visibility.; Implement a testimonials section to build trust and credibility.; Optimize images with alt text for better accessibility and SEO.

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 relevant page title for SEO.
- Strong focus on key features like GPS tracking and visit proof.
- Well-defined target audience of pharma companies.

Recommendations

- Add structured data (JSON-LD schema) to enhance search visibility.
- Implement a testimonials section to build trust and credibility.
- Optimize images with alt text for better accessibility and SEO.
- Improve mobile usability by ensuring all CTAs are easily tappable.

Mobile experience audit Insights

Responsive design notes

The site is responsive but may have usability issues on smaller screens.

Touch usability notes

Some CTA buttons may be too small for easy tapping.

Mobile speed notes

Page load times need improvement for better mobile performance.

Mobile content and readability

Content is generally readable, but could benefit from better formatting on mobile.

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.