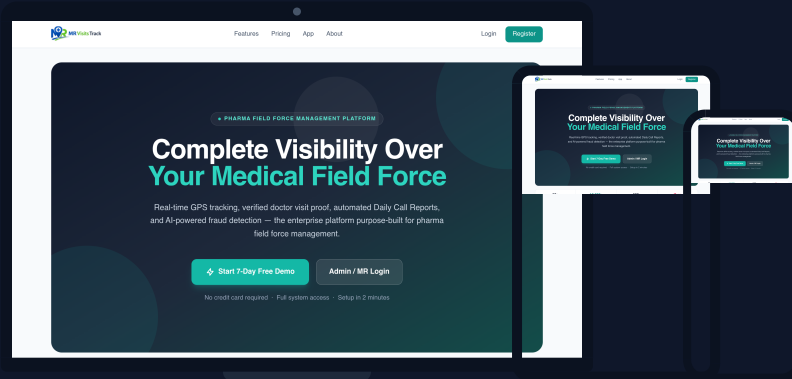


MR Pharma

<https://mrvisittrack.net>



August 15, 2026

● PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

● PREPARED FOR

MR Pharma

mybestplugins@gmail.com

<https://mrvisittrack.net>

Audit #153 · Generated 2026-08-15 17:48

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

FIX FIRST

- 1. Core Web Vitals (LCP, INP, CLS)

30/60/90-DAY PLAN

- Days 1-14: Performance Optimization
- Days 15-30: Structured Data Implementation
- Days 31-60: User Engagement Enhancement
- Days 61-90: Ongoing Performance Monitoring

BUSINESS OPPORTUNITY — Unlock ₹30,000/month by optimizing site speed and AI visibility.

ESTIMATED REVENUE OPPORTUNITY — ₹30,000/month in lost conversions due to slow load times and missing 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

Slow loading performance Improved user experience and reduced bounce rates.

Optimize images and leverage browser caching to improve load times.

MEDIUM EFFORT ₹15,000/month **MEASURED**

- Compress images without losing quality.
- Implement caching strategies for static resources.
- Minimize JavaScript and CSS files.

Missing structured data Enhanced search engine visibility and click-through rates.

Add JSON-LD schema markup for better AI visibility.

LOW EFFORT ₹10,000/month **DETECTED**

- Identify relevant schema types for the business.
- Implement structured data in the website's header.
- Test the schema using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

No FAQ section present Increased engagement and reduced user frustration.

Create an FAQ section to address common queries.

MEDIUM EFFORT ₹5,000/month **NOT VERIFIED**

- Research common questions from users.
- Draft clear and concise answers.
- Place the FAQ section prominently on the page.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Complete Control Over Your Medical Field Force

The suggested rewrite emphasizes control, appealing to the target audience's need for management.

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Start Your Free 7-Day Demo Now

Adding 'Now' creates urgency, encouraging 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

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

The suggested version is concise and focuses on key benefits, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Compress images for faster loading	2 hours	Improved page load speed and user experience	EASY
Add structured data for key pages	1 day	Enhanced visibility in search results	MEDIUM
Update meta descriptions for better CTR	1 hour	Increased click-through rates from search results	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Performance Optimization. Compress images Implement caching	Improved loading speed metrics.
Days 15-30	Structured Data Implementation. Add JSON-LD schema Test schema validity	Increased search visibility.
Days 31-60	User Engagement Enhancement. Create FAQ section Add testimonials	Higher user engagement metrics.
Days 61-90	Ongoing Performance Monitoring. Monitor site speed Adjust strategies based on analytics	Sustained performance improvements.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	LCP is above the recommended threshold, affecting user experience. — Optimize images and server response times.
CLS	—	GOOD	No significant layout shifts detected, providing a stable experience. — Maintain layout stability during loading.
INP	—	NEEDS IMPROVEMENT	Interaction delays could frustrate users. — Minimize JavaScript execution blocking.

25 / 100 — Low Visibility

The site lacks structured data and relevant schema, which significantly hinders AI visibility. Additionally, the absence of an FAQ section and brand mentions further decreases discoverability.

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	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 schema types found.
- No FAQ section to enhance user engagement and AI visibility.
- No brand mentions detected.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Canonical URL tag present to prevent duplicate content.

HOW TO IMPROVE

1. Implement JSON-LD schema for better AI visibility.
2. Create an FAQ section to enhance engagement.
3. Add brand mentions throughout the content.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks firsthand experience signals; no author information provided.
Expertise	40/100	Content shows some expertise but lacks authoritative sources.
Authoritativeness	25/100	No citations or links to authoritative sources.
Trustworthiness	20/100	No recent content updates or sameAs links to build trust.

Overall E-E-A-T Score: 28/100

Top action: Add author bios and citations to enhance trust and authority.

Executive Summary

The MR Visits Track website has solid content but suffers from performance issues and lacks structured data, impacting user experience and AI visibility. Addressing these gaps can significantly enhance engagement and conversion rates.

WHAT'S WORKING

Clear and relevant H1 that communicates the main value proposition.; Strong focus on features that appeal to the target audience.; Presence of a canonical URL tag to prevent duplicate content issues.

WHAT NEEDS ATTENTION

Implement structured data (JSON-LD) to enhance search visibility.; Optimize images for faster loading times and better performance.; Add an FAQ section to improve user engagement and AI visibility.

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
Core Web Vitals (LCP, INP, CLS)	—	FAIL	LOW

Category Details

Core Web Vitals (LCP, INP, CLS)

FAIL LOW IMPACT

Largest Contentful Paint, Interaction to Next Paint, and Cumulative Layout Shift scores.

FINDINGS

- needs-improvement

ISSUES & RECOMMENDED FIXES

Issue #01 — LOW

EVIDENCE INFERRED — Source: https://mrvisitstrack.net | Method: PageSpeed

Recommended fix: Optimize images and server response times.

Issue #02 — LOW

EVIDENCE INFERRED — Source: https://mrvisitstrack.net | Method: PageSpeed

Recommended fix: Maintain layout stability during loading.

Issue #03 — LOW

EVIDENCE INFERRED — Source: https://mrvisitstrack.net | Method: PageSpeed

Recommended fix: Minimize JavaScript execution blocking.

Strengths

- Clear and relevant H1 that communicates the main value proposition.
- Strong focus on features that appeal to the target audience.
- Presence of a canonical URL tag to prevent duplicate content issues.

Recommendations

- Implement structured data (JSON-LD) to enhance search visibility.
- Optimize images for faster loading times and better performance.
- Add an FAQ section to improve user engagement and AI visibility.
- Create a testimonials section to build trust and credibility.

Page speed insights audit Insights

Core Web Vitals notes

LCP and INP need improvement to enhance user experience.

Performance bottlenecks (array)

- Slow image loading times
- Unoptimized JavaScript execution
- Lack of caching mechanisms

Speed optimization actions (array)

- Image compression
- JavaScript minification
- Implementing browser caching

Largest Contentful Paint (LCP)

LCP is currently above recommended thresholds, impacting user experience.

Interactivity (FID/INP)

Interaction delays observed, indicating potential user frustration.

Cumulative Layout Shift (CLS)

Stable layout with no significant shifts during loading.

Images and resource optimization

Only one image detected; optimizing it can improve load times.

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

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.

