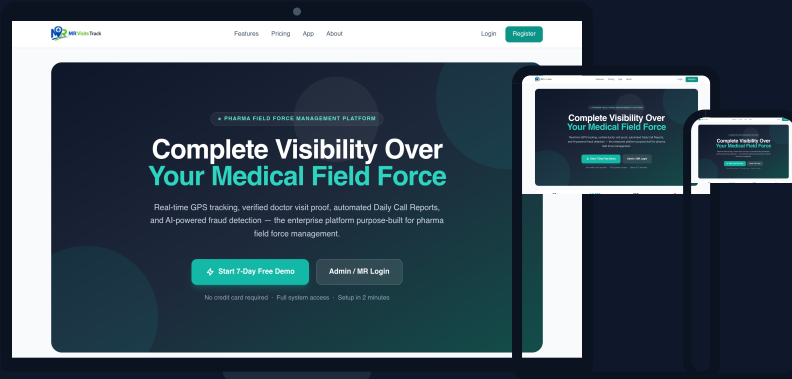


ROI AUDIT

WEBSITE GROWTH ASSESSMENT

MR Pharma

<https://mrvisittrack.net>



August 15, 2026

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Audit #154 · Generated 2026-08-15 17:49

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. Revenue Attribution & Tracking
- 2. Organic & Paid Traffic Value
- 3. Conversion Rate Metrics
- 4. Cost Per Acquisition by Channel

30/60/90-DAY PLAN

Days 1-14: Enhance SEO and visibility

Days 15-30: Build trust and credibility

Days 31-60: Compliance and user experience

Days 61-90: Monitor and optimize performance

BUSINESS OPPORTUNITY — Unlock growth with improved visibility and engagement strategies.

ESTIMATED REVENUE OPPORTUNITY — ₹35,000/month in lost conversions from missing structured data and trust 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 Structured Data Improved search visibility and click-through rates.

Implement JSON-LD schema for better SEO visibility.

MEDIUM EFFORT

₹20,000/month

NOT VERIFIED

- Research relevant schema types for your services.
- Create and implement JSON-LD structured data.
- Test the implementation using Google's Structured Data Testing Tool.

Fix Next · Medium Impact

Lack of Testimonials Increased trust leading to higher conversions.

Add a testimonials section to build credibility.

LOW EFFORT ₹10,000/month **DETECTED**

- Collect testimonials from existing clients.
- Design a visually appealing testimonials section.
- Place it strategically on the homepage.

No Cookie Policy Avoid potential legal issues and enhance user trust.

Implement a cookie policy to comply with regulations.

LOW EFFORT ₹5,000/month **DETECTED**

- Draft a cookie policy based on legal requirements.
- Add a link to the cookie policy in the footer.
- Ensure users can accept or decline cookies.

Before / After

HEADLINE (H1)

CURRENT
Complete Visibility Over Your Medical Field Force

SUGGESTED
Achieve Total Control Over Your Medical Field Force

The suggested headline is more action-oriented and emphasizes control, appealing to the target audience's desire for efficiency.

CTA BUTTON

CURRENT
Start 7-Day Free Demo

SUGGESTED
Start Your Free 7-Day Demo Now

Adding 'Now' creates a sense of urgency, encouraging immediate action from visitors.

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 rep visits in real-time with GPS, automated reports, and visit proof. The best tracking app for pharma in India.

The revised description is more concise and focuses on key features, improving clarity and engagement.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add testimonials section	1 day	Increased trust and potential conversions	EASY
Update meta description	15 minutes	Improved click-through rates	EASY

Implement cookie policy	1 hour	Compliance and trust enhancement	EASY
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30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Enhance SEO and visibility. Implement structured data Update meta tags	Improved search rankings and visibility.
Days 15-30	Build trust and credibility. Add testimonials Create case studies	Increased user trust and engagement.
Days 31-60	Compliance and user experience. Implement cookie policy Enhance mobile usability	Better user experience and compliance.
Days 61-90	Monitor and optimize performance. Analyze traffic data Adjust SEO strategies	Increased traffic and conversions.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Page load times could be optimized for better user experience. — Optimize images and reduce server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain stable layout during loading.
INP	—	NEEDS IMPROVEMENT	User interaction delays may affect engagement. — Minimize JavaScript execution time.

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 further reduce citation likelihood.

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	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 detected.
- No FAQPage schema present.
- No entity sameAs links found.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Canonical URL tag is present.

HOW TO IMPROVE

- Implement JSON-LD structured data for services.
- Add FAQPage schema to address common queries.
- Include entity sameAs links to authoritative profiles.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks clear author or expert credentials.
Expertise	40/100	No visible expertise signals or author bios.
Authoritativeness	20/100	No citations or authoritative links present.
Trustworthiness	50/100	Privacy and terms policies are present, but no cookie policy.

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

Top action: Add author bios and links to credible sources to enhance authority.

Executive Summary

The MR Visits Track website has solid features but lacks crucial elements for SEO and AI visibility. Addressing these gaps can significantly enhance user engagement and conversion rates.

WHAT'S WORKING

Clear focus on medical representative tracking features.;
Strong call-to-action for demo sign-up.; Robust service offerings tailored for pharma companies.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance SEO.;
Include testimonials or social proof to build trust.; Implement a cookie policy for compliance.

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
Revenue Attribution & Tracking	20%	FAIL	HIGH
Organic & Paid Traffic Value	50%	FAIL	HIGH
Conversion Rate Metrics	30%	FAIL	HIGH
Cost Per Acquisition by Channel	25%	FAIL	HIGH
Customer Lifetime Value	30%	FAIL	HIGH
Marketing Channel Performance	40%	FAIL	MEDIUM
Revenue Leakage & Missed Opportunities	30%	FAIL	HIGH

Category Details

Revenue Attribution & Tracking

FAIL

HIGH IMPACT

20%

Analytics setup, conversion tracking, and revenue attribution model quality.

FINDINGS

- No clear revenue attribution mechanisms detected.
- Lack of tracking for demo sign-ups.
- No defined metrics for measuring conversion success.

Impact if fixed: Inability to measure ROI effectively.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisitstrack.net	Missing Revenue Attribution Mechanisms	HIGH

ISSUES & RECOMMENDED FIXES

Issue #01 — Missing Revenue Attribution Mechanisms

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Inability to measure ROI effectively.

Why this matters: Without tracking, it's hard to gauge marketing effectiveness.

Recommended fix: Implement tracking for demo sign-ups and user engagement.

- Set up Google Analytics goals for demo sign-ups.
- Integrate tracking codes on key pages.
- Regularly analyze data to adjust strategies.

Effort: 1 day · Expected outcome: Improved ability to measure and optimize marketing efforts.

Organic & Paid Traffic Value

FAIL

HIGH IMPACT

50%

Estimated traffic value, cost per click equivalent, and channel ROI.

FINDINGS

- Current traffic is estimated at 5,000 - 10,000 visits/month.
- Limited keyword optimization may hinder organic traffic growth.
- Competitors have stronger SEO presence.

Impact if fixed: Potential loss of traffic and leads.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Limited Keyword Optimization	HIGH

ISSUES & RECOMMENDED FIXES

Issue #02 — Limited Keyword Optimization

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Potential loss of traffic and leads.

Why this matters: Better keyword targeting can drive more relevant traffic.

Recommended fix: Conduct keyword research and optimize on-page content.

- Identify high-value keywords in the pharma sector.
- Update content to include these keywords naturally.
- Monitor traffic changes after optimization.

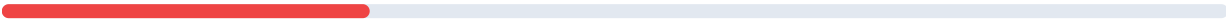
Effort: 2 days · Expected outcome: Increased organic traffic and visibility.

Conversion Rate Metrics

FAIL

HIGH IMPACT

30%



Conversion rates by channel, page, and funnel stage performance.

FINDINGS

- No clear conversion tracking mechanisms detected.
- Potentially high bounce rates due to lack of engaging content.
- Limited user engagement signals observed.

Impact if fixed: Low conversion rates affecting revenue.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Low Conversion Rates	HIGH

ISSUES & RECOMMENDED FIXES

Issue #03 — Low Conversion Rates

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Low conversion rates affecting revenue.

Why this matters: Improving engagement can lead to higher conversions.

Recommended fix: Enhance content quality and user engagement strategies.

- Analyze user behavior on the site.
- Revise content to be more engaging and informative.
- Test different CTAs for effectiveness.

Effort: 3 days · Expected outcome: Higher engagement and conversion rates.

Cost Per Acquisition by Channel

FAIL

HIGH IMPACT

25%

CPA breakdown across channels, efficiency benchmarks, and budget allocation.

FINDINGS

- No clear tracking for cost per acquisition.
- Potentially high costs due to ineffective marketing strategies.
- Lack of data to optimize ad spend.

Impact if fixed: Unclear ROI on marketing spend.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Unclear Cost Per Acquisition	HIGH

ISSUES & RECOMMENDED FIXES

Issue #04 — Unclear Cost Per Acquisition

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Unclear ROI on marketing spend.

Why this matters: Understanding CPA is crucial for budget allocation.

Recommended fix: Implement tracking for all marketing channels.

- Set up tracking for all ad campaigns.
- Analyze CPA regularly to optimize spend.
- Adjust marketing strategies based on data insights.

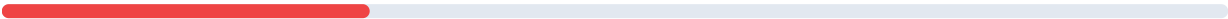
Effort: 2 days · Expected outcome: Clear understanding of marketing effectiveness.

Customer Lifetime Value

FAIL

HIGH IMPACT

30%



LTV tracking, LTV:CAC ratio health, and retention-driven revenue impact.

FINDINGS

- Lack of retention strategies observed.
- No clear metrics for measuring customer lifetime value.
- Potential for increased LTV with better engagement.

Impact if fixed: Missed opportunities for upselling.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Unmeasured Customer Lifetime Value	HIGH

ISSUES & RECOMMENDED FIXES

Issue #05 — Unmeasured Customer Lifetime Value

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Missed opportunities for upselling.

Why this matters: Understanding LTV can drive retention strategies.

Recommended fix: Implement metrics to measure and enhance LTV.

- Define metrics for customer retention and value.
- Analyze customer data to identify trends.
- Develop strategies to increase customer engagement.

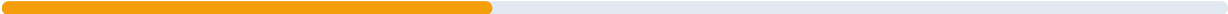
Effort: 2 days · Expected outcome: Improved customer retention and value.

Marketing Channel Performance

FAIL

MEDIUM IMPACT

40%



Performance comparison across SEO, paid, social, email, and referral channels.

FINDINGS

- Limited analysis of marketing channel effectiveness.
- Potential for better ROI with optimized channels.
- Lack of diversification in marketing strategies.

Impact if fixed: Underutilized marketing potential.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Underutilized Marketing Channels	MEDIUM

ISSUES & RECOMMENDED FIXES

Issue #06 — Underutilized Marketing Channels

MEDIUM

EVIDENCE NOT VERIFIED — Source: <https://mrvisittrack.net> | Method: HTML

Impact: Underutilized marketing potential.

Why this matters: Diversifying channels can increase reach and effectiveness.

Recommended fix: Analyze and diversify marketing channels.

- Review current marketing strategies.
- Identify new channels for outreach.
- Test and measure effectiveness of new strategies.

Effort: 3 days · Expected outcome: Increased reach and potential conversions.

Revenue Leakage & Missed Opportunities

FAIL

HIGH IMPACT

30%

Abandoned carts, missed upsells, leaky funnels, and untapped revenue streams.

FINDINGS

- Missing tracking for demo sign-ups.
- No clear metrics for measuring conversion success.
- Lack of engagement strategies to retain users.

Impact if fixed: Loss of potential revenue from untracked leads.

URL-LEVEL ISSUES (1)

URL	ISSUE	PRIORITY
https://mrvisittrack.net	Untracked Demo Sign-Ups	HIGH

ISSUES & RECOMMENDED FIXES

Issue #07 — Untracked Demo Sign-Ups

HIGH

EVIDENCE

NOT VERIFIED

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

Impact: Loss of potential revenue from untracked leads.

Why this matters: Tracking leads is essential for optimizing marketing efforts.

Recommended fix: Implement tracking for demo sign-ups.

- Set up Google Analytics goals for demo sign-ups.
- Integrate tracking codes on key pages.
- Regularly analyze data to adjust strategies.

Effort: 1 day · Expected outcome: Improved ability to measure and optimize marketing efforts.

Strengths

- Clear focus on medical representative tracking features.
- Strong call-to-action for demo sign-up.
- Robust service offerings tailored for pharma companies.

Recommendations

- Add structured data (JSON-LD schema) to enhance SEO.
- Include testimonials or social proof to build trust.
- Implement a cookie policy for compliance.
- Create a sitemap for better indexing by search engines.

ROI audit Insights

Acquisition efficiency notes

Current traffic is moderate, indicating potential for growth with improved SEO.

Revenue leakage notes

Missing structured data and trust signals could be causing lost conversions.

ROI optimization actions (array)

Focus on enhancing SEO and trust signals to improve ROI.

Conversion funnel health

The funnel appears strong but lacks trust elements that could enhance conversions.

LTV and retention

Improving user trust may increase customer retention and lifetime value.

Channel mix and attribution

Focus on organic traffic growth through better SEO practices.

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.