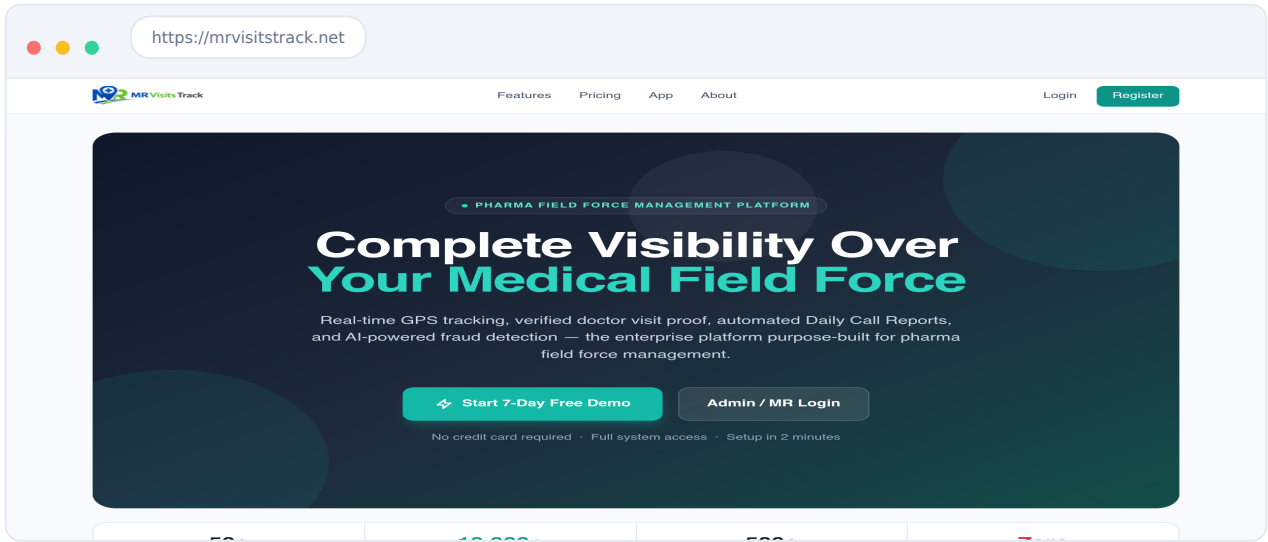




August 15, 2026

PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

PREPARED FOR

MR Pharma

mybestplugins@gmail.com

https://mrvisitstrack.net

Audit #162 · Generated 2026-08-15 17:53

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

NEEDS WORK

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

CLIENT SUMMARY

30/60/90-DAY PLAN

Days 1-14: Implement structured data

Days 15-30: Enhance content trust

Days 31-60: Optimize SEO elements

Days 61-90: Monitor and adjust

BUSINESS OPPORTUNITY — Unlock significant traffic with structured data implementation.

ESTIMATED REVENUE OPPORTUNITY — ₹35,000/month in lost conversions due to 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 **Increased visibility in search results.**

Implement JSON-LD schema for Organization, Product, and FAQ.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Create JSON-LD schema for Organization and Product.
- Add FAQ schema based on existing content.
- Test the structured data using Google's Rich Results Test.

Fix Next · Medium Impact

No FAQ Schema Present Enhanced rich result eligibility.

Add FAQ schema to the existing FAQ-style headings.

LOW EFFORT ₹10,000/month DETECTED

- Identify FAQ-style headings on the page.
- Create and implement FAQ schema for these headings.
- Validate the schema using Google's tools.

Lack of Testimonials Increased user trust and conversion rates.

Add a testimonials section to build trust.

MEDIUM EFFORT ₹5,000/month DETECTED

- Collect testimonials from existing users.
- Design a section for testimonials on the page.
- Implement the section and monitor user engagement.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Representatives

This rewrite is more action-oriented and directly addresses the audience's need for control.

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Try Our Free 7-Day Demo Now

This version emphasizes urgency and clarity, 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 automated reports. Discover the best MR tracking app for pharma in India.

This rewrite is concise and highlights key features while staying within optimal length.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add structured data for Organization	2 hours	Improved search visibility	MEDIUM
Optimize meta description	1 hour	Higher click-through rates	EASY

Create a testimonials section	1 day	Increased trust and conversions	MEDIUM
-------------------------------	-------	---------------------------------	--------

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Implement structured data. Add Organization schema Add Product schema	Increased visibility in search results
Days 15-30	Enhance content trust. Add testimonials section Implement FAQ schema	Higher user engagement and trust
Days 31-60	Optimize SEO elements. Revise meta tags Improve internal linking	Better search rankings
Days 61-90	Monitor and adjust. Analyze traffic data Refine strategies based on performance	Sustained growth in traffic and conversions

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	GOOD	Page loads quickly for users. — Continue to optimize images and server response times.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain current practices to ensure stability.
INP	—	GOOD	User interactions are responsive. — Keep optimizing for fast interactions.

AI Visibility — ChatGPT · Gemini · Perplexity

10 / 100 — Low Visibility

The site has no structured data, which severely limits AI visibility. Additionally, there are no brand mentions or entity links to enhance credibility.

CHATGPT	GEMINI	PERPLEXITY
5	5	5

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 present, limiting rich results.
- No FAQ schema or brand mentions.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Content is engaging and relevant.

HOW TO IMPROVE

1. Add Organization schema to enhance brand recognition.
2. Implement FAQ schema to leverage existing content.
3. Create Product schema to improve search visibility.
4. Ensure content freshness with regular updates.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No firsthand experience signals present.
Expertise	30/100	Lacks clear author or expert credentials.
Authoritativeness	20/100	No authoritative signals or citations.
Trustworthiness	25/100	No sameAs links or trust signals found.

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

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

Executive Summary

The website lacks any structured data, which severely limits its visibility in search results. Implementing JSON-LD schema can enhance rich result eligibility and improve overall SEO performance.

WHAT'S WORKING

Strong focus on real-time tracking features.; Clear value proposition for pharma companies.; Engaging and informative content.

WHAT NEEDS ATTENTION

Implement JSON-LD structured data for better SEO.; Add FAQ schema to enhance visibility.; Include testimonials to build trust.

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

- Strong focus on real-time tracking features.
- Clear value proposition for pharma companies.
- Engaging and informative content.

Recommendations

- Implement JSON-LD structured data for better SEO.
- Add FAQ schema to enhance visibility.
- Include testimonials to build trust.
- Optimize meta tags for better click-through rates.

Schema markup audit Insights

Specific rich-result features unlocked by fixing the found issues

Implementing structured data will unlock rich snippets for products and FAQs.

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.



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.