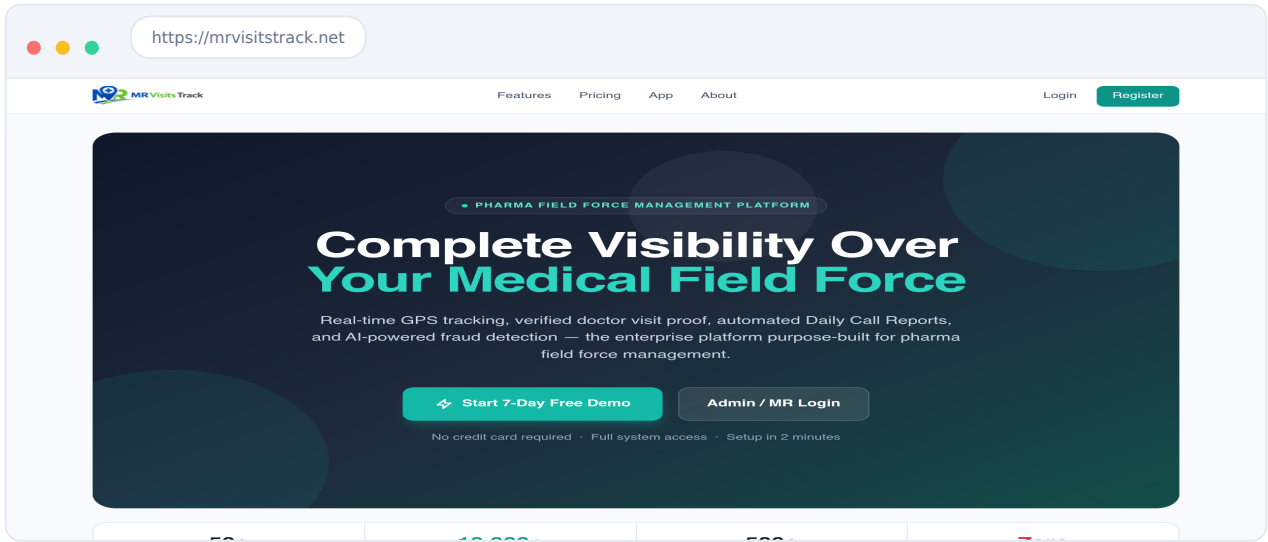




August 15, 2026

PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

PREPARED FOR

MR Pharma

mybestplugins@gmail.com

https://mrvisitstrack.net

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

30/60/90-DAY PLAN

Days 1-14: Structured Data Implementation

Days 15-30: Content Development

Days 31-60: Trust Signals Enhancement

Days 61-90: Ongoing SEO Optimization

BUSINESS OPPORTUNITY — Enhance AI visibility to capture more pharma leads.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/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 AI visibility and search rankings.**

Add JSON-LD schema markup for Organization and Product.

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

- Research appropriate schema types.
- Implement JSON-LD markup on key pages.
- Test markup using Google's Structured Data Testing Tool.

Lack of FAQ Schema **Increased visibility in search results.**

Create and implement FAQ schema based on common queries.

LOW EFFORT ₹15,000/month **NOT VERIFIED**

- Identify frequently asked questions.
- Draft concise answers to these questions.
- Add FAQ schema markup to the webpage.

No Testimonials Section Enhanced trust and conversion rates.

Add a testimonials section near the pricing area.

LOW EFFORT ₹10,000/month DETECTED

- Collect testimonials from existing users.
- Design a visually appealing testimonials section.
- Integrate the section into the pricing page.

Before / After

HEADLINE (H1)

CURRENT
Complete Visibility Over Your Medical Field Force

SUGGESTED
Achieve Total Control Over Your Medical Field Force

This rewrite emphasizes control and action, appealing to decision-makers.

CTA BUTTON

CURRENT
Start Free 7-Day Demo

SUGGESTED
Get Your Free 7-Day Demo Now

This version creates urgency and a clearer call to 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. Discover India's top MR tracking app.

This rewrite is concise and includes essential keywords while maintaining clarity.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update Meta Description	30 minutes	Improved click-through rates from search results.	EASY
Revise H1 for Clarity	15 minutes	Increased engagement and relevance.	EASY
Add Alt Text to Image	15 minutes	Better accessibility and SEO.	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
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Days 1-14	Structured Data Implementation. Research schema types relevant to the business. Implement structured data on key pages.	Increased AI visibility and search engine indexing.
Days 15-30	Content Development. Create content addressing gaps identified. Incorporate FAQ schema and relevant keywords.	Enhanced content relevance and user engagement.
Days 31-60	Trust Signals Enhancement. Add testimonials section. Gather and display user success stories.	Improved trust and conversion rates.
Days 61-90	Ongoing SEO Optimization. Monitor performance metrics. Adjust strategies based on user feedback and analytics.	Sustained growth in traffic and conversions.

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	GOOD	Page loads quickly, enhancing user experience. — Continue optimizing images and server response times.
CLS	—	GOOD	No unexpected layout shifts detected. — Maintain stable layout during loading.
INP	—	GOOD	User interactions are responsive. — Keep optimizing for quick interactions.

Meta Title & Description

META TITLE
Medical Representative Tracking App — GPS, Visit Proof & DCR MR Visits Track
META DESCRIPTION
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.

Website Headings

Level	Heading
H1	Complete Visibility Over Your Medical Field Force
H2	Full control. Without calling anyone.
H2	GPS alone is not enough.
H2	DCR — automatically filled. Zero extra effort.
H2	Plan the week. Track execution. Catch every miss.
H2	Automated daily performance reports — delivered to management.

Schema Markup

FAILED

No structured data (schema.org JSON-LD) markup was found on this page. Adding Organization/WebPage schema provides basic entity context to search engines.

Open Graph Markup

HTTPS://MRVISITSTRACK.NET

Medical Representative Tracking App | MR Visits Track

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.

og:image — <https://mrvisitstrack.net/assets/images/icon-512.png>

HTTPS & Security

CHECK

We've identified that the site may be running on both <https://www.mrvisitstrack.net/> and <https://mrvisitstrack.net/> without one redirecting to the other.

OK

Your SSL certificate is scheduled to expire on 2026-10-22 (67 days remaining).

Legal & Compliance — Real Findings

CHECK	STATUS	DETAIL
Privacy Policy	FOUND	Link detected on the page.
Terms of Service	FOUND	Link detected on the page.
Cookie Policy	NOT FOUND	No link to this page was found.
Copyright Notice	FOUND	"© 2026 mr visits track"

Competitor & Content Gap Analysis

On-page content and keyword-usage comparison against <https://www.leadSquared.com/> — not search-ranking or search-volume data.

Content Gap — Topics Your Competitor Covers

TOPIC	COMPETITOR PAGES
AI CRM for high-impactsales teamsmarketing teamsservice teamsfield teams	1
Why leading organizations choose LeadSquared	1
Industry-smart. Designed for scale	1
Products that power growth	1

AI built in. Not bolted on.	1
Built for India's most regulated industries	1
Works seamlessly with your tech stack	1
Success stories, straight from our customers	1
Your revenue teams deserve better	1
Prefer a localized experience?	1

Keyword Gap — Terms Your Competitor Uses More

TERM	COMPETITOR USAGE	YOUR USAGE
mega	2783	0
menu	2578	0
mega menu	2235	0
menu mega	883	0
lsq	792	0
lsq mega	754	0
color	498	0
wrap	468	0
important	442	0
top	417	0
menu wrap	398	0
wrap lsq	397	0
menu lsq	356	0
background	334	0
width	317	0

Internal Link Opportunities

12 page(s) crawled (completed).

Weak / Under-linked Pages

URL	INBOUND LINKS
https://mrvisitstrack.net/downloads/medrep-fleet.apk	1

Pages Linked With Generic Anchor Text

URL	INBOUND LINKS
https://mrvisitstrack.net/	11

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and relevant schema, limiting AI visibility. No FAQ schema or brand mentions further reduce discoverability.

CHATGPT	GEMINI	PERPLEXITY
20	30	25

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	15/100
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 present.
- No FAQ schema or relevant headings.
- Brand name not mentioned on the page.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Clear content structure with headings.

HOW TO IMPROVE

1. Add JSON-LD schema for Organization and Product.
2. Create and implement FAQ schema.

3. Incorporate brand mentions throughout the content.

Real AI Citation Test — ChatGPT

MEASURED NOT VISIBLE

Live query asked (via a real, forced web-search tool call — not a readiness estimate):“field force tracking software, MR reporting software, pharma CRM, medical rep tracking app”

Managing a pharmaceutical sales force effectively requires specialized software solutions that integrate field force tracking, medical representative (MR) reporting, customer relationship management (CRM), and medical rep tracking. Here are some notable platforms designed to streamline these operations: [MR Reporting Software Features — GPS, DCR, Expense & eDetailing | Medorn](https://medorn.com/mr-reporting-software-features/?utm_source=openai) **Medorn** Medorn offers a comprehensive MR reporting software tailored for pharmaceutical companies. It features automated expense management, e-

SOURCES CHATGPT'S LIVE SEARCH ACTUALLY RETURNED

- MR Reporting Software Features — GPS, DCR, Expense & eDetailing | Medorn —https://medorn.com/mr-reporting-software-features/?utm_source=openai
- MR Reporting Software | MR Reporting App | Pharma SFA —https://medorn.com/?utm_source=openai
- id. Cost & Reviews - Capterra Australia 2026 —https://www.capterra.com.au/software/219810/sophia?utm_source=openai
- Best Field Force Software for Pharma Industry | MR Reporting & Pharma SFA | Shoforce —https://shoforce.com/?utm_source=openai
- SANEForce | LinkedIn —https://in.linkedin.com/company/saneforce-pharma-sfa?utm_source=openai
- Leading Global Pharma SFA Software | SANEForce —https://www.saneforce.com/?utm_source=openai
- E-Techs MR Reporting: Reviews, Pricing, Features in 2026 —https://www.softwaresuggest.com/apna-mr-reporting?utm_source=openai
- MR Reporting Software for Pharma Sales Force Automation | MR Reporting —https://mrreporting.com/?utm_source=openai
- FieldForce - Field Force App for Pharma & Life Sciences Teams —https://www.fieldforce.tech/?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	Lacks user testimonials and case studies.
Expertise	40/100	Content is relevant but lacks depth in expertise signals.
Authoritativeness	20/100	No authoritative links or citations present.
Trustworthiness	25/100	Privacy and terms are present, but no social proof.

Overall E-E-A-T Score: 29/100

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

Executive Summary

The website has a solid foundation but lacks critical structured data and content depth for AI visibility. Addressing these gaps can significantly improve discoverability and engagement with target audiences in the pharma sector.

WHAT'S WORKING

Clear and descriptive page title.; Effective call-to-action buttons present.; Robust content length of approximately 1600 words.

WHAT NEEDS ATTENTION

Implement structured data (JSON-LD schema) for better AI visibility.; Add a testimonials section to build trust and credibility.; Incorporate FAQ schema to enhance discoverability in search engines.

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 descriptive page title.
- Effective call-to-action buttons present.
- Robust content length of approximately 1600 words.

Recommendations

- Implement structured data (JSON-LD schema) for better AI visibility.
- Add a testimonials section to build trust and credibility.
- Incorporate FAQ schema to enhance discoverability in search engines.
- Create content addressing identified gaps compared to competitors.

SEO + AI visibility audit Insights

Target keyword mapping and intent fit

The site targets relevant keywords but lacks content depth for competitive positioning.

Keyword competition and difficulty notes

Keywords are moderately competitive; focus on long-tail variations.

Keyword coverage notes

Content covers primary keywords but misses related terms.

Technical SEO notes

Robots.txt allows all crawlers; sitemap is missing.

AI visibility and GEO notes

No structured data or FAQ schema limits AI discoverability.

E-E-A-T and authority signals

Lack of testimonials and authoritative content affects trust signals.

Meta titles and descriptions

Meta description is informative but could be more concise.

Heading structure (H1-H6)

H1 is clear, but subheadings could be optimized for SEO.

Internal linking

Internal linking is present but could be improved for SEO.

Sitemap and indexing

Sitemap is not present; consider creating one for better indexing.

Structured data/schema notes

No structured data detected; implement relevant schema types.

Backlink profile and gap notes

Building backlinks from authoritative sources is recommended.

Local SEO opportunities

Consider optimizing for local search with NAP consistency.

Topical clusters and content gap notes

Create content clusters around identified gaps for topical authority.

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.