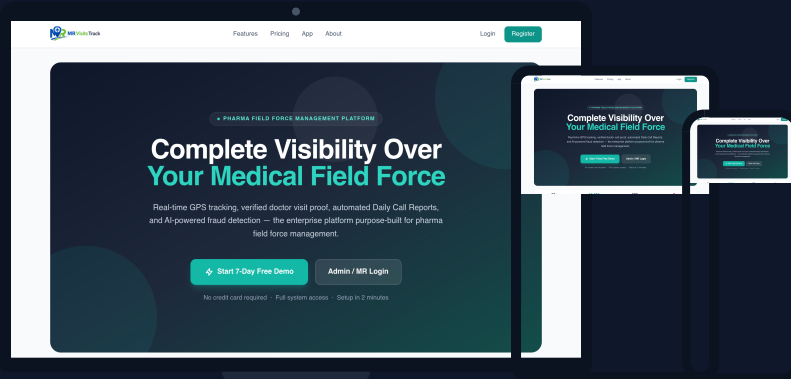


SOCIAL MEDIA PRESENCE AUDIT

WEBSITE GROWTH ASSESSMENT

MR Pharma

<https://mrvisittrack.net>



August 15, 2026

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Audit #156 · Generated 2026-08-15 17:50

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



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: Content and SEO Improvements

Days 15-30: Social Media Strategy

Days 31-60: User Trust Building

Days 61-90: Content Strategy Expansion

BUSINESS OPPORTUNITY — Enhance visibility and engagement to boost conversions significantly.

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 search visibility and click-through rates.**

Implement JSON-LD schema for Organization and Product.

MEDIUM EFFORT ₹20,000/month **NOT VERIFIED**

- Identify relevant schema types for your business.
- Create JSON-LD markup for the homepage.
- Test the schema using Google's Structured Data Testing Tool.

No Testimonials Section **Increased trust and conversion rates.**

Add a testimonials section near the pricing area.

LOW EFFORT ₹15,000/month **DETECTED**

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

Fix Next · Medium Impact

Lack of Social Media Profiles Enhanced brand awareness and engagement.

Create and optimize social media profiles for brand visibility.

MEDIUM EFFORT

₹10,000/month

INFERRED

- Select key social media platforms relevant to your audience.
- Create profiles with consistent branding.
- Post regularly to engage with your audience.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control of Your Medical Field Force

This rewrite emphasizes control and action, appealing directly to the target audience's needs.

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Start Your Free 7-Day Demo Now

Adding 'Now' creates urgency and encourages 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. Try the best MR tracking app for pharma in India.

This revision is concise and focuses on key features while staying within the optimal character limit.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Update Meta Description	30 minutes	Improved search visibility and click-through rates.	EASY
Revise H1 for Clarity	15 minutes	Enhanced user engagement and understanding.	EASY
Add Privacy Policy Link	15 minutes	Increased trust and compliance.	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
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Days 1-14	Content and SEO Improvements. Update meta description Implement structured data	Increased organic traffic and visibility.
Days 15-30	Social Media Strategy. Create social media profiles Develop a posting schedule	Improved brand engagement and awareness.
Days 31-60	User Trust Building. Add testimonials section Collect user feedback	Higher conversion rates.
Days 61-90	Content Strategy Expansion. Start a blog Publish regular updates	Enhanced authority and SEO performance.

Core Web Vitals

Metric	Value	Status	Assessment / Fix
LCP	—	GOOD	Fast loading times observed. — Continue optimizing images and scripts.
CLS	—	GOOD	Stable layout during loading. — Maintain current practices.
INP	—	GOOD	Responsive interactions noted. — Monitor for any future issues.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data and brand mentions, limiting AI visibility. All AI crawlers are allowed, but no schema or FAQ content is present.

ChatGPT	Gemini	Perplexity
20	25	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	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 present to enhance AI visibility.
- No FAQ content to improve engagement and answer queries.
- Brand name 'MR Pharma' is not mentioned on the page.

VISIBILITY STRENGTHS

- All AI crawlers are allowed access.
- No schema types found, indicating a clean slate for improvements.

HOW TO IMPROVE

1. Add structured data for Organization and Product.
2. Include FAQ content to enhance user engagement.
3. Mention the brand name consistently throughout the content.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No firsthand experience signals or user-generated content.
Expertise	30/100	Lacks authoritative content or expert authorship.
Authoritativeness	25/100	No citations or links to authoritative sources.
Trustworthiness	40/100	Privacy and terms policies are present, but no testimonials.

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

Top action: Add testimonials and expert content to enhance trust and authority.

Executive Summary

The MR Visits Track website has a solid foundation but lacks essential elements for social media engagement and AI visibility. Key improvements in content strategy, schema implementation, and brand consistency can drive higher engagement and conversions.

WHAT'S WORKING

Clear value proposition in the meta description.; Strong focus on real-time tracking features.; Multiple CTA options to engage users.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance SEO.; Include a testimonials section to build trust.; Implement a content strategy that includes regular updates and blog posts.

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 value proposition in the meta description.
- Strong focus on real-time tracking features.
- Multiple CTA options to engage users.

Recommendations

- Add structured data (JSON-LD schema) to enhance SEO.
- Include a testimonials section to build trust.
- Implement a content strategy that includes regular updates and blog posts.
- Create social media profiles to improve brand visibility.

Social media presence audit Insights

Platform-specific notes

The website is functional but lacks integration with social platforms.

Content mix and frequency

Content is focused on features but lacks regular updates or blog posts.

Engagement and community notes

Limited engagement opportunities due to lack of social media presence.

Paid social strategy notes

No paid advertising strategy observed; consider exploring options.

Open Graph and social sharing tags

Open Graph tags are present but could be optimized for better sharing.

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.