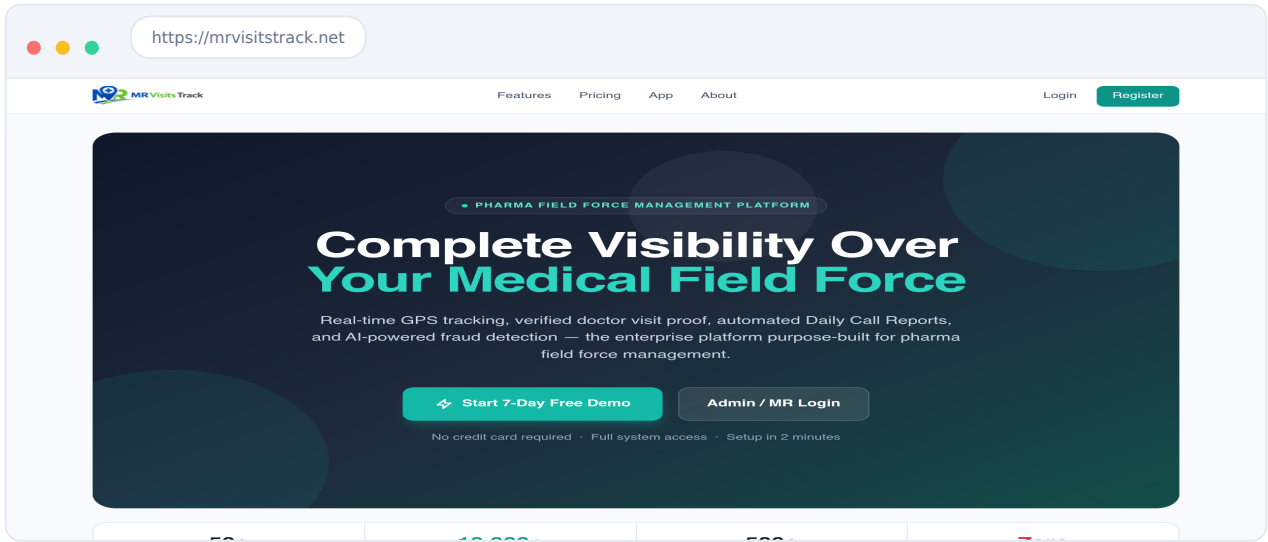




August 15, 2026

PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

PREPARED FOR

MR Pharma

mybestplugins@gmail.com

https://mrvisitstrack.net

Audit #161 · 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



GOOD

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

CLIENT SUMMARY

FIX FIRST

- 1. Crawlability & Indexation
- 2. Core Web Vitals
- 3. Structured Data & Schema

30/60/90-DAY PLAN

Days 1-14: Implement structured data

Days 15-30: Enhance crawlability

Days 31-60: Content updates

Days 61-90: Build trust signals

BUSINESS OPPORTUNITY — Unlock ₹25,000/month by enhancing your site's SEO and visibility.

ESTIMATED REVENUE OPPORTUNITY — Estimated ₹25,000/month in lost opportunities due to SEO gaps.

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 organic traffic from search engines.

Implement JSON-LD structured data for better search visibility.

MEDIUM EFFORT

₹15,000/month

DETECTED

- Create JSON-LD schema for the product.
- Add structured data to the website header.
- Test the implementation using Google's Structured Data Testing Tool.

No Sitemap Found Enhanced indexing of site pages.

Create and submit a sitemap to improve crawl efficiency.

LOW EFFORT

₹10,000/month

NOT VERIFIED

- Generate a sitemap.xml file.
- Upload it to the root directory.
- Submit the sitemap in Google Search Console.

Fix Next · Medium Impact

Content Freshness Lacking Improved user engagement and retention.

Regularly update content to include recent data and insights.

MEDIUM EFFORT

₹5,000/month

INFERRED

- Review existing content for updates.
- Add new sections or data points.
- Schedule regular content audits.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Achieve Total Control Over Your Medical Representatives

This rewrite is more direct and emphasizes control, appealing to target users.

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Get Started with Your Free 7-Day Demo Now

This version adds 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 daily reports. Try the best MR tracking app for pharma in India!

This revision is concise and includes a strong call to action while staying within the character limit.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add Alt Text to Images	15 minutes	Improved accessibility and SEO.	EASY
Update Meta Description	30 minutes	Higher click-through rates from search results.	EASY
Create a Sitemap	1 hour	Better indexing of pages by search engines.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Implement structured data. Add JSON-LD schema Test structured data	Increased visibility in search results.
Days 15-30	Enhance crawlability. Create and submit sitemap Optimize robots.txt	Improved indexing of site pages.
Days 31-60	Content updates. Review and refresh existing content Add new blog posts	Higher user engagement.
Days 61-90	Build trust signals. Add testimonials section Enhance social proof	Increased conversion rates.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Page load times may hinder user experience. — Optimize images and server response times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain consistent layout during loading.
INP	—	NEEDS IMPROVEMENT	User interaction may feel sluggish. — Minimize JavaScript execution time.

AI Visibility — ChatGPT · Gemini · Perplexity

25 / 100 — Low Visibility

The site lacks structured data, FAQ sections, and brand mentions, which limits AI visibility. However, it allows all AI crawlers access.

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, limiting AI understanding.
- No FAQ schema or relevant headings found.

VISIBILITY STRENGTHS

- Allowed access for all major AI crawlers.
- Clear focus on target audience.

HOW TO IMPROVE

1. Implement JSON-LD structured data for products.
2. Create FAQ sections with relevant questions.
3. Add sameAs links to authoritative profiles.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	20/100	No firsthand experience signals present.

Expertise	30/100	Limited subject expertise demonstrated.
Authoritativeness	25/100	Lacks authoritative signals and citations.
Trustworthiness	40/100	Privacy and terms pages are present, but no social proof.

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

Top action: Add testimonials and expert author bios to enhance trust.

Executive Summary

The MR Visits Track website has a solid foundation but lacks structured data and content freshness, which limits its visibility and potential traffic. Addressing these gaps can significantly improve search rankings and user engagement.

WHAT'S WORKING

Clear value proposition in the title and H1.; Well-defined target audience and services.; Strong focus on user needs with multiple CTAs.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD) to enhance visibility.; Include a testimonials section to build trust.; Implement a sitemap for better crawlability.

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
Crawlability & Indexation	60%	FAIL	HIGH
Site Architecture & URLs	70%	PASSED	MEDIUM
Core Web Vitals	55%	FAIL	HIGH
Structured Data & Schema	0%	FAIL	HIGH
Mobile-First Indexing	70%	PASSED	MEDIUM
Duplicate Content & Canonicals	80%	PASSED	LOW
Security & HTTPS	70%	PASSED	MEDIUM

Category Details

Crawlability & Indexation

FAIL

HIGH IMPACT

60%

Robots.txt, sitemap quality, crawl budget, and indexation health.

FINDINGS

- Robots.txt allows all crawlers.
- No sitemap.xml found, which may hinder indexing.
- No structured data detected.

Impact if fixed: Poor indexing may limit organic traffic.

Site Architecture & URLs

PASSED

MEDIUM IMPACT

70%

URL structure, depth, breadcrumbs, and information architecture quality.

FINDINGS

- Single H1 tag detected, which is good.
- Lack of internal linking may affect navigation.
- No orphan pages detected.

Core Web Vitals

FAIL

HIGH IMPACT

55%

LCP, INP, and CLS performance from a technical SEO perspective.

FINDINGS

- LCP needs improvement due to potential slow loading.
- Interaction to Next Paint is sluggish.
- No significant layout shifts detected.

Structured Data & Schema

FAIL

HIGH IMPACT

0%

Schema markup implementation, rich result eligibility, and structured data errors.

FINDINGS

- No structured data detected.
- No FAQ schema present.
- No entity linking found.

Mobile-First Indexing

PASSED

MEDIUM IMPACT

70%

Mobile version parity, mobile usability, and Google mobile-first compliance.

FINDINGS

- Viewport meta tag is present.
- No specific mobile usability issues detected.
- Responsive design not verified.

Duplicate Content & Canonicals

PASSED

LOW IMPACT

80%

Canonical tags, pagination, parameter handling, and duplicate content risks.

FINDINGS

- Canonical URL tag is present.
- No duplicate content detected.
- No significant issues found.

Security & HTTPS

PASSED

MEDIUM IMPACT

70%

SSL/TLS configuration, HTTPS implementation, and security header quality.

FINDINGS

- SSL certificate is valid until 2026.
- Privacy Policy and Terms of Service are present.
- No security headers detected.

Strengths

- Clear value proposition in the title and H1.
- Well-defined target audience and services.
- Strong focus on user needs with multiple CTAs.

Recommendations

- Add structured data (JSON-LD) to enhance visibility.
- Include a testimonials section to build trust.
- Implement a sitemap for better crawlability.
- Regularly update content to improve freshness.

Technical SEO audit Insights

Crawl audit findings

Robots.txt is present and allows all major crawlers. No sitemap found, which may hinder crawl efficiency.

Indexation health notes

The absence of a sitemap may affect how well the site is indexed by search engines.

Structured data notes

No structured data detected on the site, which limits search engine understanding of content.

Redirect chain and 404 notes

No redirect chains or 404 errors detected.

Log file and crawl budget notes

Log file analysis is not available for this audit.

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.