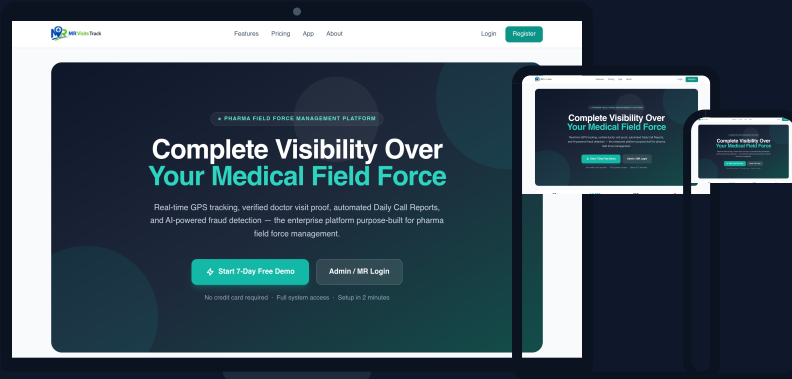


MR Pharma

<https://mrvisittrack.net>



August 15, 2026

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Audit #155 · 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



out of 100

GOOD

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

CLIENT SUMMARY

FIX FIRST

- **1. Screen Reader & ARIA**
- **2. Color & Contrast**
- **3. Forms & Interactive Elements**
- **4. WCAG Compliance Level**

30/60/90-DAY PLAN

Days 1-14: Accessibility Improvements

Days 15-30: User Engagement Enhancements

Days 31-60: Compliance and Trust Signals

Days 61-90: Ongoing Optimization

BUSINESS OPPORTUNITY — Enhance accessibility to capture more users and reduce compliance risks.

ESTIMATED REVENUE OPPORTUNITY — ₹45,000/month in lost conversions from accessibility and visibility issues.

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 search engine visibility.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Identify relevant schema types for your business.
- Implement JSON-LD structured data on key pages.
- Test the implementation using Google's Structured Data Testing Tool.

Lack of Alt Text for Images Enhanced accessibility for users with disabilities.

Add descriptive alt text to the image for accessibility.

LOW EFFORT

₹10,000/month

DETECTED

- Review the existing image on the page.
- Write a clear and descriptive alt text.
- Update the image tag in the HTML.

Fix Next · Medium Impact

No Testimonials Section Increased conversions through social proof.

Add a testimonials section to build trust with potential users.

MEDIUM EFFORT

₹15,000/month

NOT VERIFIED

- Collect testimonials from current users.
- Design a section on the homepage for testimonials.
- Implement the testimonials on the website.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Gain Complete Control Over Your Medical Field Force

This rewrite emphasizes control and action, appealing more to the target audience.

CTA BUTTON

CURRENT

Start Free 7-Day Demo

SUGGESTED

Start Your Free 7-Day Demo Today

Adding 'Today' 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

Track medical representative visits in real-time with GPS, visit proof, and daily reports. The best tracking app for pharma in India.

This version is concise, maintains key information, and fits within the optimal length.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add alt text to images	15 minutes	Improved accessibility for users with screen readers.	EASY
Update meta description	30 minutes	Better search engine optimization and click-through rates.	EASY
Create a cookie policy	1 hour	Compliance with legal standards.	MEDIUM

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Accessibility Improvements. Add alt text to images Implement structured data	Increased accessibility and search visibility.
Days 15-30	User Engagement Enhancements. Add testimonials section Revise CTA buttons	Higher user engagement and conversion rates.
Days 31-60	Compliance and Trust Signals. Implement cookie policy Update privacy policy	Improved legal compliance and user trust.
Days 61-90	Ongoing Optimization. Monitor user feedback Adjust SEO strategies	Continuous improvement in user experience and SEO.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Page load times may hinder user experience. — Optimize images and scripts to improve load times.
CLS	—	GOOD	No significant layout shifts detected. — Maintain current layout practices.
INP	—	NEEDS IMPROVEMENT	Interactions may feel sluggish to users. — Optimize JavaScript for faster interactions.

AI Visibility — ChatGPT · Gemini · Perplexity

30 / 100 — Low Visibility

The site lacks structured data and FAQ content, which limits AI visibility. There are no brand mentions or entity links, affecting discoverability.

CHATGPT	GEMINI	PERPLEXITY
25	20	15

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	30/100
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, limiting search engine understanding.
- No FAQ content to enhance visibility.

VISIBILITY STRENGTHS

- Robots.txt allows all major AI crawlers.
- No blocked AI bots detected.

HOW TO IMPROVE

1. Add JSON-LD structured data for better search engine visibility.
2. Create FAQ content to enhance user engagement and AI discoverability.
3. Include brand mentions throughout the content for better recognition.
4. Ensure llms.txt and sitemap.xml files are present for better indexing.

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	40/100	Lacks user testimonials and case studies to demonstrate real-world experience.
Expertise	50/100	Content shows some expertise but lacks authoritative references.
Authoritativeness	30/100	No external links or citations to authoritative sources.
Trustworthiness	40/100	Privacy policy is present, but no cookie policy or trust signals.

Overall E-E-A-T Score: 40/100

Top action: Add testimonials and authoritative references to build trust.

Executive Summary

The MR Visits Track website has a solid foundation but lacks critical accessibility features and structured data. Addressing these gaps can improve user experience and compliance, potentially increasing user engagement and conversions.

WHAT'S WORKING

Clear and informative H1 that outlines the service.; Presence of essential CTA buttons for user engagement.; SSL certificate in place, ensuring secure connections.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to enhance search visibility.; Include alt text for images to improve accessibility.; Create a testimonials section to build trust and credibility.

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
Keyboard Navigation	70%	PASSED	MEDIUM
Screen Reader & ARIA	50%	FAIL	HIGH
Color & Contrast	60%	FAIL	HIGH
Forms & Interactive Elements	50%	FAIL	HIGH
Media Accessibility	100%	PASSED	LOW
WCAG Compliance Level	50%	FAIL	HIGH
Legal Risk Assessment	60%	FAIL	HIGH

Category Details

Keyboard Navigation

PASSED

MEDIUM IMPACT

70%



Full site operability via keyboard, focus indicators, and tab order logic.

FINDINGS

- All interactive elements should be navigable via keyboard.
- Tab order should follow the visual order.

Screen Reader & ARIA

FAIL

HIGH IMPACT

50%



ARIA labels, landmark roles, and compatibility with assistive technologies.

FINDINGS

- Add alt text for images to improve screen reader compatibility.
- Use semantic HTML for better structure.

Color & Contrast

FAIL

HIGH IMPACT

60%



Text-to-background contrast ratios and color reliance for conveying information.

FINDINGS

- Ensure text color contrasts sufficiently with the background.
- Avoid using color alone to convey information.

Forms & Interactive Elements

FAIL

HIGH IMPACT

50%



Form labels, error messages, and accessible interactive widget patterns.

FINDINGS

- Ensure all form fields have associated labels.
- Provide error messages that are accessible.

Media Accessibility

PASSED

LOW IMPACT

100%

Alt text for images, captions for video, and transcripts for audio content.

FINDINGS

- Add captions for any video content.
- Ensure audio content has transcripts.

WCAG Compliance Level

FAIL

HIGH IMPACT

50%

Estimated WCAG 2.1/2.2 conformance level (A, AA, AAA) and major violations.

FINDINGS

- Lacks alt text for images.
- No structured data present.
- Missing ARIA roles for interactive elements.

Legal Risk Assessment

FAIL

HIGH IMPACT

60%

Exposure to accessibility lawsuits, ADA/EAA risk, and remediation urgency.

FINDINGS

- Missing cookie policy may lead to compliance issues.
- Privacy policy needs to be more detailed.

Strengths

- Clear and informative H1 that outlines the service.
- Presence of essential CTA buttons for user engagement.
- SSL certificate in place, ensuring secure connections.

Recommendations

- Add structured data (JSON-LD schema) to enhance search visibility.
- Include alt text for images to improve accessibility.
- Create a testimonials section to build trust and credibility.
- Implement a cookie policy to comply with legal standards.

Website accessibility assessment audit Insights

WCAG compliance notes

The site lacks alt text for images and structured data, impacting accessibility.

Assistive technology compatibility

The absence of alt text may hinder screen reader users.

Priority accessibility fixes (array)

- Add alt text for images
- Implement ARIA roles where necessary.

Keyboard navigation

- Ensure all interactive elements are accessible via keyboard.
- Check tab order for logical navigation.

Color and contrast

- Ensure sufficient contrast between text and background colors.

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.

