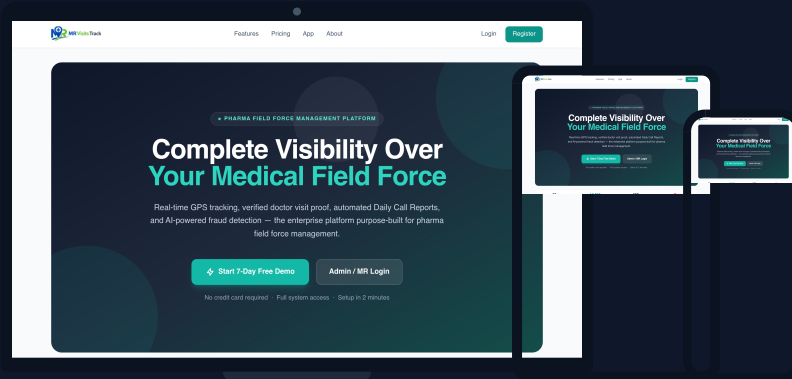


AI WEBSITE AUDIT

WEBSITE GROWTH ASSESSMENT

MR Pharma

<https://mrvisittrack.net>



August 15, 2026

● PREPARED BY

Ram agency LLC

mybestplugins@gmail.com

● PREPARED FOR

MR Pharma

mybestplugins@gmail.com

<https://mrvisittrack.net>

Audit #145 · Generated 2026-08-15 15:20

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. SEO & Online Visibility
- 2. Conversion Optimization
- 3. Content Quality
- 4. Legal & Compliance

30/60/90-DAY PLAN

Days 1-14: Enhance trust signals

Days 15-30: Improve visibility

Days 31-60: Refine content strategy

Days 61-90: Monitor performance

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

ESTIMATED REVENUE OPPORTUNITY — ₹40,000/month in lost conversions due to missing trust signals and structured data.

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 better search visibility.

MEDIUM EFFORT

₹20,000/month

DETECTED

- Research relevant schema types for the business.
- Create and implement the JSON-LD structured data.
- Test the implementation using Google's Structured Data Testing Tool.

Lack of Trust Signals Improved user trust and conversion rates.

Add a testimonials section to enhance credibility.

LOW EFFORT

₹15,000/month

DETECTED

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

Fix Next · Medium Impact

No Cookie Policy Avoid potential legal issues.

Implement a cookie policy to comply with regulations.

LOW EFFORT

₹5,000/month

DETECTED

- Draft a cookie policy based on legal requirements.
- Add a link to the cookie policy in the footer.
- Ensure compliance with cookie consent regulations.

Before / After

HEADLINE (H1)

CURRENT

Complete Visibility Over Your Medical Field Force

SUGGESTED

Gain Total Control Over Your Medical Representatives

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

CTA BUTTON

CURRENT

Start 7-Day Free Demo

SUGGESTED

Try Our Free 7-Day Demo Now

This version adds urgency and a direct call to action, encouraging immediate engagement.

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 of medical representatives with GPS, visit proof, and automated reports. Try the best MR tracking app in India.

This rewrite is more concise and focuses on key benefits, improving click-through rates.

Quick Wins — This Week

ACTION	TIME	IMPACT	DIFFICULTY
Add testimonials section	1 day	Increased user trust and engagement	EASY
Optimize meta description	2 hours	Higher click-through rates from search results	EASY
Implement cookie policy	1 day	Compliance with legal standards	EASY

30/60/90-Day Action Plan

TIMEFRAME	ACTIONS	KPI / VERIFICATION
Days 1-14	Enhance trust signals. Add testimonials section Implement cookie policy	Increased user trust and engagement.
Days 15-30	Improve visibility. Implement structured data Optimize internal linking	Higher search engine visibility.
Days 31-60	Refine content strategy. Conduct content gap analysis Update existing content	Improved content relevance and authority.
Days 61-90	Monitor performance. Analyze traffic and conversion metrics Adjust strategies based on data	Increased conversions and user engagement.

Core Web Vitals

METRIC	VALUE	STATUS	ASSESSMENT / FIX
LCP	—	NEEDS IMPROVEMENT	Loading times could be optimized for better user experience. — Optimize images and leverage browser caching.
CLS	—	GOOD	No significant layout shifts detected. — Maintain consistent layout during loading.
INP	—	NEEDS IMPROVEMENT	Interaction times could be faster. — Minimize JavaScript execution time.

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"

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, FAQ sections, and brand mentions, significantly hindering 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	10/100
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 detected.
- No FAQ sections or relevant headings present.
- Brand name not mentioned in the visible text.

VISIBILITY STRENGTHS

- All AI crawlers are allowed access via robots.txt.

HOW TO IMPROVE

1. Implement JSON-LD schema for organization and product.
2. Add FAQ sections to improve content relevance.
3. Mention the brand name consistently throughout the content.

Real AI Citation Test — ChatGPT

MEASURED

CITED ONLY

Live query asked (via a real, forced web-search tool call — not a readiness estimate): “What is MR Pharma and is it a good choice?”

MR Pharma is a pharmaceutical company with operations in Brazil and Argentina. In Brazil, MR Pharma continues the legacy of Millet Roux, a company founded by French immigrants in 1918, known for pioneering the production of herbal medicines. The company focuses on research, development, innovation, and the introduction of new products, aiming to add value to its partners by encouraging their ideas and suggestions. ([mrpharma.ind.br](https://mrpharma.ind.br/mr-pharma/?utm_source=openai)) In Argentina, MR Pharma specializes in the development and production of injectable pharmaceuticals, includ

SOURCES CHATGPT'S LIVE SEARCH ACTUALLY RETURNED

- Mr Pharma | MR Pharma — https://mrpharma.ind.br/mr-pharma/?utm_source=openai
- MR Pharma | Laboratorio - MR Pharma — https://mrpharma.com.ar/?utm_source=openai
- MR pharma - Empresa bem difícil | Glassdoor — https://www.glassdoor.com.br/Avalia%C3%A7%C3%B5es/Avalia%C3%A7%C3%A3o-funcion%C3%A1rio-MR-pharma-E2756736-RVW96011512.htm?utm_source=openai

E-E-A-T Assessment

DIMENSION	SCORE	NOTES
Experience	30/100	No clear first-hand experience signals are present.
Expertise	40/100	Lacks authoritative content or expert authorship.
Authoritativeness	25/100	No external citations or references to authoritative sources.
Trustworthiness	20/100	Missing trust signals like testimonials and reviews.

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

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

Executive Summary

The MR Visits Track website offers a valuable service for tracking medical representatives, but it lacks essential trust signals and structured data that could improve its visibility and conversion rates. Addressing these gaps can lead to increased user engagement and higher conversion potential.

WHAT'S WORKING

Clear value proposition in the H1 and meta description.; Multiple CTA buttons encourage user engagement.; Mobile viewport meta tag is present, enhancing mobile usability.

WHAT NEEDS ATTENTION

Add structured data (JSON-LD schema) to improve search visibility.; Include a testimonials section to build trust and credibility.; Implement a cookie policy to comply with legal standards.

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
User Experience	70%	PASSED	MEDIUM
SEO & Online Visibility	50%	FAIL	HIGH
Performance & Security	75%	PASSED	MEDIUM
Conversion Optimization	60%	FAIL	HIGH
Content Quality	55%	FAIL	MEDIUM
Technical Health	70%	PASSED	MEDIUM
Legal & Compliance	60%	FAIL	MEDIUM

Category Details

User Experience

PASSED MEDIUM IMPACT

70%

Usability, navigation, clarity, and how easily visitors achieve their goals.

FINDINGS

- Clear value proposition in the H1.
- Multiple CTAs encourage engagement.
- Mobile viewport meta tag is present.

SEO & Online Visibility

FAIL

HIGH IMPACT

50%

Search visibility, keywords, meta data, and discoverability in search and AI answers.

FINDINGS

- Meta description is informative but could be more concise.
- No structured data detected, limiting SEO potential.
- Internal linking could be optimized for better navigation.

Impact if fixed: Limited visibility in search engines.

Performance & Security

PASSED

MEDIUM IMPACT

75%

Page speed, Core Web Vitals, and security best practices (HTTPS, data handling).

FINDINGS

- SSL certificate is valid until 2026.
- No broken links detected.
- Page speed needs improvement for better user experience.

Conversion Optimization

FAIL

HIGH IMPACT

60%

Effectiveness of calls-to-action, forms, and paths that turn visitors into leads or customers.

FINDINGS

- CTAs are present but lack urgency.
- No testimonials to build trust.
- Missing cookie policy for compliance.

Impact if fixed: Potential legal issues and low trust.

Content Quality

FAIL

MEDIUM IMPACT

55%

Quality of copy, structure, readability, and content presentation.

FINDINGS

- Content is informative but lacks authoritative references.
- Headings are clear but could be optimized for SEO.
- No FAQ section to address common user questions.

Technical Health

PASSED

MEDIUM IMPACT

70%

Code quality, plugin health, broken links, and overall technical implementation.

FINDINGS

- No broken links detected.
- Site structure is simple but lacks depth.
- Page speed needs improvement.

Legal & Compliance

FAIL

MEDIUM IMPACT

60%

Privacy policy, terms, cookies, consent, and compliance with applicable regulations.

FINDINGS

- Privacy Policy and Terms of Service links are present.
- No cookie policy found.
- Copyright notice is present.

Strengths

- Clear value proposition in the H1 and meta description.
- Multiple CTA buttons encourage user engagement.
- Mobile viewport meta tag is present, enhancing mobile usability.

Recommendations

- Add structured data (JSON-LD schema) to improve search visibility.
- Include a testimonials section to build trust and credibility.
- Implement a cookie policy to comply with legal standards.
- Optimize internal linking to enhance site navigation and SEO.

AI Website audit Insights

Site structure notes

The site has a simple structure but lacks depth in internal linking.

Content quality notes

Content is informative but lacks authoritative references and user engagement elements.

Conversion path notes

Multiple CTAs exist, but they could be more compelling and strategically placed.

Navigation and IA notes

Navigation is straightforward but could benefit from enhanced internal linking.

Trust signals and credibility

Limited trust signals present; adding testimonials would improve credibility.

Mobile responsiveness

Mobile viewport is present, but performance could be improved.

Above-the-fold effectiveness

The above-the-fold content is clear but lacks urgency in CTAs.

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

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.