

Customer Performance Snapshot

01 April 2026



NR LIFE CARE

R3 | F3 | KAM

Category: Pharmaceutical Raw Materials & Ingredients

State: Gujarat

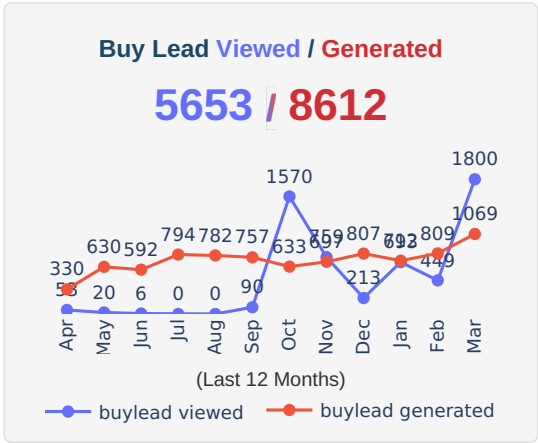
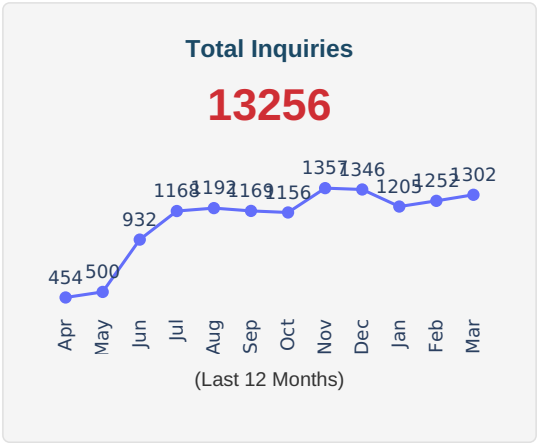
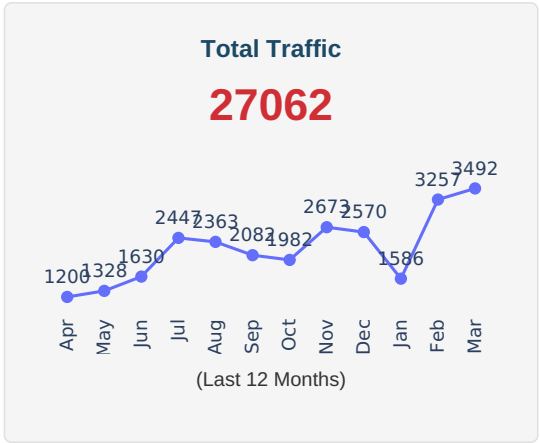
Domain: nrlifecare.com

App Downloads: Yes

Total Contracts: 9

Vintage: 8 years

Last Login: 06 Apr 2026



Open Rate

99%

(Last 3 Months)

MTI Response

78%

(Last 3 Months)

Total Products

462

FP: 27 | CP: 435

Prod Score < 70

267

(Count)

Without Price

5

(Count)

Product Keywords

533

(Unique)

Product Mcats

383

(Unique)

Product Score

57

(Average)

Mcats Inquiries (Last 3 Months)

Mcat	Inquiry	Global Unique Inquiry	Total Traffic
calcium carbonate	140	345	1650
caustic soda	84	194	783
titanium dioxide	63	203	2897
sodium lauryl ether sulphate	57	154	594
dicalcium phosphate	56	157	483
caustic soda flakes	54	276	1212
pigment powder	53	214	605
aluminum foils	49	101	383
api intermediate	46	246	2383
bleaching powder	41	151	1022
phosphoric acid	39	407	1146
aluminum phosphide	38	127	1217
whey protein	36	197	1956
boric acid	33	90	583
whey protein concentrate	31	101	740
acetic acid	30	126	881
ammonium sulphate	30	135	680
pharmaceutical medicines	27	826	36790
liquid glucose	26	72	822
	26		

State-wise Inquiries (Last 3 Months)

State	Inquiry
Maharashtra	511
Gujarat	476
Uttar Pradesh	269
Delhi	194
Tamil Nadu	146
Karnataka	145
Rajasthan	126
Outside India	122
Telangana	116
Madhya Pradesh	100
West Bengal	97
Haryana	92
Andhra Pradesh	59
Bihar	59
Punjab	57
Odisha	47
Kerala	40
Uttarakhand	39
Himachal Pradesh	37
Chhattisgarh	25

soda ash		140	634
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Page-wise Traffic (Last 3 Months)

Page	Pageviews	Users
https://www.nrlifecare.com/	1436	1066
https://www.nrlifecare.com/contact-us.html	1157	693
https://www.nrlifecare.com/products.html	343	261
https://www.nrlifecare.com/active-pharmaceutical-ingredients-api-.html	249	189
https://www.nrlifecare.com/company-profile.html	248	196
https://www.nrlifecare.com/ https://linko.page/nrlifecare	245	180
https://www.nrlifecare.com/prod_search.html	227	186
https://www.tradeindia.com/nr-life-care-8042676/	162	139
http://www.nrlifecare.com/	160	160
https://www.nrlifecare.com/neutraceutical-ingredients.html	77	64
https://www.nrlifecare.com/vitamin-b12-powder-methyl-cobalamin-7226282.html	69	61
https://www.nrlifecare.com/pharmaceutical-api.html	66	58
https://www.tradeindia.com/products/tapentadol-hcl-api-c9565395.html	63	35
https://www.nrlifecare.com/paracetamol-powder-ip-7963405.html	59	55
https://www.nrlifecare.com/3-chloromethcathinone-api-9565512.html	57	51
https://www.nrlifecare.com/utills/sms_now.html	50	43
https://www.nrlifecare.com/food-agro-chemicals.html	44	35
https://www.nrlifecare.com/brochure.html	42	37
https://www.nrlifecare.com/metformin-hcl-api-9565447.html	41	37
https://www.nrlifecare.com/pharmaceutical-excipients.html	40	32

Google Search Ranking Data (Last 3 Months)

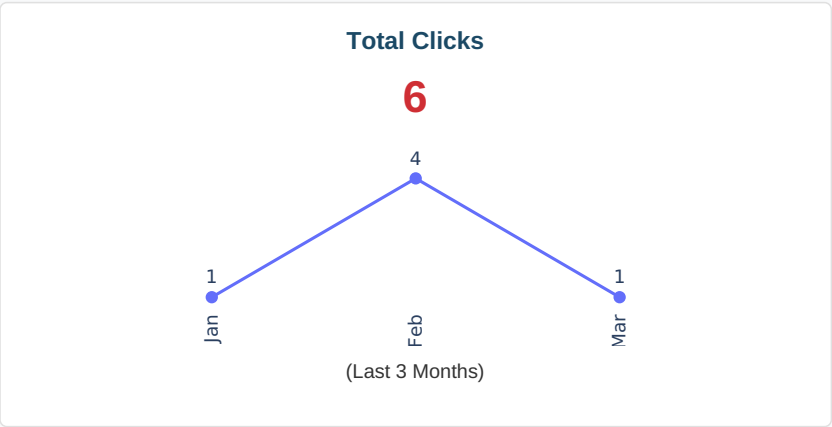
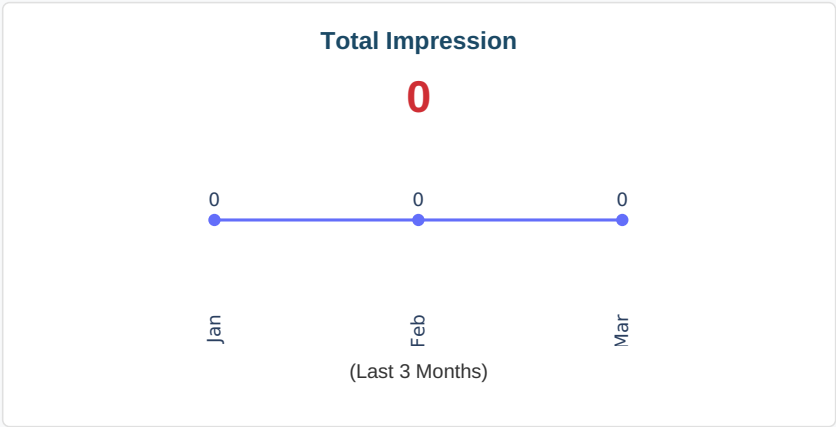
Page	Impression	Clicks	Search Query	Avg Rank
https://www.nrlifecare.com/api-intermediate-chemicals-9565367.html	None	None	api intermediate price api intermediates price api intermediates price buy api intermediate api chemicals price	4 5 5 6 6
https://www.nrlifecare.com/api-montelukast-sodium-powder-7963749.html	None	None	montelukast sodium api powder	2
https://www.nrlifecare.com/atorvastatin-calcium-api-9565420.html	None	None	atorvastatin calcium api price atrovastatin calcium usp-bp-ep manufacturer atrovastatin calcium usp-bp-ep supplier atorvastatin cal ip/usp price atorvastatin calcium bp-usp supplier	8 13 14 16 16
https://www.nrlifecare.com/avanafil-ip-powder-10840453.html	None	None	avanafil api powder avanafil api powder price avanafil api powder supplier	2 2 5
https://www.nrlifecare.com/azithromycin-dihydrate-api-powder-8880120.html	None	None	azithromycin api powder price azithromycin api price azithromycin ip/usp supplier azithromycin powder price	6 9 19 19

Disclaimer: The displayed data, including rankings, impressions, and clicks, is based on aggregated Google Search Console metrics and may vary due to factors such as device type, search type (web/image), geographic location, search personalization, and time of search. These metrics are indicative and may not represent exact real-time performance.

Google shopping data: 121 Products



Adding SHOPPING DETAILS & PRICES can help push your products on Google Shopping. Please visit My TradeIndia -> Manage Product -> My Product for updating product details
Inquiries increase up to 5X when customers see prices directly!



Page	Impression (Last 3 Months)	Clicks (Last 3 Months)
https://www.tradeindia.com/products/technical-grade-urea-c8880102.html	0	3
https://www.tradeindia.com/products/potassium-permanganate-crystal-50-kg-c9026479.html	0	1
https://www.tradeindia.com/products/tcca-90-tablet-c10840501.html	0	1
https://www.tradeindia.com/products/tcca-90-trichloroisocyanuric-acid-granules-c10840196.html	0	1

Disclaimer: The data displayed above is sourced directly from Google Merchant Center (GMC) and is presented for informational purposes.

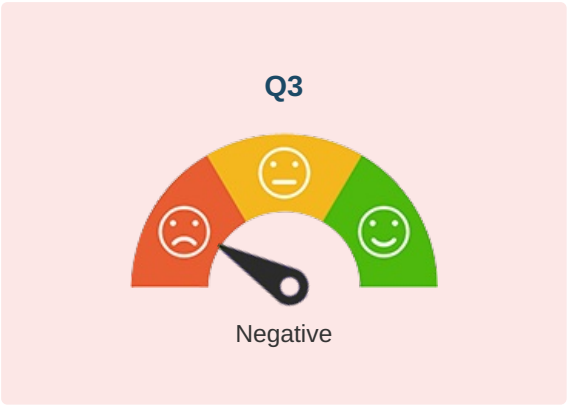
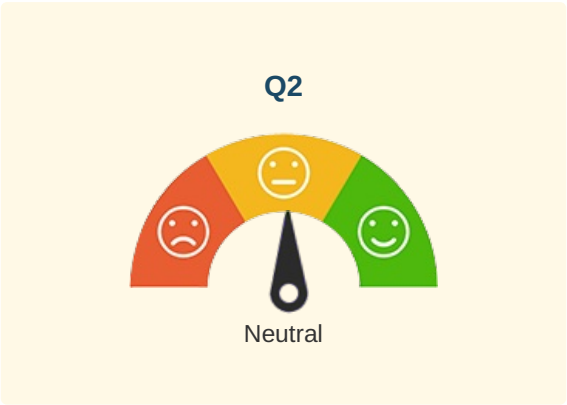
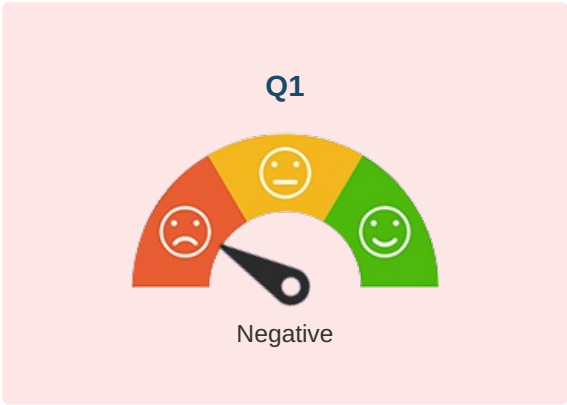
Mcat Recommendation (Business keyword could be added against the product name)

Product ID	Product Name	Source	Business Keyword	Keyword Match	Unique Inquiries (Last 3 Months)	Total Traffic (Last 3 Months)
10840398	Caustic Soda Flakes	CATALOG	caustic soda	85.2%	194	761
10840493	Copper Sulphate Crystals	CATALOG	copper sulphate	83.6%	174	1099
9565557	Natural Caffeine Powder	CATALOG	coffee powder	76.3%	141	966
9565419	Soda Ash Powder	CATALOG	soda ash	0.9%	140	622
10840360	Light Soda Ash Powder	CATALOG	fly ash powder	76.2%	104	609
9565419	Soda Ash Powder	CATALOG	fly ash powder	0.8%	104	609
10840517	Whey Protein Concentrate Wpc 80 SAPUTO POLMEK	CATALOG	whey protein concentrate	0.8%	101	713
10954665	Whey Protein Concentrate	CATALOG	whey protein concentrate	1.0%	101	713
10954300	Clobetasol Propionate Powder	CATALOG	clobetasol propionate cream	0.8%	76	2420
10954194	Cyproheptadine Hydrochloride Powder	CATALOG	cyproheptadine syrup	0.8%	39	2364

Business States

Not Mentioned

Feedback



Opportunities

Domain

✔ Opted

SSL

✔ Opted

Email

✔ Opted

Google Ads

✖ Not Opted

High Traffic Pages In Which Industry Leader Available

Manufacturer Page (Last 3 Months)

Page	Keyword	Users
https://www.tradeindia.com/manufacturers/tapentadol.html	tapentadol	793
https://www.tradeindia.com/hi/manufacturers/detergent-powder-raw-material.html	detergent powder raw material	306
https://www.tradeindia.com/manufacturers/acid-slurry.html	acid slurry	290
https://www.tradeindia.com/hi/manufacturers/vitamin-b12.html	vitamin b12	241
https://www.tradeindia.com/manufacturers/protein-powder.html	protein powder	227
https://www.tradeindia.com/manufacturers/caustic-soda-flakes.html	caustic soda flakes	155
https://www.tradeindia.com/manufacturers/technical-grade-urea.html	technical grade urea	142
https://www.tradeindia.com/manufacturers/generic-pharmaceutical-drugs.html	generic pharmaceutical drugs	142
https://www.tradeindia.com/manufacturers/active-pharmaceutical-ingredients.html	active pharmaceutical ingredients	117
https://www.tradeindia.com/manufacturers/cefpodoxime-proxetil.html	cefpodoxime proxetil	117

City Page (Last 3 Months)

Page	Keyword	City	Users
https://www.tradeindia.com/delhi/tapentadol-city-228067.html	tapentadol	Delhi	80
https://www.tradeindia.com/kolkata/acid-slurry-city-200579.html	acid slurry	Kolkata	52
https://www.tradeindia.com/hyderabad/clarithromycin-tablets-city-196467.html	clarithromycin tablets	Hyderabad	50
https://www.tradeindia.com/panchkula/tapentadol-city-211084.html	tapentadol	Panchkula	43
https://www.tradeindia.com/hyderabad/ambroxol-hydrochloride-syrup-city-196467.html	ambroxol hydrochloride syrup	Hyderabad	34
https://www.tradeindia.com/delhi/vitamin-c-injection-city-228067.html	vitamin c injection	Delhi	33
https://www.tradeindia.com/palai/vitamin-c-injection-city-210860.html	vitamin c injection	Palai	32
https://www.tradeindia.com/ahmedabad/acid-slurry-city-178823.html	acid slurry	Ahmedabad	28
https://www.tradeindia.com/bengaluru/acid-slurry-city-183339.html	acid slurry	Bengaluru	28
https://www.tradeindia.com/kolkata/tapentadol-city-200579.html	tapentadol	Kolkata	26

Note: The Industry Leader slots are limited to 2 and will be allocated on a first-come, first-served basis. Data is refreshed every month.

Recommendations

- 1) Review and act on buy leads promptly as the number of views on buy leads is significantly lower than the number of buy leads generated.
- 2) Enable Google Ads to enhance your digital presence and attract more traffic.
- 3) Consider adding relevant keywords that align with high-performing industry terms to improve product visibility, especially terms like "caustic soda," "copper sulphate," and "natural caffeine powder."
- 4) Utilize top-performing industry leader packages and consider leveraging high-traffic manufacturer and city pages to increase visibility and generate top-quality leads.
- 5) Improve product quality by enhancing descriptions, images, specifications, and adding prices to boost product score from its current average.
- 6) Increase focus on underperforming states, such as Gujarat and Uttar Pradesh, by tailoring marketing efforts to increase inquiries from these regions.
- 7) Ensure all product pages are optimized for search engines to improve visibility in search results.
- 8) Create engaging content around high-traffic pages to further attract interest and inquiries.
- 9) Monitor performance metrics regularly to identify areas for continuous improvement.
- 10) Analyze competitor strategies to find opportunities for differentiation and improved engagement.