

Customer Performance Snapshot

01 July 2026



NR LIFE CARE



R3 | F3 | KAM

Category: Pharmaceutical Raw Materials & Ingredients

State: Gujarat

Domain: nrlifecare.com

App Downloads: Yes

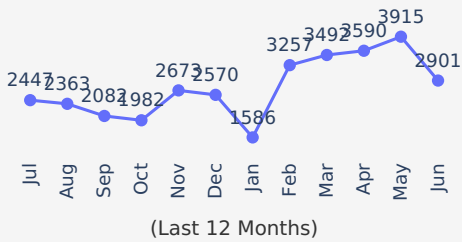
Total Contracts: 9

Vintage: 8 years

Last Login: 07 Jul 2026

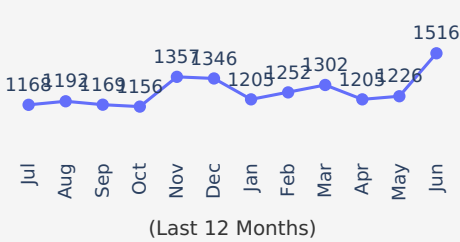
Total Traffic

33254



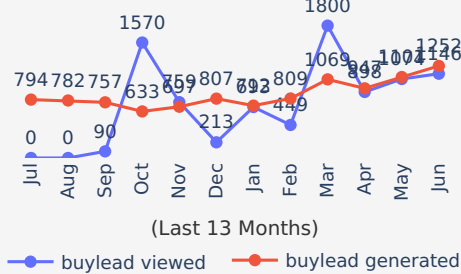
Total Inquiries

15336



Buy Lead Viewed / Generated

8785 / 10423



Open Rate

98%

(Last 3 Months)

MTI Response

91%

(Last 3 Months)

Total Products

1059

FP: 27 | CP: 1032

Prod Score < 70

862

(Count)

Without Price

556

(Count)

Product Keywords

894

(Unique)

Product Mcats

439

(Unique)

Product Score

32

(Avergae)

Mcats Inquiries (Last 3 Months)

Mcat	Inquiry	Global Unique Inquiry	Total Traffic
titanium dioxide	150	301	2371
sodium lauryl ether sulphate	80	230	644
calcium carbonate	75	224	1453
bleaching powder	68	203	1213
acetic acid	40	153	828
api intermediate	37	253	1881
caustic soda flakes	36	332	1015
dicalcium phosphate	34	92	486
phosphoric acid	34	461	1268
ammonium sulphate	32	109	756
pigment powder	30	120	445
active pharmaceutical ingredients	30	536	4856
food colors	28	83	617
potassium nitrate	26	122	577
whey protein concentrate	19	76	670
talc powder	19	69	409
liquid glucose	18	80	1092
boric acid	17	60	526

State-wise Inquiries (Last 3 Months)

State	Inquiry
Gujarat	571
Maharashtra	473
Uttar Pradesh	259
Delhi	234
Tamil Nadu	146
Rajasthan	141
Karnataka	128
Telangana	120
West Bengal	103
Haryana	101
Madhya Pradesh	99
Bihar	73
Andhra Pradesh	63
Punjab	58
Kerala	46
Uttarakhand	42
Odisha	35
Chhattisgarh	21
Assam	20
Himachal Pradesh	18

potassium humate	16	43	384
starch powder	15	58	446

Page-wise Traffic (Last 3 Months)

Page	Pageviews	Users
https://www.nrlifecare.com/	3182	1476
https://www.nrlifecare.com/contact-us.html	1376	777
https://www.nrlifecare.com/products.html	371	283
https://www.nrlifecare.com/active-pharmaceutical-ingredients-api-.html	284	203
https://www.nrlifecare.com/company-profile.html	252	197
https://www.tradeindia.com/nr-life-care-8042676/	211	161
https://www.nrlifecare.com/prod_search.html	175	151
https://www.tradeindia.com/products/tapentadol-hcl-api-c9565395.html	72	56
https://www.nrlifecare.com/paracetamol-powder-ip-7963405.html	69	61
https://www.nrlifecare.com/testosterone-cypionate-powder-10840469.html	66	7
https://www.nrlifecare.com/liposomal-ferric-pyrophosphate-9565409.html	52	44
https://www.nrlifecare.com/brochure.html	47	39
https://www.nrlifecare.com/chemicals-intermediates.html	44	39
https://www.tradeindia.com/products/tadalafil-api-powder-c9565378.html	41	30
https://www.nrlifecare.com/neutraceutical-ingredients.html	39	32
https://www.nrlifecare.com/metformin-hcl-api-9565447.html	38	36
https://www.nrlifecare.com/utills/sms_now.html	38	34
https://www.nrlifecare.com/clindamycin-phosphate-api-9565509.html	37	31
https://www.nrlifecare.com/colloidal-silicon-dioxide-9565408.html	37	31
https://www.tradeindia.com/products/cephalexin-compacted-api-c9565551.html	36	32

Google Search Ranking Data (Last 3 Months)

Page	Impression	Clicks	Search Query	Avg Rank
https://www.nrlifecare.com/albendazole-usp-contract-manufacturing-api-12283760.html	None	None	albendazole api powder	10
https://www.nrlifecare.com/anastrozole-api-powder-10840211.html	None	None	anastrozole api price	4
			anastrozole api supplier	13
			anastrozole api	15
https://www.nrlifecare.com/api-montelukast-sodium-powder-7963749.html	None	None	montelukast sodium api powder	2
			montelukast sod. ip supplier	13
			montelukast sodium api	19
https://www.nrlifecare.com/ascorbic-acid-powder-9565481.html	None	None	ascorbic acid imported price	14
			ascorbic acid ip supplier	16
https://www.nrlifecare.com/atenolol-ip-bulk-powder-manufacturer-12283801.html	None	None	atenolol powder manufacturer	4

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: 131 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!

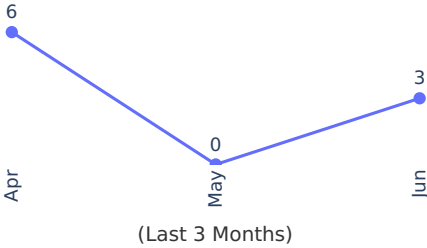
Total Impression

0

None
(Last 3 Months)

Total Clicks

9



Page	Impression (Last 3 Months)	Clicks (Last 3 Months)
https://www.tradeindia.com/products/tcca-90-trichloroisocyanuric-acid-granules-c10840196.html	0	4
https://www.tradeindia.com/products/acid-slurry-for-detergent-c10840492.html	0	3
https://www.tradeindia.com/products/refined-glycerine-ip-c10840393.html	0	1
https://www.tradeindia.com/products/xanthan-gum-high-viscosity-food-grade-80-mesh-c9565465.html	0	1

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

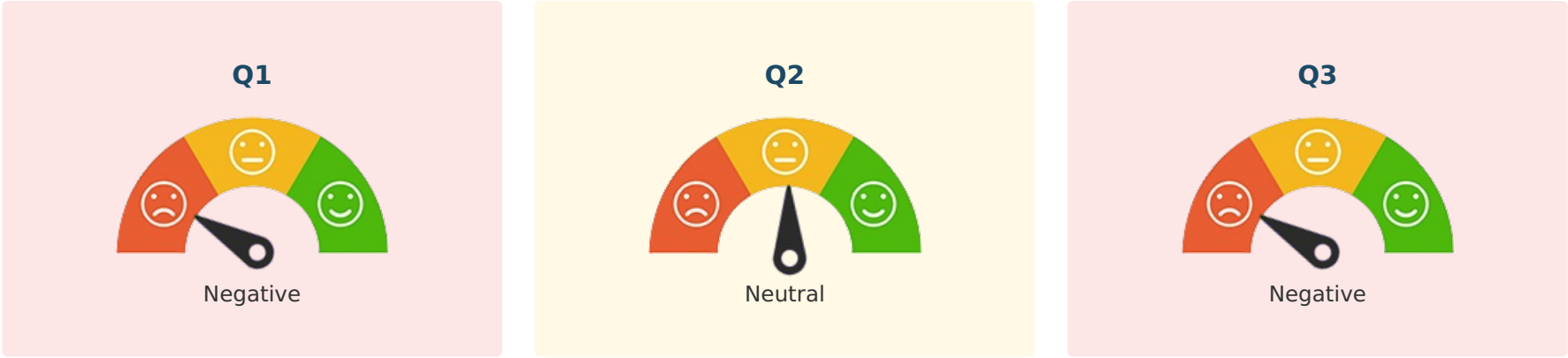
Mcat Recommendation (Business keyword could be added against the product name)

Product ID	Product Name	Source	Business Keyword	Keyword Match	Unique Inquiries (Last 3 Months)	Total Traffic (Last 3 Months)
10840493	Copper Sulphate Crystals	CATALOG	copper sulphate	0.8%	221	1199
10954665	Whey Protein Concentrate	CATALOG	whey protein	0.8%	217	1891
10840398	Caustic Soda Flakes	CATALOG	caustic soda	85.2%	171	740
9565557	Natural Caffeine Powder	CATALOG	coffee powder	76.3%	152	773
12162904	Natural caffeine powder	CATALOG	coffee powder	0.8%	152	773
9565419	Soda Ash Powder	CATALOG	soda ash	0.9%	140	540
11379587	Potassium Nitrate	CATALOG	sodium nitrate	0.8%	117	263
10954665	Whey Protein Concentrate	CATALOG	whey protein concentrate	1.0%	76	670
10840517	Whey Protein Concentrate Wpc 80 SAPUTO POLMEK	CATALOG	whey protein concentrate	0.8%	76	670
10840360	Light Soda Ash Powder	CATALOG	fly ash powder	76.2%	73	596

Business States

None

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	1064
https://www.tradeindia.com/manufacturers/peptides.html	peptides	562
https://www.tradeindia.com/manufacturers/acid-slurry.html	acid slurry	447
https://www.tradeindia.com/hi/manufacturers/detergent-powder-raw-material.html	detergent powder raw material	351
https://www.tradeindia.com/manufacturers/ozempic-semaglutide-injection.html	ozempic semaglutide injection	240
https://www.tradeindia.com/manufacturers/biodiesel.html	biodiesel	231
https://www.tradeindia.com/manufacturers/technical-grade-urea.html	technical grade urea	226
https://www.tradeindia.com/manufacturers/protein-powder.html	protein powder	180
https://www.tradeindia.com/manufacturers/oxandrolone-tablets.html	oxandrolone tablets	164
https://www.tradeindia.com/manufacturers/pharmaceutical-products.html	pharmaceutical products	156

City Page (Last 3 Months)

Page	Keyword	City	Users
https://www.tradeindia.com/delhi/tapentadol-city-228067.html	tapentadol	Delhi	73
https://www.tradeindia.com/kolkata/acid-slurry-city-200579.html	acid slurry	Kolkata	50
https://www.tradeindia.com/guangzhou/peptides-city-194482.html	peptides	Guangzhou	47
https://www.tradeindia.com/kolkata/bleaching-powder-city-200579.html	bleaching powder	Kolkata	42
https://www.tradeindia.com/kolkata/tapentadol-city-200579.html	tapentadol	Kolkata	41
https://www.tradeindia.com/vapi/zinc-oxide-powder-city-224809.html	zinc oxide powder	Vapi	41
https://www.tradeindia.com/ahmedabad/acid-slurry-city-178823.html	acid slurry	Ahmedabad	40
https://www.tradeindia.com/kolkata/dextromethorphan-hydrobromide-city-200579.html	dextromethorphan hydrobromide	Kolkata	40
https://www.tradeindia.com/panchkula/tapentadol-city-211084.html	tapentadol	Panchkula	38
https://www.tradeindia.com/bengaluru/peptides-city-183339.html	peptides	Bengaluru	34

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 promptly act on buy leads to maximize conversion, as buy lead views are moderately lower than total buy leads generated.
- 2. Opt into Google Ads to enhance online visibility and attract more targeted traffic.
- 3. Add relevant keywords aligned with top-performing industry terms such as 'copper sulphate', 'whey protein', and 'caustic soda' to improve product discoverability.
- 4. Improve average product score by enhancing product descriptions, images, specifications, and by adding prices to the 556 products currently without price.
- 5. Leverage high-traffic manufacturer pages like 'tapentadol' and 'peptides' for increased brand exposure and lead generation.
- 6. Explore top-performing city-specific pages such as Delhi and Kolkata for category visibility to capture more regional leads.
- 7. Increase the number of featured products from current 27 to highlight best products and improve customer engagement.