

Competitive Audit Summary Report

Objective

To compare the user experience related to inspiration, advice, and event booking across competitor websites of Wild Maidenhead.

Key Competitors

The audit included the following competitors:

- CPRE (Direct)
- The Wildlife Trust (Direct)
- RSPB (Indirect)
- The Woodland Trust (Indirect)

General Findings

Target audiences and unique value propositions highlight a shared mission of conservation and sustainability among competitors.

User Experience (UX)

Aspect	Best Performer	Notes
Desktop Experience	RSPB	Clear CTAs, structured homepage
Mobile Experience	RSPB	Fully responsive, intuitive layout
Features	Woodland Trust	Extensive interactive content and links to campaigns
Accessibility	CPRE & Wildlife Trust	Designed to high accessibility standards
User Flow	CPRE, RSPB, Woodland Trust	Easy navigation, well-structured menus
Navigation	CPRE	High contrast CTAs, intuitive layout

Brand Identity	CPRE	Strong mission, visual consistency
Tone	All	Informative, community-driven, motivational
Descriptiveness	All	Well-written content, some cluttered information on Wildlife Trust
Inspiration & Advice	Wildlife Trust	Excellent resources like Wildlife Watch

Overall UX Ratings (Select Competitors)

Summary of user experience for selected competitors:

- CPRE: Good across all aspects, outstanding in accessibility and brand identity
- Wildlife Trust: Strong on inspirational content and accessibility, but some navigational challenges
- RSPB: Outstanding desktop/mobile experience, slightly weaker navigation structure
- Woodland Trust: Excellent feature set, strong visual identity, but room for improvement in navigation

Recommendations for Wild Maidenhead

1. Enhance Mobile UX: Prioritise responsiveness and intuitive layout on mobile.
2. Leverage Interactive Features: Consider campaigns like 'Nature's Calendar' for engagement.
3. Strengthen Brand Identity: Clear visual identity and mission should be reinforced across platforms.
4. Improve Navigation: Structured menus and high-contrast CTAs enhance usability.
5. Create Inspirational Content: Develop resources akin to Wildlife Watch to drive action.