

WOMEN AGAINST ABUSE

Competitive Analysis Report

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Introduction

Methodology

I selected three different types of competitors to conduct a competitive analysis on. This analysis was completed using the available data found on the competitors' websites and social media, as well as other online research and data found with Screaming Frog's SEO Spider. Collecting this information reveals the strengths and weaknesses of each competitor, which allows us to better understand the strengths and weaknesses of Women Against Abuse's website in the context of the current marketplace.

Goal

The goal of completing this research is to give Women Against Abuse a competitive advantage over various types of competitors. The data collected for this report reveals strategies that Women Against Abuse can utilize to gain a strategic advantage.



Direct Competitor



National Network to End Domestic Violence
nnedv.org

Content Assessment

The main theme of the content is domestic violence. The content on NNEDV's website includes articles centered around explaining their services and educational information about abuse. They utilize links to resources for those experiencing or close to a domestic violence situation, as well as links to get involved through donations and events.

The content is of good quality and includes detailed explanations, facts, answers to frequently asked questions, toolkits, and policy information. The writing style is digestible and easy to follow while being informative. The content looks high-quality and put together well and the website stands out because there's a lot of different kinds of information in one place. The tone and style remain serious and informative due to the serious and sensitive nature of the topic. The brand values are clearly communicated as they are against domestic violence and eager to help those who are victims.

NNEDV's website is used frequently and hosts resources and information necessary for those in or close to DV situations. They use the social media platforms Instagram, Facebook, and X. Instagram posts are almost daily and consist of testimonials, tips, and infographics. Facebook has mostly the same content as Instagram but utilizes Facebook features that Instagram doesn't have such as linking directly to articles. They rarely post on X and the most recent post is from 2021. A noticeable gap in their content is that they don't share personal stories of victims and loved ones of victims.

Audience

There are minimal comments on social media posts besides ones with polarizing topics such as gun violence. Most of the comments are encouraging and in agreement with being against domestic violence. They typically get a minimum of 30 likes on Instagram posts. Facebook posts have an average of 10 likes and shares on posts. They have 12.1k followers on Instagram, 101k followers on Facebook, and 31.2k followers on X.



National Network to End Domestic Violence nnedv.org

SEO Strategy

NNEDV uses relevant keywords throughout its website including domestic violence, domestic abuse, domestic violence survivor, and DV. Their on-page optimization includes clear page titles and the use of meta descriptions and headers. They use backlinks through their social media profiles which include links to their website and articles within the website. The blogs and resources include topics that have a lot of other media about them, allowing many opportunities to be linked. They are ranked well when searching, NNEDV shows up on the second page of Google when you search the term “domestic violence.”

Title 1
Home Page - NNEDV
For Media - NNEDV
Annual Reports - NNEDV
WomensLaw - NNEDV
DV Awareness Month Archives - NNEDV
Get Involved Toolkit - NNEDV
Family Violence Prevention and Services Act - NNEDV
Meta Description 1
NNEDV is dedicated to creating a social, political, and economic environ...
Annual Reports provide a 12-month overview of NNEDV's project achiev...
October is Domestic Violence Awareness Month (DVAM). Learn more a...

H1-1
For Media
Annual Reports
WomensLaw
DV Awareness Month
Get Involved Toolkit
Family Violence Prevention and Services Act
Financials
Charitable Solicitation Disclosure
Facts & Stats

H2-1
Take Action Now!
Press Statements from NNEDV
connect with us
connect with us
Week of Action
Stay in the Know
connect with us
Annual Reports
connect with us



National Network to End Domestic Violence
nnedv.org

Strengths

- High-quality content
- Frequent social media posts
- Clear brand values
- Wide variety of information

Weaknesses

- Limited use of personal stories
- Not utilizing high follower count on X
- Low engagement on social media

Opportunities

- Brief social media testimonials could be longer articles or blog posts
- Create video content

Threats

- Competitive market because many organizations address this topic

Indirect Competitor



Planned Parenthood
plannedparenthood.org

Content Assessment

The main theme of the content is sexual health and family planning. They have blog posts and information on the resources and services they offer. Blog posts consist of topics related to sex education, including topics that would be helpful to people but they might be too embarrassed to ask. Their blog is called TMI: No Such Thing. Themes are surrounding planned parenthood services which include STD testing and treatment, birth control, and abortions. There are a lot of helpful resources that go in-depth on a variety of topics. I didn't identify any content gaps because they have a wide variety of topics covered including the more taboo ones.

The content is high-quality with colors that complement each other and strong visual organization. The writing style is informative but casual and conversational, and sometimes humorous. The content stands out for being helpful and comforting in its tone while also having the facts you need for your situation. They have extremely clear brand values throughout all of their content.

Planned Parenthood remains consistent in its blogs and posts around 4-10 blogs every month. Along with their website, they use many social media platforms. Facebook and Instagram both have multiple posts a week, sometimes almost daily. YouTube on average one video a month, some months have multiple videos while other months have none at all. Their TikTok account has at least 2 posts weekly. X has no posts since 2022.

Audience

Their audience leaves a lot of positive comments surrounding the topics they post about, particularly a lot of pro-choice-related comments. Facebook typically gets over 100 likes on each post, and over 50 shares. Instagram gets over 1000 likes on each post. Youtube videos typically have 10-100 likes on each post. TikTok's likes have a wide range, sometimes as low as 10 and other times as high as over 1000. Their follower counts are 1M on Facebook, 1M on Instagram, 134K on YouTube, 120.4K on TikTok, and 318.3k on X.



Planned Parenthood
plannedparenthood.org

SEO Strategy

Planned Parenthood uses relevant keywords throughout their website including STDs, Birth Control, Abortion, and Emergency Contraception. They have strong on-page optimization through clear page titles and headers and a lot of detailed meta descriptions. They use backlinks through their social media including links to their website. Their blogs and resources include topics that have a lot of other media about them, allowing many opportunities to be linked. They are heavily involved in conversations surrounding reproductive rights. Planned Parenthood has great search rankings. They are first on Google when you search “birth control” and third when you search “abortion.”

Title 1
Planned Parenthood Official Site
Terms of Use Planned Parenthood
Abortion Information Information About Your Options
Newsroom and Media Kit Planned Parenthood
Is it still legal for me to get an abortion?
COVID-19 Health Information New Coronavirus Facts
Our Services Affordable Healthcare & Sex Education
Who We Are Planned Parenthood
Get The Health Care You Need Planned Parenthood

H1-1
Sign Up for Email Alerts
Terms of Use
Abortion
Newsroom
What You Need to Know About Abortion Laws and Getting an Abortion i...
COVID-19 / New Coronavirus
We're Here With You — Wherever You Are
Who We Are
Get Care

Meta Description 1
Planned Parenthood Federation of America is a nonprofit organization t...
PPFA is pleased to provide you with this site for your personal educatio...
Abortion is a safe and legal way to end a pregnancy. Learning more abo...
From the East Coast to the West Coast, to everything in between. Stay u...
Supreme Court overturns Roe v. Wade: what you need to know
Understanding the risks of COVID-19 is critical for your health and the h...
Planned Parenthood is the nation's largest provider of sex education. Le...
Planned Parenthood is a trusted health care provider, an informed educ...
Planned Parenthood provides affordable sexual and reproductive health...

H2-1
Book an Appointment
Trusted care, every step of the way
Abortion Clinics Near You
Can you get COVID-19 from sex?
Book an Appointment
America's Most Trusted Name in Sexual Health
Abortion Clinics Near You



Planned Parenthood
[plannedparenthood.org](https://www.plannedparenthood.org)

Strengths

- Planned Parenthood brand is commonly associated with these topics
- Discusses taboo topics that people want to learn more about

Weaknesses

- Opposing political opinions can deter some audiences from Planned Parenthood

Opportunities

- Increasing video content on YouTube and TikTok could attract younger audiences
- X is their third highest follower count and could be used more

Threats

- A well-known brand that also covers domestic violence topics

Aspirational Competitor



Feeding America
feedingamerica.org

Content Assessment

Feeding America's content consists of articles explaining their work, press releases, infographics and charts, stories from the movement to end hunger, and pages explaining how you can get involved. The main theme is hunger relief in America and food insecurity. Their content goes in-depth on the topics with an informative writing style. The website has a strong visual appeal with a good color scheme and a unique layout.

Their content remains consistent with press releases every month and multiple blog posts a month. Along with their website, they post on Facebook and Instagram almost daily. They are on X but haven't posted since 2020.

Feeding America has clear brand values throughout its content. They use a tone of urgency and they stand out with a user-friendly donation section on the website. One noticeable content gap is the lack of video content.

Audience

Feeding America receives a lot of positive comments from its audience on social media. Instagram posts typically get 100 likes at a minimum and up to over 1000 likes. Facebook posts typically get 10-75 shares, 30-60 likes, and occasionally over 100 likes. They have 163K followers on Instagram, 643K followers on Facebook, and 450.6K followers on X.



Feeding America
feedingamerica.org

SEO Strategy

Feeding America uses SEO strategies. Some notable target keywords they use are Hunger, Hunger Relief, Food Bank, Meal Gap, and Food Insecurity. They have strong on-page optimization with clear page titles and headers and a lot of detailed meta descriptions. There are many opportunities for backlinks because their action and resources are all linkable and relevant to a conversation that happens in a lot of media. They also include links to their website on social media. They are well-ranked when searching, showing up as the second link when you Google “hunger relief” and “US hunger.”

Title 1	H1-1
U.S. Hunger Relief Organization Feeding America	Hurricane Helene: Urgent Help Needed!
Hunger in America Feeding America	Hunger in America
Donor Privacy Policy Feeding America	Donor Privacy Policy
Help during Hunger Action Month Feeding America	6 ways to help during Hunger Action Month
Feeding America Press Room Feeding America	Press Room
Hunger and Health Feeding America	Hunger and Health
Hunger Blog Posts - Page 1 Feeding America	Hunger Blog
Charitable Food Assistance Participation Feeding America	Charitable Food Assistance Participation
Donate by Mail or Phone Feeding America	Give by Mail or Phone
Career Opportunities at Feeding America Feeding America	Career Opportunities

Meta Description 1
Feeding America is a nonprofit network of 200 food banks leading the fi...
34 million people are food insecure in the United States. That's millions ...
This privacy policy applies to collection of all donor information, includi...
How can I help during Hunger Action Month?
Stay informed with the latest Feeding America news & updates on hung...
Our research focuses on the roles that food, community-based intervent...
Stay current on the issue of hunger in America and learn how you can fi...
Feeding America estimates 49 million people received charitable food a...
If you would like to donate offline, there are multiple options available fo...



Feeding America
feedingamerica.org

Strengths

- Diverse types of content
- User-friendly donation section
- Consistent posts

Weaknesses

- No video content
- Low engagement on Facebook

Opportunities

- High follower count on X that isn't being used

Threats

- A popular topic that many organizations address

WOMEN AGAINST ABUSE

Recommendations Summary

After reviewing our competitors and identifying their weaknesses and content gaps, I have determined the best next steps for Women Against Abuse. All of our competitors aren't utilizing the social media platform X. This platform is widely used by many different demographics and Women Against Abuse could stand out on it. X is a great way to share links and articles, something that not all social media platforms offer. Additionally, our competitors aren't doing as much video content as we are. We should emphasize continuing video content and expanding further on video-focused platforms such as YouTube and TikTok.