

Competitive Analysis

Cystic Fibrosis Foundation

<https://www.cff.org>



Table of Contents

03	Introduction
04	Content Analysis
06	Cystic Fibrosis Research Institute CFRI
06	SEO Strategy Distribution Channels
07	Engagement
08	Performance Metrics
09	Content Gaps Brand Voice and Messaging SWOT Analysis
10	Health Well Foundation
10	SEO Strategy Distribution Channels
11	Engagement
12	Performance Metrics
13	Content Gaps Brand Voice and Messaging SWOT Analysis
14	Claire's Place Foundation
14	SEO Strategy Distribution Channels
15	Engagement
16	Performance Metrics
17	Content Gaps Brand Voice and Messaging SWOT Analysis
18	Conclusion

Introduction

Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is a non-profit focused on supporting and caring for those diagnosed with Cystic Fibrosis while research for a cure is being conducted by scientists.

Competitors

Direct Competitor

The Cystic Fibrosis Research Institute is non profit organization that aims to find a cure for cystic fibrosis. They have been a resource for CF community members, through research, education, advocacy, and support, since 1975.



Indirect Competitor

Health Well Foundation is the leading independent non-profit focused on providing financial support to underinsured patients with chronic or life altering disease. Two of 86 funds are for family members with Cystic Fibrosis, the first is treatments and the second is for vitamins and supplements.



Aspirational Competitor

Claire's Place Foundation is focused on providing the community with emotional and financial support. The non-profit is known for Hospital Playrooms program which is a partnership with Zappos for Good and Rozalynn Woods Interior Design to make hospital playrooms for pediatric patients. The non profit gained engagement after the founder, Claire Wineland worked on Justin Baldoni's movie, 5 Feet Apart, to create a realistic representation of what it is like living with CF.

Content Analysis

Content Types

	CFF	CFRI	Health Well	Claire's Place
Blog Posts	✓	✓	✓	✓
Whitepapers	✓	✓	✓	✗
Case Studies	✓	✓	✓	✓
Videos	✓	✓	✓	✓
Podcasts	✓	✓	✓	Collaborations
Infographics	✓	✓	✓	✓

Content Topics

	CFRI	Health Well	Claire's Place
Main Themes	What CF is, Research, Donate & Fundraise	Helping with health care payments	Claire's Story, Hospital Playrooms, and Donating
Keywords	"cystic fibrosis" "therapy" "treatment"	"Healthcare" "Insurance"	"Non Profit" "Cystic Fibrosis" "Claire Wineland"
Industry Trends	New Trials, Insurance Changes, Conferences	Support Programs, New Technology, Professional Panels	Finding jobs that respect a CF Lifestyle

Content Quality

CFRI’s content is extensive. There are links to educational information about CF, research, donating, education, support and events. Personal stories are shared through blogs, images, and videos. In comparison to CFF’s content, there is more scientific material and news featured on the social media and website.

The Health Well Foundation’s content is for an adult audience. There are images and personal stories that encourage donations and overall trust that the non-profit can help with the money they have. Majority of the site is text. The navigation menu helps different audiences members find the same information being relayed in unique writing voices.

Are you a patient struggling to afford the cost of medical treatments?

When health insurance is not enough, we're here to help — with copays, premiums, deductibles and out-of-pocket expenses for supplies, supplements, surgeries and more. We offer financial assistance through a number of [Disease Funds](#), with new funds opening every year, so you can get the care you need.

[APPLY](#) [RE-ENROLL](#) [PATIENT PORTAL](#)

[FORMS](#) (800) 675-8416

Photo 1: Health Well’s Patient Home Page View

Are your patients overwhelmed by the high cost of their treatments?

When health insurance is not enough, we're here to help your patients — with copays, premiums, deductibles and out-of-pocket expenses for supplies, supplements, surgeries and more. We offer financial assistance through a number of [Disease Funds](#), with new funds opening every year, so they can get the care they need.

[APPLY/RE-ENROLL](#) [PROVIDER PORTAL](#)

[FORMS](#) (800) 675-8416

Photo 2: Health Well’s Provider Home Page View

Claire’s Place Foundation’s website and social media content is all visually appealing as it features patients, family members, and donors in a variety of images and videos. The audience feels empathetic and or seen through blogs, video testimonials, featured quotes, and more. The foundation includes lots of information about Claire Wineland, the founder, who brought worldwide attention to the disease before passing away. As an audience member reads different sub pages the are being talked to in an inviting and empathetic tone.

Content Frequency

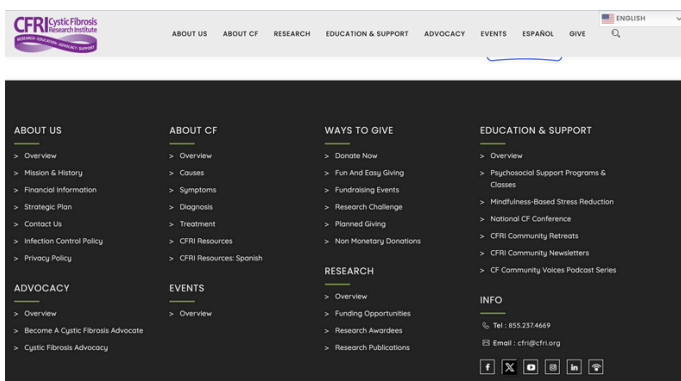
	CFRI	Health Well	Claire’s Place
Posting Schedule	5-7 days/week	Social: 1-3/Daily Blogs: 2/Month	5-7 days/week
Consistency	LinkedIn + Blogs are inconsistent.	Socials are posted 2 hours apart at least.	Only 5 2024 blogs.

Cystic Fibrosis Research Institute

<https://www.cfri.org>

Website

The website is professional looking and has organized its unique pages in the top navigation menu and footer to help its audience easily find what they are looking for. Of 48 pages found by Screaming Frog software, there are 32 pages missing meta descriptions, 45 H1s missing, 4 missing H2s, and 21 multiple H2s. Only 6 images are missing alt. text. According to WAVE, there are multiple empty links that need to be fixed and 9 contrast errors. Semrush detects 3.8K backlinks. 3.2K are text backlinks and 620 are image backlinks.



Social Media

On each platform there are videos, photos, and graphics featured accompanied with unique copy which speaks to the foundation's awareness for their different audiences. The photos used in social media posts do not look to be uniquely the organizations, but instead stock images that have a purple tint overlaid.

Posting original photos with shorter and audience based captions could result in a more engagement.



Social Media Analytics

@CFRI.CureCF



11K
Followers

Average Likes: 11
Average Comments: 0
Average Shares: 5

@CFRI.CureCF



839
Subscribers

Average Views: 34
Average Likes: .7
Average Comments: 0

@CFRI.CureCF



2,113
Followers

Average Views: 116
Average Likes: 7
Average Comments: 0
Average Shares: 1

@CFRI.CureCF



2,168
Followers

Average Likes: 18
Average Comments: 0

/cystic-fibrosis-research-institute



1K
Followers

Average Likes: 2
Average Comments: 0
Average Shares: 0

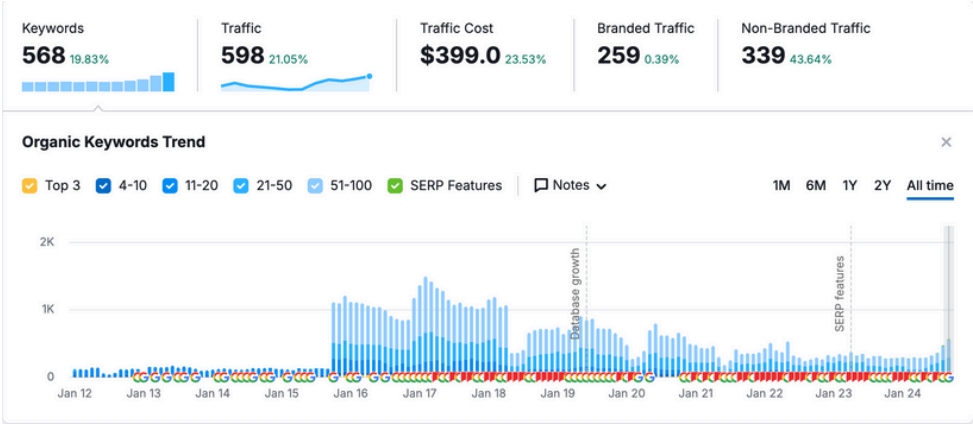
@CFRI.CureCF



1,127
Followers

Average Views: 225
Average Likes: 2
Average Comments: 1

Performance Metrics



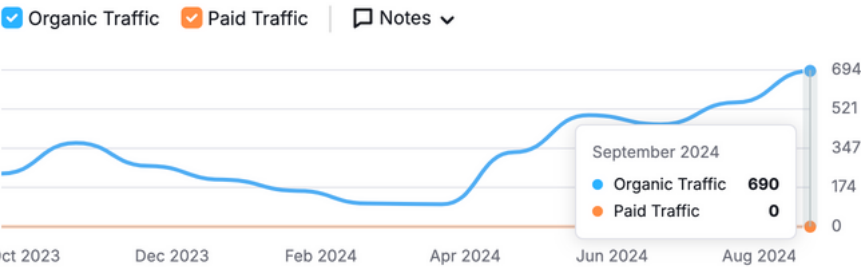
Keywords

According to Semrush, the top three organic keywords are "CFRI", "Cystic Fibrosis" and "CF".
The website is the 22th result when a user searches "Cystic Fibrosis" and 16th when the search is "CF".

Traffic

According to Semrush, the organic search traffic to the CFRI site increased by 25.45% in the last year.
Since 2012 the non-branded traffic has increased by 43.64%, which shows the non-profits overall growth.

Organic Traffic 690/month



Content Gaps

	CFRI
Under Served	Personal Stories, LinkedIn, News Page
Not Explored	Paid Keywords
Pain Points	Accessibility, Social Media Branding

Brand Voice

	CFRI
Tone & Style	Trustworthy and Compassionate
Selling Points	Funding research for a cure to CF
Brand Values	Research, Education and Support

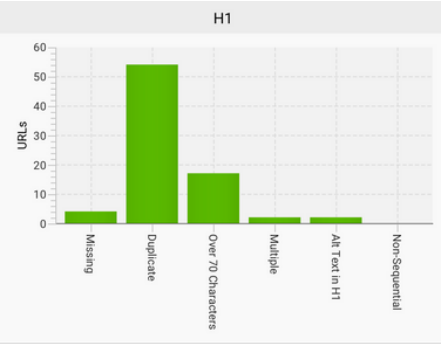
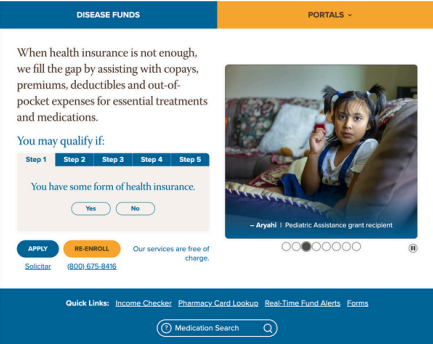
Strengths	Weaknesses
Organic Keywords + Traffic Resources Podcast	Consistency with LinkedIn + Stories Accessibility Social Media Visuals
Opportunities	Threats
Add photographer to list of Volunteer activities Paying for search keywords	No Donations Healthcare Non profits Corporations

Health Well Foundation

<https://www.healthwellfoundation.org>

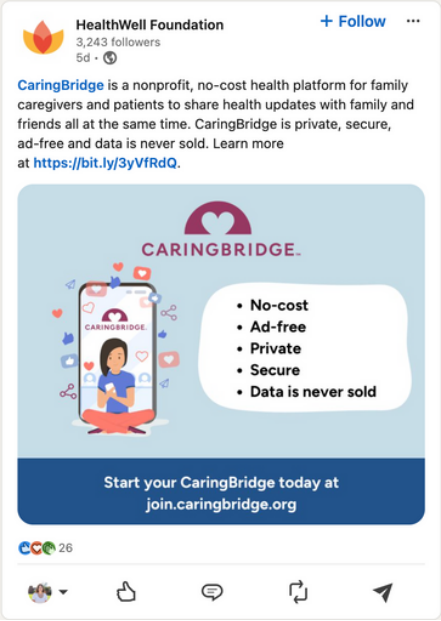
Website

The website is easy to navigate, with the pages being organized by audience member. The frequently used aspects of the nonprofit are featured on the home page. Of 186 pages found by Screaming Frog software, there are 182 pages missing meta descriptions, 4 H1s missing, 2 missing H2s, and 163 H2s are duplicates. 27.27% of images are missing alt. text. According to WAVE, 11 images alt. text is too long and there are 5 contrast errors. Semrush detects 32.5K backlinks. 31.7K are text backlinks and 803 are image backlinks.



Social Media

On each platform there are videos, photos, and graphics featured accompanied with unique and informative copy. The photos used in social media posts are mainly headshots, stock images, and originals. Using graphics to promote events is a great start but adding more original photo and video to the feed could help with engagement.



Social Media Analytics

[@healthwellfoundation](#)



8.2K
Followers

Average Likes: 7
Average Comments: 0
Average Shares: 1

[@HealthWellFoundation](#)



215
Subscribers

Average Views: 59
Average Likes: .7
Average Comments: 0

Outstanding View Count: 2,471

[/healthwell-foundation](#)



3K
Followers

Average Likes: 15
Average Comments: 0
Average Shares: 2

[@healthwellfoundation](#)



1,449
Followers

Average Likes: 9
Average Comments: 0

Join Audrey Quarthey, HealthWell's Associate Director, External Relations for a free NeedyMeds webinar on:

Need Help Paying for Meds? HealthWell May be Able to Help

Thursday, September 12, 2024 @ 12:00 p.m. EDT



When health insurance is not enough.*



healthwellfoundation • Follow

healthwellfoundation REMINDER! 📢 Join us at 12:00 p.m. EDT today for an informative webinar hosted by @NeedyMeds on how HealthWell provides financial assistance to insured patients to help them access essential medical treatments.

4d

5 likes
4 days ago

Add a comment...

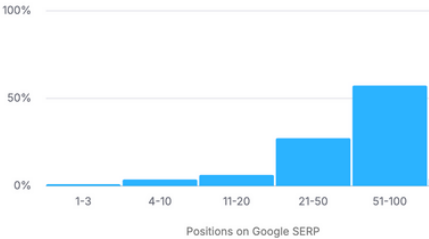
Post

Preformance Metrics

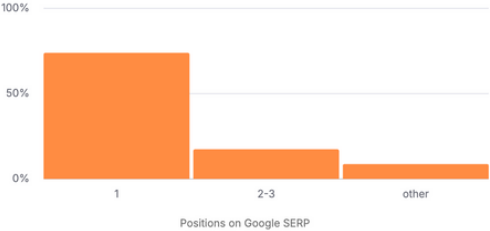
Majority of the organic keywords postions Health Well in the range of 51-100 search results.

17 paid keywords result in Health Well Foundation first search position when users search them.

Organic Position Distribution



Paid Position Distribution



Keywords

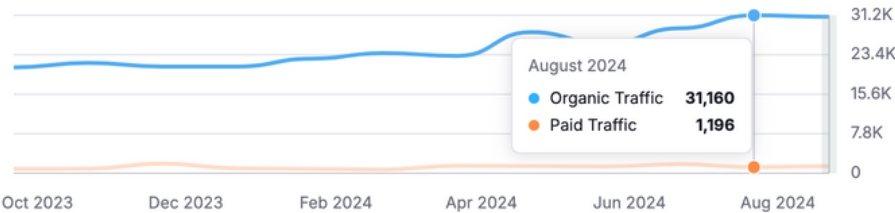
According to Semrush, the top three organic keywords are "healthwell foundation", "health wealth foundation" and "healthwell". These keywords are also used for paid search positions however it is recommended that on page SEO to improve so they remain organic keywords.

Traffic

According to Semrush, the organic search traffic to Health Well idecreased by .96% in the last year. Additionally, paid search traffic has increased by 17.14%.

Organic Traffic 30,861/month

☒ Organic Traffic ☒ Paid Traffic ☐ Notes ▾



Content Gaps

	Health Well
Under Served	Visuals on Website and social media
Not Explored	TikTok, Events Page on Website
Pain Points	SEO, Alternative Text

Brand Voice

	Health Well
Tone & Style	Empathetic, Informational and Direct
Selling Points	Webinars, Events, and resources about finances are easily accessible
Brand Values	Devoted to providing financial resources to those who need it.

Strengths	Weaknesses
Writing Style Mission	Visual Appearance SEO Closed Funds
Opportunities	Threats
College Photographer(s) at Events Event Page More donations	Funds running out Government regulations Healthcare Non profits Corporations

Claire's Place Foundation

<https://clairesplacefoundation.org>

Website

The website is easy to navigate and radiates their messaging of "Live a Life you're proud of" through visuals and color choices. The home page features a bit of information about the founder Claire and how to raise money for the nonprofit. There are website accessibility tools available to users, according to the Accessibility statement. The company utilizes User'sWay to identify and fix issues.

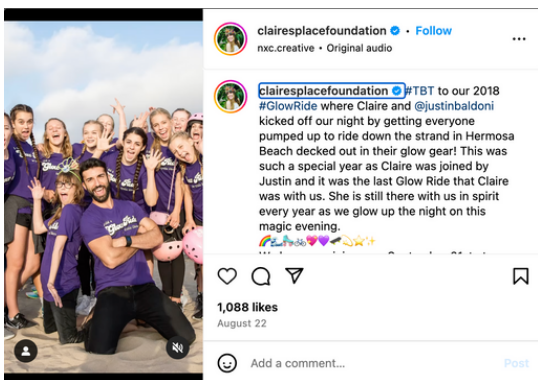
Of 146 pages found by Screaming Frog software, there are 112 pages missing meta descriptions, 13 H1s missing, 32 missing H2s, and 94 H2s are duplicates. 14.08% of images are missing alt. text. According to WAVE, there are 7 missing links, 14 images have incomplete alt. text and 10 contrast errors. The site has a total of 4.6K backlinks.

A Place for Hope, Strength and Joy.

Claire's Place Foundation is a charity providing support to individuals, children and families affected by cystic fibrosis (CF). We were founded by thirteen-year-old Claire Wineland who was born with CF. She envisioned this foundation as a source of hope, strength and joy for others living with CF providing both emotional and financial support. How can we help?

5000 **\$1100000**
TOTAL PEOPLE IMPACTED EXTENDED HOSPITAL STAY GRANTS GIVEN

380
TOTAL COVID SUPPORT GRANTS GIVEN



Social Media

On each platform there are videos, photos, and graphics featured accompanied with creative and inspirational copy. The images and videos feature members of the CF community, which helps new members feel heard, seen and welcome to join. There are also reminders of Claire, who passed away from CF at age 13, and the activism she did for the CF community. Instagram's comment section is the most active place to find examples of love and support for people with CF.

Social Media Analytics

@clairesplace1



31K
Followers

Average Likes: 7
Average Comments: 0
Average Shares: 0

@clairesplace1



11.5K
Subscribers

Average Views: 176.7
Average Likes: 29
Average Comments: 3

@CFRI.CureCF



20.6K
Followers

Average Views: 327
Average Likes: 4
Average Comments: 1
Average Shares: 1

@clairesplacefoundation



96.5K
Followers

Average Likes: 53
Average Comments: 2

/cystic-fibrosis-research-institute



1K
Followers

Average Likes: 3.5
Average Comments: 0
Average Shares: 1



clairesplacefoundation • Follow
Scott Dugdale • Stratus

...



laurabassi411 💜 I'm a better person because of Claire's influence. Sometimes the internet is good, and knowing Claire and the continued ripple effects of Claire's Place is one of those times.

2w 44 likes Reply

— View replies (1)



eddamariie this year is the first one I'm older than her. time is weird. fly high, Claire. you're one of a kind 💜

2w 23 likes Reply

— View replies (1)



unskinnyshero 🙏 Thank you Claire & Claire's family for everything you've done & been & shared 💜💜💜 Miss you & love you Claire

1w 5 likes Reply

— View replies (1)



thekglife I love reading all these stories of Claire. In my heart forever 💜

1w 4 likes Reply

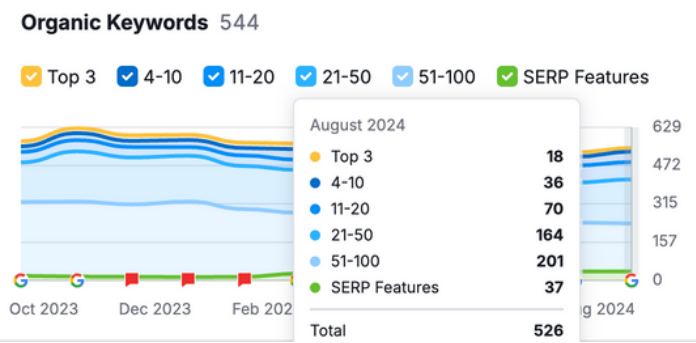


gone.g1rl I remember when she was alive and I started following her because she just had a way of making me feel happy and grateful and I loved how positive of a person she

...

Source: September 2nd Instagram Post honoring the anniversary of Claire's passing

Preformance Metrics



Keywords

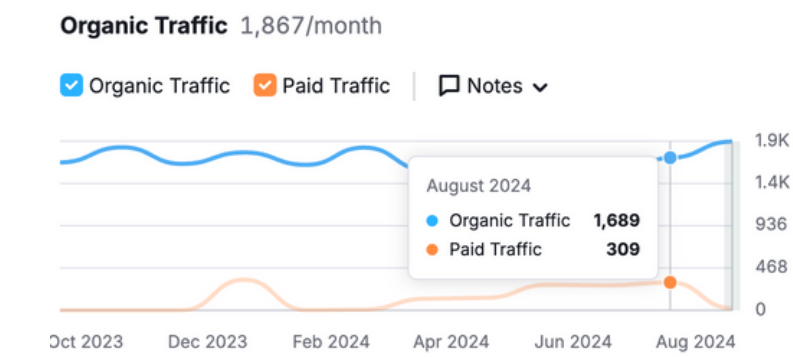
According to Semrush, the top three organic keywords are “claire’s”, “claire wineland” and “claire’s place foundation”.

Five keywords the non profit pays for are, “best inspirational and motivational movies of all time”, “movies that teach a lesson”, “great spiritual movies”, “clean movies for christian families” and “cystic fibrosis organizations”. These are interesting keywords to be paying for and could be redefined for better ROI.

Keywords <i>i</i>	Traffic <i>i</i>	Traffic Cost <i>i</i>
5 -16.7%	13 -95.7%	\$9 -96.9%

Traffic

According to Semrush, the organic search traffic to Health Well increased by 10.54% in the last year. Additionally, paid search traffic has decreased by 93%.



Content Gaps

	Claire's Place
Under Served	Community Blog Posts could be more consistent. More CF focused Paid Keywords.
Not Explored	TikTok content, Podcast
Pain Points	Alternative Text and Missing Links

Brand Voice

	Claire's Place
Tone & Style	Motivating and Empathetic
Selling Points	Environmental solutions for patients mental health. Facebook Birthday Fundraising
Brand Values	Heartfelt assistance and awareness for the CF Community

Strengths	Weaknesses
Partnerships Followers Engagement Commitment to Accessibility Visuals and content	SEO Paid Keywords Consistency with Blogs
Opportunities	Threats
Hospitals that do not have playgrounds TikTok account Partnerships with more Podcast	Hospital Staffs Decreasing Healthcare Non profits Corporations No Donations

Conclusion

The Cystic Fibrosis Foundation has strong non profit competitors. Through this competitor analysis the Cystic Fibrosis Foundation can analyze their own weaknesses against their direct, indirect and aspiring competitors. The three competitors in this analysis provide financial and emotional resources that the foundation's audience can utilize. There is always room for improvement.

Creating and distributing consistent content that their desired audience interacts with or is not receiving on other platforms, can help the Cystic Fibrosis Foundation remain a successful non-profit organization.



INNOVATION BY MAEVE COX