

# Trail Net Zero Website Audit and Strategic Rewrite

Prepared for Trail Net Zero. This document provides a comprehensive website audit, brand alignment analysis, and a complete page-by-page rewrite aligned with Trail Net Zero's mission, values, and 15-year vision toward net-zero trail running infrastructure.

## 1. Full Website Audit

### Visual Design

The current site demonstrates a clean, modern landing-page structure with a clear value proposition. However, visible placeholders, brand-name inconsistencies, and unsupported claims weaken trust. A fully polished presentation is essential for a practitioner-facing, evidence-based organization.

### Navigation and Structure

Navigation is generally simple but inconsistent across pages. The Forum link routes directly to authentication without a public preview, limiting user understanding prior to sign-up. A clearer information hierarchy and preview pathways are recommended.

### Typography and Readability

Typography hierarchy is conceptually sound but would benefit from increased whitespace, shorter paragraphs, and more scannable layouts. Practitioner audiences expect clarity, structure, and ease of review.

### Imagery and Emotional Resonance

Imagery should shift from generic or placeholder content toward documentary-style visuals that show real-world sustainability practices, trail stewardship, and collaborative work. Images should serve as evidence, not decoration.

### Accessibility and Responsiveness

The site should meet WCAG AA accessibility standards, including contrast, alt text, keyboard navigation, and labeled form fields. Mobile responsiveness must prioritize scannability and CTA visibility.

### SEO and Metadata

Page titles are directionally strong, but the site lacks visible schema markup, public educational pages, and SEO-optimized explanatory content. Adding structured data and searchable informational pages is critical.

## 2. Tone and Language Analysis

### Current Strengths

The site communicates seriousness, practitioner focus, and an anti-greenwashing stance, which strongly aligns with Trail Net Zero's mission.

### Key Issues

Inconsistent naming, absolute claims without explanation, and incomplete FAQ content undermine credibility. An evidence-based organization must demonstrate its standards, not simply assert them.

### Recommended Unified Voice

Trail Net Zero should communicate with clarity, warmth, and professional precision. Language should be transparent, definition-driven, and grounded in systems, processes, and long-term outcomes.

### 3. Brand Alignment Recommendations

Trail Net Zero's brand should visually and verbally express regeneration, collaboration, and long-term systems change. This includes consistent naming, mission-aligned storytelling, visible standards, and a published roadmap.

## 4. Page-by-Page Website Rewrite

### Home Page

Trail Net Zero is a professional sustainability community for trail running. We bring together race directors, brands, land stewards, and practitioners to reduce environmental impact across trail running—from materials and nutrition to event operations and infrastructure. Our focus is practical, evidence-based action. Members collaborate on pilots, share documentation, and build systems that move the trail running ecosystem toward net-zero outcomes over the next 15 years. Join the community shaping the future of trail running. Start a 14-day free trial.

### About Page

Trail Net Zero was founded to address a growing gap in the trail running industry: the lack of shared, credible infrastructure for sustainability decision-making. As environmental pressures increase across public lands, supply chains, and event operations, isolated efforts are no longer sufficient. Trail Net Zero exists to coordinate action—grounded in evidence, transparency, and collaboration. We are not a marketing platform. We are a working community committed to measurable outcomes, long-term systems change, and integrity. Our long-term vision is a trail running ecosystem that operates within ecological limits while strengthening community, access, and stewardship for generations to come.

### Contact Page

Trail Net Zero welcomes inquiries from practitioners, partners, and organizations aligned with our mission. If you are a race director, brand, land steward, researcher, or sustainability professional interested in collaboration, we encourage you to get in touch. Contact us to:

- Learn whether the community is a fit
- Explore partnerships or pilots
- Ask questions about standards and evidence
- Discuss long-term collaboration

Email: [info@trailnetzero.com](mailto:info@trailnetzero.com)

### Standards & Evidence Page

Trail Net Zero operates on an evidence-first model. We prioritize:

- Peer-reviewed research
- Life-cycle assessment data
- Field-tested pilot results
- Transparent documentation

Continuous improvement Members use shared templates to document pilots, assess claims, and distinguish between proposed ideas, tested practices, and validated outcomes. This approach reduces greenwashing, supports credible decision-making, and allows the community to build knowledge collectively over time.

### Roadmap Page

Trail Net Zero is guided by a 15-year roadmap toward a net-zero trail running ecosystem.

Phase 1: Community and Standards (Years 1–3)

- Build practitioner network
- Establish evidence standards
- Launch pilot projects

Phase 2: Implementation and Scaling (Years 4–9)

• Expand pilots across regions • Support material and operational transitions • Publish annual field reports Phase 3: Systems Integration (Years 10–15) • Embed sustainability into standard practice • Support policy alignment and infrastructure change • Measure and report ecosystem-level impact This roadmap is a living framework, updated as evidence and conditions evolve.