

# SEO Analysis & Recommendations

SportsAuthority.com

## Keyword Research

Three Keywords / Phrases I Think Will Drive the Most Traffic

1. Tennis Racquets
2. Babolat Tennis Racquet
3. Head Tennis Racquet

## Current Ratings of Keywords

Ranking for SportsAuthority.com According to Mike's-Marketing-Tools.com

Keyword	Google	Bing	Yahoo!
Tennis Racquets	56	No	No
Wilson Tennis Racquets	22	No	No
Tennis Racquets Reviews	26	No	No
Babolat Tennis Racquet	34	No	No
Head Tennis Racquet	21	No	No
Prince Racquet Review	24	No	No

Ranking for DicksSportingGoods.com According to Mike's-Marketing-Tools.com

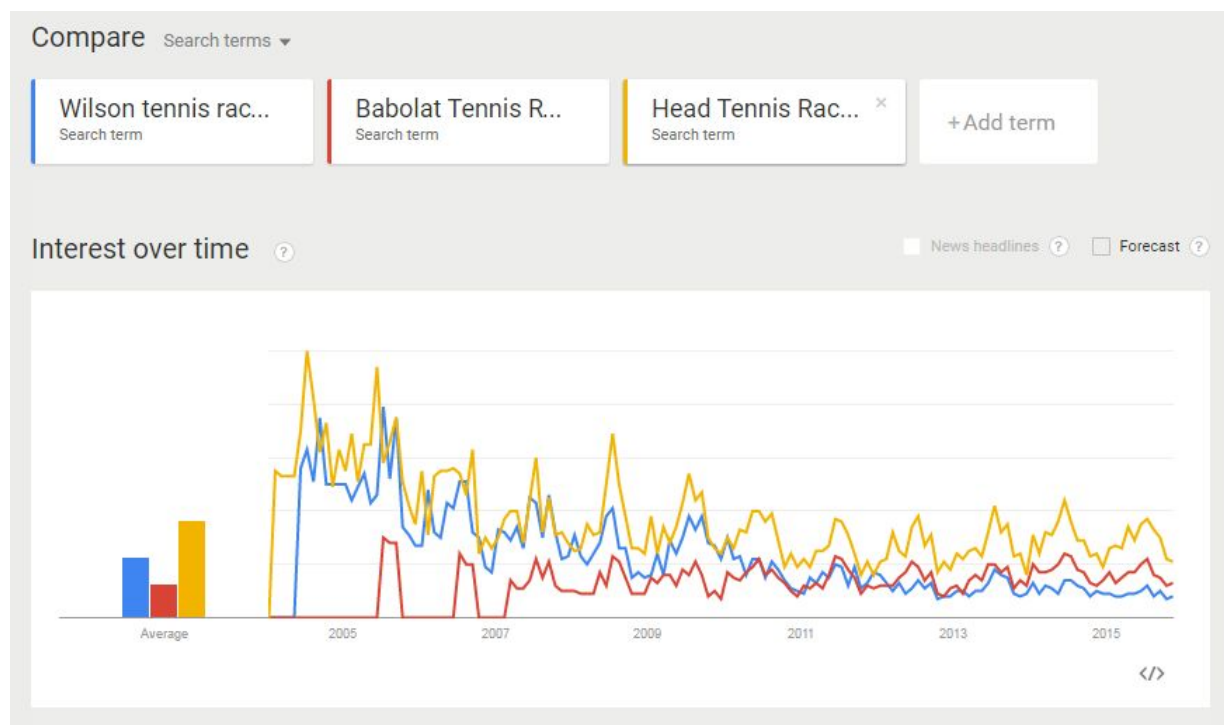
Keyword	Google	Bing	Yahoo!
Tennis Racquets	4	No	No
Wilson Tennis Racquets	16	No	No
Tennis Racquets Reviews	34	No	No
Babolat Tennis Racquet	10	No	No

Head Tennis Racquet	11	No	No
Prince Racquet Review	32	No	No

### Ranking Comparison for Both Companies According to Mike's-Marketing-Tools.com

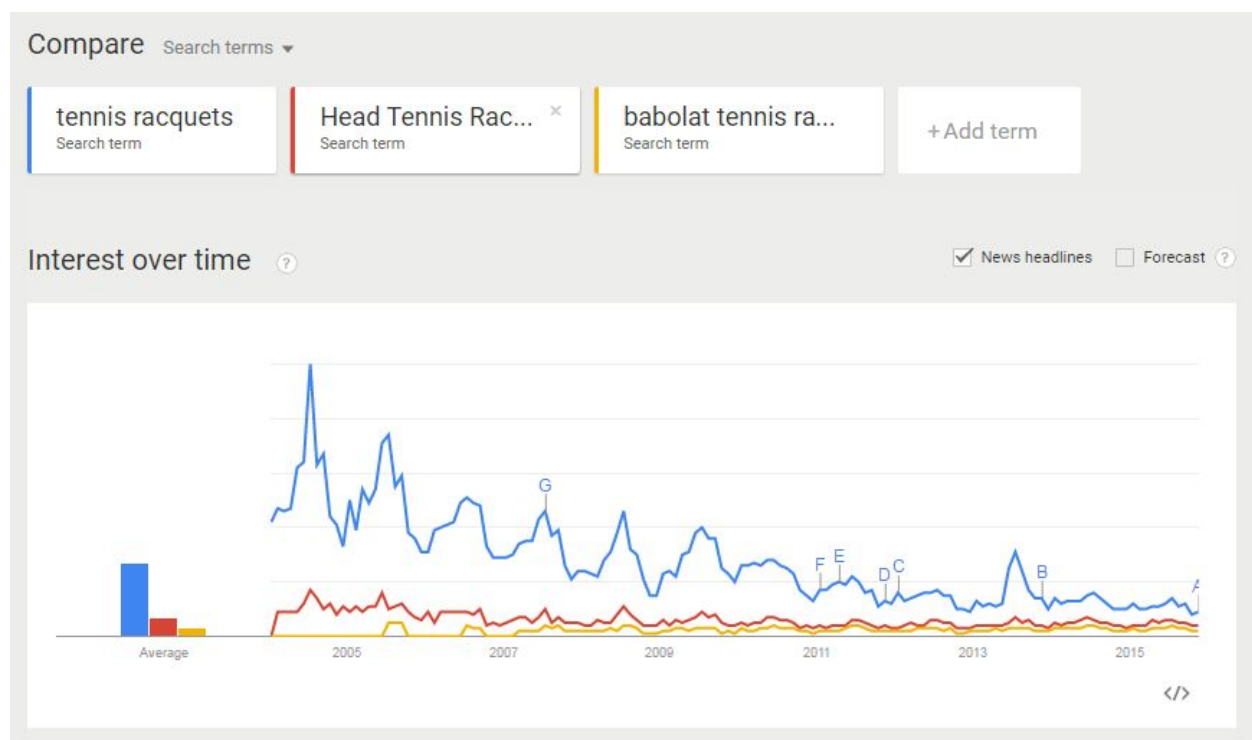
	SportsAuthority.com	DicksSportingGoods.com
Tennis Racquets	56	4
Wilson Tennis Racquets	22	16
Tennis Racquets Reviews	26	34
Babolat Tennis Racquet	34	10
Head Tennis Racquet	21	11
Prince Racquet Review	24	32

### Comparison of Keywords According to Google Trends, Excluding "Tennis Racquets"



## Explanation of Choices

While “Prince Racquet Review” and “Tennis Racquets Reviews” are great keywords to use according to Google Trends, according to Mike's-Marketing-Tools those are keywords that SportsAuthority.com has an advantage in already. This left four key phrases, including the keywords “tennis racquets”. Using the chart above to see which three optional keywords would work best, it was determined that “Wilson Tennis Racquets” was just not cutting it. While “Babolat Tennis Racquet” started out with very little attention given to it, it has grown to have a steady range of peaks and lows without dropping as low as it had been. “Wilson Tennis Racquets” has not had the luck “Babolat Tennis Racquet” has and has slowly dropped while “Babolat Tennis Racquet” has risen. This leaves our keyword phrases to be: “tennis racquets”, “Babolat tennis racquet”, and “Head tennis racquet”. Using these three keyword phrases, this is what the keyword trends look like:



In general, all three of these key phrases have the potential to help boost the Sport's Authority page for tennis racquets and bring more consumers to the company.

## Current Traffic

	Quantcast.com	Compete.com
SportsAuthority.com	915.2 thousand (U.S.)	2,717,651.08 (Sept 2014-15)
DicksSportingGoods.com	1.6 million (U.S.)	6,412,676.75 (Sept 2014-15)

## SportsAuthority.com Monthly Unique Visitors



In September 2015, the average monthly unique visitors of SportsAuthority.com averaged 2,717,651.08 over a 12 month period, according to Compete.com. The largest spike in the twelve months prior to September was in December 2014, most likely due to the holiday season. The two lowest points were in October 2014 with 1,823,770 unique visitors and February 2015 with 1,794,799 unique visitors. Taking away the extreme high and low data, the average for monthly unique visitors is 2,469,820.7, which is not immensely dissimilar from the overall average.

## DicksSportingGoods.com Monthly Unique Visitors



DicksSportingGoods.com's average monthly unique visitors from September 2014 to September 2015 was 6,412,676.75 unique monthly users, according to Compete.com. Calculating the average monthly unique visitor numbers without extreme peaks or lows; the average is 5,841,981.6. Comparing the ratio between the SportsAuthority.com numbers, 6,412,676.75 and 5,841,981.6 are not too far a part.

### Analysis

While the numbers of SportsAuthority.com and DicksSportingGoods.com are very different, the visual representations of their numbers are nearly identical. Both websites had spikes in December of 2014 and each had one of their lowest numbers in February 2015. Each of the peaks in December 2014 were more than double the lowest month each site had according to Compete.com.

### Content Analysis

Overall Quality (Cq, Vt, Va)


*SportsAuthority.com* Score: 6

*DicksSportingGoods.com* Score: 8

### Analysis

Based on the many hours spent looking through the category pages, and product-level pages we have determined that Dick's Sporting Goods and Sports Authority are extremely similar and only differ in content and organization. Dick's Sporting Goods categorizes their racquets into 8 specific sections: adult, unstrung, swing type, 3-6 year olds, 7-8 year olds, 9-10 year olds, 11+ year olds, and all junior racquets. Dick's Sporting Goods not only took the time to create another page, but they used that page to make sure their customers could find the exact type of tennis racquet with little hassle. Sports Authority has no such page on their website, and I would highly recommend that they create one of these category pages to organize their content. Dick's Sporting Goods also uses this page to give new viewers/customers information on tennis racquets. The information they provide in this section contains: copy promoting quality tennis racquets labeled "selection", expert advice, top brands, and pro tips. This section offers something new to the viewer/customer in terms of unique content because according to Plagium.com and PlagSpotter.com this information can only be found at Dick's Sporting Good. This content isn't only unique, but well written to with the exception of teardrop being one word and not hyphenated.

**Tennis Racquets** Note: Dicks Sporting Category Page before the main category page

<b>Tennis Racquets</b> Adult Racquets Unstrung Racquets By Swing Type 3-6 years old 7-8 years old 9-10 years old 11 + years old Shop All Junior Racquets	 SOLD UNSTRUNG <b>Adult Racquets</b>	 SOLD UNSTRUNG <b>Unstrung Racquets</b>	 <b>By Swing Type</b>	 <b>3-6 years old</b>
<span style="color: red;">Note: This is a great way to organize content and give viewers an easier way to find the perfect tennis racquet. I would highly recommend Sport Authority creating a similar page.</span>	 <b>7-8 years old</b>	 <b>9-10 years old</b>	 <b>11 + years old</b>	 <b>Shop All Junior Racquets</b>

The main category pages for Dick's Sporting Goods, and Sports Authority are fairly similar in layout and products, however there are many differences. Sports Authority and Dick's Sporting Goods each have their own refine search engines to the right of the page. Even though both refine searches do the same thing Sports Authority seems to have the upper hand. Sports Authority unlike Dick's Sporting Goods has many more refine search options such as clearance, frame compositions, string gauge, racquet type, and racquet length. This gives viewers/customers not only more criteria to find the perfect racquet, but it also shows Sports Authority cares about giving their customers all the information they need to find the perfect racquet. Even though Sports Authority has the upper hand in variety of refine searches their content is compact, and can be hard to read. Dick's Sporting Goods, on the other hand, spreads out their content and uses check boxes to give their viewers visual confirmation.

## Sports Authority Refine Search

**Golf & Racquet Sports**

Tennis

**Racquets**

Refine Your Search By...

**Brand**  
☐ Babolat (40)  
☐ Dunlop (3)  
☐ Gamma (9)  
☐ Head (37)  
☐ MMA HOLDING GROUP INC (3)  
☐ Prince (15)  
MORE...

**Price Range**  
☐ under \$20 (14)  
☐ \$20 - \$40 (39)  
☐ \$40 - \$60 (14)  
☐ \$60 - \$80 (19)  
☐ \$80 and up (68)

**Color**  
☐ Black (46)  
☐ Blue (14)  
☐ Gold (1)  
☐ Green (4)  
☐ Grey (3)  
☐ Orange (3)  
MORE...

**Racquet Type**  
☐ Performance (61)  
☐ Recreational (70)

**Racquet Length**  
☐ 19 inches (2)  
☐ 21 inches (10)  
☐ 23 inches (11)  
☐ 25 inches (13)  
☐ 26 inches (1)  
☐ 27 inches (75)  
MORE...

**Frame Composition**  
☐ Aluminum (15)  
☐ Carbon (2)  
☐ Composite (3)  
☐ Graphite (27)  
☐ Graphite / Aluminum (1)  
☐ Graphite / Kevlar(r) (1)  
MORE..

**Swing Style**  
☐ Long, fast swing (3)  
☐ Moderate swing (5)  
☐ Short, slow, compact swing (6)

**String Gauge**  
☐ 16 Gauge (6)  
☐ 18 Gauge (8)

**Clearance**  
☐ Yes (48)  
☐ No (106)

☒ Help Me Choose Gear

More  
options  
but  
more  
compact  
content

## Dicks Sporting Goods Refine Search

Filter By

**BRAND**  
☐ Babolat (10)  
☐ Dunlop (7)  
☐ Gamma (7)  
☐ Head (16)  
☐ Prince (7)  
☐ Slazenger (7)  
☐ Wilson (32)

**RACQUET STRINGING**  
☐ Strung (37)  
☐ Unstrung (49)

**SWING STYLE**  
☐ Fast and Long (23)  
☐ Moderate (45)  
☐ Short and Compact (17)

**RACQUET BALANCE**  
☐ Even (13)  
☐ Head Heavy (20)  
☐ Head Light (51)

**RACQUET HEAD SIZES**  
☐ Mid (2)  
☐ Mid Plus (41)  
☐ Oversize (39)

**PRICE**  
☐ under \$50 (20)  
☐ \$50 - \$100 (16)  
☐ \$100 - \$150 (8)  
☐ \$150 - \$200 (36)  
☐ \$200 and up (6)

**AVAILABILITY**  
☐ Sold in Stores (19)

**RATING**  
☒ ★★★★★ (16)  
☐ ★★★★★ & Up (36)  
☐ ★★★★☆ & Up (41)  
☐ ★★★☆☆ & Up (42)  
☐ ★★☆☆☆ & Up (43)

Less  
options  
but  
no  
compact  
content



At the top of each page there are a few items which must be discussed such as total items, sort items, and ads. Dick's Sporting Goods and Sports Authority both have these three items at the top of their main category pages. The first one is the total number of items or tennis racquets in this case. Sports Authority has 156 different types of tennis racquets. Dick's Sporting Goods doesn't give an exact number and doesn't have a "View All" tab but they also have around 150 different types of tennis racquets. It is impossible to find an exact figure of tennis racquets in the market, but the fact that both sell around 150 different types of racquets seems like a good sign. The second item on the top of each of the main category pages is the "sort items by/sort by" categories. This item is made for quick searches, and is an alternative to using the refine search tool that both company webpages offer. Sports Authority offers four different sort by options: top sellers, new arrivals, price low to high, and price high to low. Dick's Sporting Goods, on the other hand, offers five different sort options: top sellers, top rated, new products, price high to low, and price low to high. Unlike Sports Authority, Dick's Sporting Goods uses their customer reviews of products to create another sort option for their customers to utilize. This shows that Dick's Sporting Goods wants new customers to see what other customers have been buying and reviewing. The last issue we have to discuss with the main category page is ads. Sports Authority and Dick's Sporting Goods are not very heavy ad sites, by any means. Both of these sites have an ad banner going atop each of the company's pages sponsoring their current sales. Sports Authority also released space above the fold to other companies to sponsor ads. Having ads above-the-fold is not necessarily good for the website, but it's great for advertising companies.



The main content of each of the pages is pretty similar; there is an image of the product with some basic information below. Sports Authority shows a picture of the object along with: the name in black text, rating system based on yellow stars, shipping information in orange text, a sales price (if the item is on sale), price, whether it is available online or in stores using green check marks, and color choices if available. Dick's Sporting Goods' page consists of: a picture of the item, the name in black text, rating in gold stars, the number of ratings, the sales price if on sales, price, shipping information in gold text, and whether it is sold unstrung or not. Based on the way each

page presents their main content, Dick's Sporting Goods clearly comes out on top. Dick's Sporting Goods' category page is laid out in a more simplified manner, and is easier to read through. Sports Authority, tries to compact a lot on content into a little section making it hard to hard, and using an excess of colors can distract the viewer from the product.

## Sports Authority



HEAD TiS6 Tennis Racquet

 More Colors Available



**Free Shipping, No Minimum!\*\***

List Price: ~~\$229.99\*~~  
**\$99.99**

-  Available Online
-  Available in Stores

## Dicks Sporting Goods



Prince Warrior 100L ESP  
Tennis Racquet



**\$199.99**

 Free Shipping On This Item!

The product-level pages on Sports Authority and Dick's Sporting Goods are similar yet very different. Both companies use the same layout, however they have different amounts of information and content. Sports Authority's product-level page can be broken down into five sections. The image section which contains a large view

of the product along with a larger view option plus other photos. This section also contains a video but it's not relevant to the actual product. The videos on these pages are more about the tips you should take in order to buy tennis racquets, and which tennis racquet best fits you. The second section is the information section: this contains the price, promotions, color choice, size, and quantity. This section feels like it's a little overwhelming when it comes to the amount of content and clickable features. There are just so many headings, small text, and links that customers may just overlook it all. The third section is the product details. This section gives you a short description, and some features of the product. This short description is unique only to Sports Authority, according to Plagium.com and PlagSpotter.com. The features tab on the other hand is not unique. This information section can also be found on many other sites including Dick's Sporting Goods. The last two sections are Product Recommendations and Product Reviews; both of these sections can be found on other websites as well. These sections are both pretty standard on websites that sell products; however the product reviews sections seems to be overwhelming. Viewers get a lot of small text, links, and a variety of colors making it hard to focus on the review itself. People overlook this section because it's not simplified for the standard viewer. Dick's Sporting Goods product-level page has the same layout as Sports Authority, however the content is not as cluttered and they have some content that Sports Authority doesn't have. The image section is basically the same, one large image with a few smaller images plus a view tool. The only difference I see is no video option. The information section on the Dick's Sporting Goods' website is organized much better and is less cluttered. Simple headings with easy to read content helps consumers take in all the information on the page. The product information page on

Dick's Sporting Goods' site exceeds Sports Authority's content; not only is there a short paragraph description unique to Dick's Sporting Goods, but consumers are also given a features and specs section. Sports Authority put those two sections together which lead to less content. The two last sections are product reviews and product recommendations. Dick's Sporting Goods also took their recommended products section and moved it to the right in a vertical section. This makes the page shorter and easier to move through for the consumer.

#### *Recommendation for Improvements*

Even though Sports Authority isn't a terrible website there is plenty of room for improvement. The first recommendation is to make an organization category page like Dick's Sporting Goods has to help the consumer navigate the site. This would make it so much easier for viewers to find the items they need. The second recommendation I would make is to simplify the category pages on Sports Authority. Looking through this page I feel like the content is cluttered and hard to read. I would suggest removing some of the small text and organizing your content that allows your viewers to read through the page in an easier fashion.

## Before



## After



*SportsAuthority.com Score: 8*

*DicksSportingGoods.com Score: 8*

	Bounce Rate	Page Views/Visitor	Daily Time on Site	Product level Share Tools	Product Level Ratings	Product Level Reviews
Sports Authority Category Page	26.5%	5.97%	4:30	Yes	Yes	Yes
Dick's Sporting Goods Category Page	28%	5.93%	4:26	Yes	Yes	Yes

## Analysis

The table above shows information based off the site Alexa.com. While comparing these two sites there was more in common than one would think would be. The bounce rate for both of these sites are excellent. Sports Authority and Dick's Sporting Goods both fall into the unusually good category. The average bounce rate is around fifty percent. These sites being in the mid-twenties range is beyond excellent.

The page views per person and the time on site are also very close between these two sites. Not able to find an average pageviews per person, however if websites are getting more than three to four pages that is relatively good and means views want to stay. The time spent on the two sites is also very close. If viewers are spending more than two minutes on site that means they are highly interested in the website's content. Both sites have product level share tools, reviews, and ratings. Even though they both cover these three topics Sports Authority should simplify their content layout even further.

#### *Recommendation for Improvements*

The only problem with the Sports Authority is the amount of content on their product pages and how they organize it. Sports Authority should change their layout for the product level reviews, as well as the amount of information you give social media buttons.



## Social Analysis

Social Signals: Reputation (Sr)

*SportsAuthority.com Score: 6*

	SportsAuthority.com
Facebook: Likes	1,197,769
Facebook: Talking About	N/A
Facebook: Year Joined	2009
Facebook: Likes on Posts	2,818.4 (average of last 5 posts)
Twitter: Followers / Following	56,400 / 1,624

Twitter: Comments / Favorites / Retweets	0 / 4.2 / 0.4 (average of last five tweets made by account)
Google Plus: Followers	2,733
Google Plus: Number of Posts 1+	5 / last 5 posted
YouTube: Number of Videos	108
YouTube: Subscribers	1,997
YouTube: Number of Views	214.8 average of last five videos posted
YouTube: Comments	0 in last 5 videos posted
YouTube: Up / Down Thumbs	7 / 0 in five videos
Instagram: Followers / Following	11,500 / 612
Instagram: Number of Posts	410 posts
Instagram: Favorites	209.4 average for last five posts
Instagram: Comments	4 average for last five posts
Pinterest: Followers / Following	6,600 / 151
Pinterest: Number of Boards	34
Pinterest: Number of Pins	3,000
Pinterest: Number of Likes	242

On Sports Authority's main account, the company has 56,400 followers and 14,100 tweets. A average tweet from @SportsAuthority contains a simple inspirational quote and a photo, typically of a middle school



Sports Authority @SportsAuthority · Nov 6  
"Teamwork makes the dream work." —John C. Maxwell

Instagram pic: ab\_photography88



2



2





or high school sports team or a filtered outdoor yoga or running action shot. Many of these photos look unprofessional or poorly edited. On closer inspection, every photo (save promotional product photos) is from various instagram accounts. Much of the content feels stale after scrolling through their feed for any amount of time over thirty seconds. What could not be found on their feed, though, was any form of customer service.



While any brand will get a number of complaints, rarely does the customer service center follow up on these complains right away. On Twitter, Sports Authority has their own customer service account, SACustCare. SACustCare allows customers to tweet at @SportsAuthority without creating negativity around that account and providing great customer service without having to have all of Sports Authority's followers, or anyone viewing the Sports Authority account, aware of a problem. With 1,273 tweets all responding to negative tweets about SportsAuthority.com and Sports Authority locations, this gives us a decent number of negative complaints, compared to the sentiment score given to SportsAuthority.com on SocialMention.com when using the key words "Sports Authority".

Sports Authority's Facebook account is laughable. Each post, identical save for the formatting of each account, has a doppelganger that can also be found on their Twitter account. Due to this, there is not much to talk about with Sports



Authority. The only two comments which can be made are about the comments Sports Authority makes in reply to others and the lack of detail in the About section of their profile. When Sports Authority posts on their facebook, typically one to two proud parents respond with pictures of their children or their children's sports teams. Each comment like this is responded to with "Thanks [name of commenter]!" or "Thanks for sharing!" and this is the end of the interaction between the commenter and the company.

On Sports Authority's Pinterest account, the company has 6,600 followers with 34 boards and 3,000 pins. Each board represents a different sport or sporting gifts which include pins of their products or people enjoying SportsAuthority.com products. The last pin made, as of November 14, 2015, was dated November 13, 2015. Due to this, it is easy to say the Sports Authority Pinterest account is kept up to date and has quality content.

Like their Pinterest account, the Sports Authority Google Plus account seems up to date. With 2,733 followers and 941,024 views, Sports Authority's account must be doing something right. When looking at the posting time for their content, there is at least one new post a day but when looking into the content of these posts, they have the same problem as their Facebook and Twitter accounts: everything is the same.

While there are plenty of Sports Authority branded content on the company's YouTube channel, most of the videos are centered on high school and middle school football and baseball teams (like most of the content they post on Facebook, Twitter, and Google Plus) and the last post was made over a month ago. A section of the channel is called Gear Up, which focuses on middle school sized athletic goods and how to purchase the right equipment for your child. There are very little of these videos but

they focus on the typical football gear but expands to soccer gear as well. Besides these two categories, the channel has a few older product videos that are each under a minute. When looking at the channel's playlists, there are plenty of workout videos but are branded as "BodyFit by Sports Authority". These are by far the most professionally done and diverse videos on the channel but can only be found on the playlist section of the channel's page.

Because half the content each non-motion Sports Authority post contains is an instagram picture, instagram is the last social media platform to be discussed. With 11,500 followers and 410 posts, Sports Authority's instagram account is the most content diverse and thriving social media account thus far. On their Instagram account, very little content is repeated on their other social media accounts. Along with a lack of repetition, the actual content is more varying. While the content for Facebook and Twitter is centered on athletic teams (primarily football and baseball) and women running or completing yoga poses, the images associated with their instagram account include: hiking trails, images of people camping, basketball courts, puppies with various sports equipment, soccer players, surfers, beach volleyball players, golfers, a kayak and several images of children holding signs reading "Go Mom" for a Mother's Day promotional campaign, which seems to only appear on their Instagram account. The largest problem with the SportsAuthority.com Intstagram account is the lack of content that promotes the products that are sold. While it is great to post photos other people have taken, every image being reposted with an inspirational quote just doesn't work out.

*DicksSportingGoods.com Score: 9*

	DicksSportingGoods.com
--	------------------------

Facebook: Likes	4,093,868
Facebook: Talking About	N/A
Facebook: Year Joined	2010
Facebook: Likes on Posts	32.4 (average of five most recent post)
Twitter: Followers / Following	380,000 / 2602
Twitter: Comments / Favorites / Retweets	0 / 6.8 / 18 average of last five posted
Google Plus: Followers	6,797
Google Plus: Number of Posts 1+	5 / last five posts
YouTube: Number of Videos	156
YouTube: Subscribers	13,398
YouTube: Number of Views	4,155 / last five videos posted
YouTube: Comments	3 in last five videos posted
YouTube: Up / Down Thumbs	92 / 3 in last five videos posted
Instagram: Followers / Following	181,000 / 239
Instagram: Number of Posts	1,094
Instagram: Favorites	2,595 average of last five posts
Instagram: Comments	16 average of last five posts
Pinterest: Followers / Following	12,100 / 51
Pinterest: Number of Boards	18
Pinterest: Number of Pins	925
Pinterest: Number of Likes	9

With 4,093,461 likes, Dick's Sporting Goods was expected to have a Facebook page that was spectacular. Each post typically has a small amount of text and an

image. When looking at their content overall, Dick's Sporting Goods's content is focused on outfit pairings featuring products, links to their website for daily deals, and a few images of people actually taking part in team sports. When digging deep enough, videos and posts for a promotional hashtag, #SportsMatter, appears. Apparently this was a campaign in August 2015 to save youth sports in inner cities. This hashtag was picked up, through Facebook posts, by SnapChat, Fox News, EspnW, UnderArmour, U.S. Soccer Foundation, and many more.

While some of the content from their Facebook page crosses into Twitter, much of their Twitter content is unique. Most of their tweets are promoting in store and online deals with plenty of promotional tweets, such as the #SportsMatter, mentioned above, and sweepstake promotion tweets such as #JerseyUpgrade.

With 18 boards and 12.1 thousand followers, Dick's Sporting Goods must have amazing content on this social media platform. Each board has a strong title such as "Hit the Ground Running", "Winter Ready", and "Who Will You Be?". When examining the content further, Dick's Sporting Goods is clearly aiming for the "Pinterest Mom" demographic<sup>1</sup> by creating boards like "Just Like Mom" which focuses on children's clothing that has adult counterparts, "#StrongMom" which is described as "She does it all---she's mom. So give her gear designed for all her moves," and "Women's WWYB". While Dick's Sporting Goods has a Who Will You Be board, they also have one set aside specifically for Who Will You Be posts about women. Overall, all of the boards are tailored for the Pinterest demographic.

Like every other Dick's Sporting Goods social media platform, the company's Google Plus account is extremely up to date. The posts made to their Google Plus page

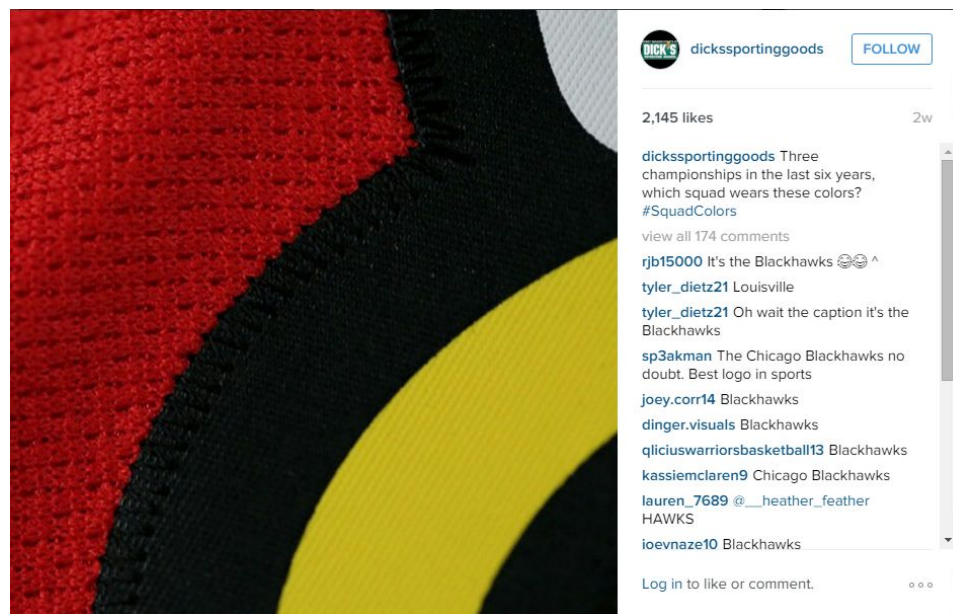
---

<sup>1</sup> According to full-service agency Modea, Pinterest's primary user is a female mother. Fifty percent of Pinterest users have children, 68.2% are female, and 27.4% are between the ages of 25 - 34.

is a cross of their Twitter, Facebook, and Pinterest content. Not only does it take from those accounts, but it has content that is not on any other platform, such as yoga tips and how to buy the correct fishing reels

With the last post only a week old, the YouTube channel of Dick's Sporting Goods is easily considered fresh. Not only is the content up to date, but extremely diverse. The sports and activities featured in the videos include: Wiffle Ball, Softball, Polo, Camping, Biking, Hiking, Lacrosse, Surfing, Basketball, Baseball, Football, Running, Fishing, Soccer and so much more. When viewing the playlist section of their channel, the videos are sorted by sport or promotional hashtag.

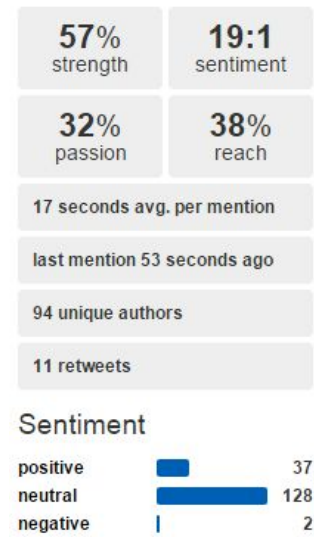
At first, one would not be able to find Dick's Sporting Goods' Instagram account. They do not have a link to their Instagram profile on their website but when



looking at their YouTube channel About page, it can finally be found. The last post made by Dick's Sporting Goods is only four days old, so one can assume the content is kept up to date. Most of the Instagram posts made by Dick's Sporting Goods are professionally shot photos of sneakers and athletic outfit flat lays. The best part of their account though, by far, is the user interaction. Every few posts there is an image of a

zoomed-in part of a logo and the caption asks users to guess which team or product the image is of. This entices followers to interact with the company and each other by spreading the image to their friends though tagging comments.

Accordinging to SocialMention.com, sentiment ratio for the key words “Dick’s Sporting Goods” is 19:1, which is fairly decent. When looking into the 2 negative comments, each were teasing and something I would not consider bad for the company such as “Dick’s Sporting Goods would be so dangerous if I had a boyfriend, oh my.” and “Carrie Underwood’s collection at Dick’s Sporting Good’s is life but damn \$\$\$.” According to SiteScore.co, DicksSportingGoods.com rates 10/10 in social and traffic. Overall, Dick’s Sporting Goods does exceedingly well in all of the social media accounts they have.



### Analysis

	SportsAuthority.com	DicksSportingGoods.com	Ratio
Facebook Likes	1,197,769	4,093,461	1:3.417
Twitter Followers	56,400	380,000	1:6.737
Pinterest Followers	6,600	12,100	1:1.833
Google+ Followers	2,733	6,791	1:2.484
Google+ Views	941,024	15,354,230	1:16.316
Instagram Followers	11,500	181,000	1:15.739
Youtube Subscribers	1,997	13,389	1:6.704
Youtube Views	2,525,733	19,217,297	1:7.608

According to SiteScore.co and SocialMention.com

	SportsAuthority.com	DicksSportingGoods.com
SiteScore.co Social Score	9/10	10/10
SocialMention.com Strength	76%	57%
SocialMention.com Sentiment	12:1	19:1
SocialMention.com Passion	18%	32%
SocialMention.com Reach	53%	38%

According to Varvy.com

	SportsAuthority.com	DicksSportingGoods.com
Google Pagerank of Domain	6	6
Alexa Pagerank of Domain	4,833	2,013
Domains Linking To	3,154	7,541
Internal Links from Page	552	655
External Links from Page	11	20

When comparing the number of social media followers each company had and comparing the difference with the numbers SiteScore.co and SocialMention.com was calculating, the math becomes a little blurred. Clearly, Dick's Sporting Goods has a far wider reach in social media followers but according to SocialMention.com, Sports Authority's reach is 15% larger than Dick's Sporting Goods, as of November 15, 2015. When looking closer at how this information is calculated, SocialMention.com states that the reach number is the number of unique authors talking about the brand divided by amount of mentions. This makes sense since Sports Authority has more unique



commenters. Sadly, this also means that there are few returning visitors like Dick's Sporting Goods have.

### *Recommendation for Improvements*

There are several simple solutions Sports Authority could make to improve every area of their social media presence.

- Showing Store Hours on Social Media Sites
- Creating Unique Content for Each Profile
- Adding Product and How-To Videos
- Diversifying Sports and Activities Shown
- Creating Interaction with Followers

The first change is to add store hours to all of their social media sites. If a customer prefers to shop in person and wants to find a sporting goods store near them, their first interaction with a brand could be through a social media site. To simplify the amount of clicks this perspective customer would have to make, it would be best to include the hours of the company's physical establishments.

The largest problem with Sports Authority's social media accounts, and my frustrations could probably be read, is the fact that every post was the same as another post from a different social media platform. It is almost a joke. Why would anyone want to follow more than one account if said person would have to view the same content several times? The answer is: they would stop following Sports Authority all together. The best way to do this is to be diverse in their content for each social media account. For Facebook and Twitter, post coupons on deals that can be used online and in-store. Another form of content to be posted to these accounts could be promotional videos, such as the videos Dick's Sporting Goods posts to their Facebook account. Not only

could this help the company's Facebook profile and YouTube channel, but several how-to videos or videos containing purchase tips could also be used on SportsAuthority.com

The biggest improvement Sports Authority could make is to diversify the sports that are concentrated on in their social media content. As of now, Sports Authority focuses on Football and Baseball while other sports are put off to the side. Clearly catering to what Sports Authority considers the majority isn't working in the company's favor.

Another large improvement Sports Authority's accounts could make would be to find a way to connect to the people who like or follow their company's brand. At the moment, when a commenter shares a photo within a Sports Authority post, the person controlling the account thanks the commenter for sharing and then ends the conversation. Since all of these parents want to share photos of their children participating in sports, why not have photo contests or some form of that to entice more people to interact with the company's brand. Or have inspirational hashtags asking for a commenter to share a story or participate in a movement. Improving interaction with social media accounts will entice the commenters to become consumers.

Social Signals: Sharing (Ss)

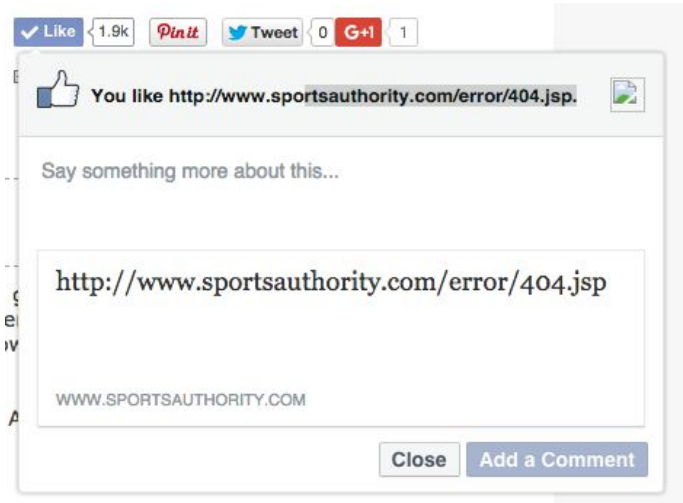
*SportsAuthority.com Score: 5*

There is a huge problem with Sports Authority.com's social sharing tools. But first, there needs to be a discussion about the sharing tools offered by Sports Authority's online store. SportsAuthority.com offers sharing tools for Facebook, Pinterest, Twitter, and Google Plus. Using the old style of social sharing tools,

consumers can see how many shares, likes, mentions, and posts other consumers have. While this is an oldie, it is a goodie. People want to know what things are before they click the buttons and the formatting

Sports Authority uses on its site works really well for this, even if the design of it is out of date (and the fact that when clicking the like button, you are actually sharing it). This design shows consumers how many people are talking about it... which can be its

biggest strength and weakness. If a product is doing extremely well in all areas of social media, this is perfect. But if no one cares about a product, any consumer looking at that product may be dissuaded from purchasing it because no one seems to talk about it. Another issue found when looking at this bar on several pages was the fact that each social bar was the same. For every product was 1.9K Facebook Likes and 0 for everything else. This seems so pointless to have on every product page when every piece of information on the social bar for every product is the same.



Now for the big problem. When looking how these buttons work, there was an error. This problem only seemed to happen with the Facebook button with several tennis racquets. Because an error message popped up, this will most likely stop consumers from sharing it (which affects the problem mentioned in the last paragraph) and in turn results in consumers feeling like there is more problems with the other share tools, since the button for Facebook is the first one in that line.

### *DicksSportingGoods.com Score: 7*

When searching for social media tools a consumer could use to show off their latest purchase, it was difficult to find anything other than links to Dick's Sporting Goods social media accounts. When viewing the product page for a HEAD Ti.S6 Tennis Racquet, it took several times of scrolling through the page to find the small share buttons. As discussed in class, it was difficult to tell what would happen when the Facebook button was pressed, since the button is only the Facebook logo.

### *Analysis*

While comparing the share tools and use of social media on each of the companies' sites, there are several similarities. Each of the sites, following the standard of other sites, have links to their social media accounts in the footer of each page of the websites. Another similarity between the sites is the sharing tools located on the product pages under the product's information. The largest difference is how those tools are formatted and how they work. While SportsAuthority.com's tools allow the user to see the results and information about how many consumers have shared the product on social media, these tools come off as clunky and could discourage users from a purchase.

### *Recommendation for Improvements*

- Have Social Bars Actually Work
- Change Formatting
- Have the Social Bars Represent the Mentions for a Specific Product on the Page the Bar is Located On or Do Not Have Them at All

The largest recommendation for SportsAuthority.com would be to make sure all of their tools actually work. The idea of a consumer wanting to share their purchase

with friends and the tool not properly working, is basically throwing away free advertisement.



Another improvement that may seem small but help in major ways is the formatting and arrangement of tools. According to SearchMetrics.com's 2014 Ranking Factors Guide<sup>2</sup>, social media plays a huge role in ranking. Of all social media sites, Google Plus plays the largest role in U.S. Google searches, at 0.33%. Following Google Plus is Facebook, Pinterest, and then Twitter. Using the image above, a new bar following the order of importance to SEO may help unbury Google Plus from the current social bar while updating the design, tell users what the buttons would do, and hide the amount of people sharing and liking a certain product or company.

## HTML: Current Keyword Location Analysis (Ht, Hd, Hh)

### Title Tags

*SportsAuthority.com Product Category Page*

<title>Tennis Racquets | Sports Authority</title>

*DicksSportingGoods.com Product Category Page*

<title>Men's & Women's Tennis Racquets | DICK'S Sporting Goods</title>

### Analysis

Looking at the category pages HTML for Sports Authority and Dick's Sporting Goods there is a huge difference in the amount of information they put into title tags. Sports Authority's title tag is short compared to Dick's Sporting Goods title tag; the title

---

<sup>2</sup> Which can be found at <http://www.searchmetrics.com/knowledge-base/ranking-factors-2014/>

tag for SportsAuthority.com only contains four words and one symbol compared to Dick's Sporting Goods seven word and one symbol title. Sports Authority title tag is also not very descriptive, tennis racquets is such a broad term. Sports Authority should think of more descriptive words to categorize their merchandise such as the tennis racquet brand or type. The HTML title tag is the most important HTML tag. Search engines like Google use this tag to determine what the page is about and also what appears on Internet tabs. Dick's Sporting Goods title tag is not only longer than Sports Authority's, but much more descriptive. Dick's Sporting Goods categorizes all of tennis racquets sold into eight sections, which takes the user to the section's own category page, making it easier to find a specific type of racquet. In the HTML code, adult category page is titled "Men's & Women's Tennis Racquets | Dick's Sporting Goods"- a better title tag than what Sports Authority has; it's also a more descriptive title tag.

#### *Recommendation for Improvements*

Sports Authority needs to be more creative when it comes to organizing their content. If the company were to categorize their racquets into smaller sections like Dick's Sporting Goods does they could get really creative and descriptive. This would more than likely move the company up a few positions in the website rankings. Some recommendations for category pages, and their title tags below.

- Sports Authority

- Category Page - Wilson Tennis Racquets
- Title - Wilson Tennis Racquets | Sports Authority

- Dick's Sporting Goods

- Category Page - Beginner Tennis Racquets
- Title - Beginner Tennis Racquets for Kids and Adults | Sports Authority

## Description Meta Tag

### *SportsAuthority.com Product Category Page*

```
<meta name="description" content="Buy Racquets at Sports Authority - the nation's preeminent full-line sporting goods chain. Shop online or in-store for your favorite brands - Nike, Under Armour, The North Face, Bowflex, Schwinn, Lifetime and more." />
```

### *DicksSportingGoods.com Product Category Page*

```
<meta name="description" content="Find your perfect adult or pro tennis racquet from Dick's Sporting Goods today. Shop top brands like Wilson, Prince, HEAD, Babolat and more! " />
```

### *Analysis*

Based on what both websites provide for meta tag descriptions Dick's Sporting Goods should outrank Sports Authority; not only is the description more accurate toward the page but it also uses keywords like Wilson, and Prince. Sports Authority's description meta tag could be used for any of their pages if it didn't say, "Buy Racquets". Companies know that meta description tags don't make or break a site in the rankings factor, but they do have an impact on the display factor. Sports Authority only using the keyword racquets in their description tag is a huge disappointment. No unique keywords, and a description that could be used on any page is a disaster. Google most likely replaced their description tag with their own tag that makes more sense for the page. When putting the description tags into Google some interesting results happened; neither of the pages showed up in the top ten or twenty. Google must of replaced both companies meta tags with new ones, or this just shows how irrelevant meta tags are in today's online world.

# Sports Authority

Buy Racquets at Sports Authority - the nation's preeminent full-line sporting

Web Shopping Images News Maps More Search tools

About 198,000 results (0.58 seconds)

AD

Sports Authority® Online

Ad [www.sportsauthority.com/](http://www.sportsauthority.com/)

4.4 ★★★★★ rating for sportsauthority.com

15% Off \$50 Purchase Today Only. Start Your Holiday Shopping Early!

Golf Page

Norfolk Golf Shop | Sports Authority

[va.norfolk.sportsauthority.com/golf\\_shop\\_norfolk\\_va\\_537.html](http://va.norfolk.sportsauthority.com/golf_shop_norfolk_va_537.html)

Choose from great brands such as Callaway, Cleveland Golf, Nike Golf, ... Email

Sports Authority Sporting Goods Norfolk sporting good stores address information ...

Sports Authority - the nation's preeminent full-line sporting goods chain. ... brands

- Nike, Under Armour, The North Face, Bowflex, Schwinn, Lifetime and more.

Golf Page

Gainesville Golf Shop - Sports Authority Sporting Goods ...

[fl.gainesville.sportsauthority.com/golf\\_shop\\_gainesville\\_fl\\_367.html](http://fl.gainesville.sportsauthority.com/golf_shop_gainesville_fl_367.html)

Sports Authority Golf Shop Gainesville, FL is committed to helping you ... Cleveland

Golf, Nike Golf, Odyssey, TaylorMade, Tommy Armour, and more! .... Sports Authority

- the nation's preeminent full-line sporting goods chain. ... your favorite brands -

Nike, Under Armour, The North Face, Bowflex, Schwinn, Lifetime and more.

Store Locations

Sporting Goods - Sports Authority sporting good stores

[stores.sportsauthority.com/search.php?lat=34...](http://stores.sportsauthority.com/search.php?lat=34...) Sports Authority

Sports Authority sporting goods. Visit Sports Authority's sporting good stores

today. ... Sports Authority - the nation's preeminent full-line sporting goods chain.

Shop online or in-store for your favorite brands - Nike, Under Armour, The North

Face, Bowflex, Schwinn, Lifetime and more. Powered by Rio SEO. ©1999 - 2014 \*List

...

## Dick's Sporting Goods

Find your perfect adult or pro tennis racquet from Dick's Sporting Goods

Web Shopping Images News Videos More Search tools

About 991 results (0.62 seconds)

Tennis Bags

Tennis Bags | DICK'S Sporting Goods

[www.dicksportinggoods.com](http://www.dicksportinggoods.com) Sports Bags Dick's Sporting Goods

... your tennis gear together in a new tennis bag from your favorite brands like

Wilson, Prince & more. Shop a wide selection from Dick's Sporting Goods today.

You've visited this page 2 times. Last visit: 11/16/15

PDF File

[PDF] Dicks sporting goods tennis racket sale - Josh Hayes

[ayhs.joshhayesracing.com/p8A.pdf](http://ayhs.joshhayesracing.com/p8A.pdf)

Shop a wide variety of Babolat Tennis Racquets at Dick's Sporting Goods, the ...

gear together in a new tennis bag from your favorite brands like Wilson, Prince & ...

Find your perfect adult or pro tennis racquet from Dick's Sporting Goods today. ...

of HEAD tennis racquets at Dick's Sporting Goods, including the popular You.

Video

Tennis Racket - YouTube



<https://www.youtube.com/watch?v=-Up0FFDpBa4>

Nov 1, 2015 - Uploaded by Othelano Gerome

Favored by pros like roger federer, juan martin del potro & serena

... get in the game with a new tennis racquet from dick's

sporting goods. ... top brands including babolat, wilson, dunlop,

head and more! wide ... find tennis racquets by babolat, head,

wilson, prince, asics, dunlop and more at midwest sports.

Different Site

Tennis Racket - MagCartz.com

[www.magcartz.com/music/download/tennis-racket.aspx](http://www.magcartz.com/music/download/tennis-racket.aspx)

Picking A Tennis Racket: The Truth Not Marketing (Part 1 Of 4). Picking A Tennis

Racket: The Truth ... Mens womens tennis racquets dicks sporting goods find your

perfect adult pro tennis racquet from dicks sporting goods today shop top brands

like wilson prince head babolat and more. Mens womens tennis racquets dicks ...



### *Recommendation for Improvements*

The biggest change that Sports Authority could make to their description meta tag is to completely change it. Sports Authority has no relevant information, or keywords relating to tennis racquets except the word racquet. It is no surprise that the page didn't come up on a Google SERP.

### *Recommended Descriptions*

- `<meta name="description" content=" Buy Wilson Tennis Racquets for the best price | Sports Authority. The number one store for your tennis racquet needs." />`
- `<meta name="description" content="Find Beginning Tennis Racquets for adults and kids at the number one sports store | Sports Authority. The number one store for all your tennis racquet needs and accessories." />`

### *IMG Names and ALT Text*

#### *SportsAuthority.com Product Category Page*



```
<img class="lazy smallImage" data-original=
"http://www.sportsauthority.com/graphics/product_images
/pTSA-9752619nm.jpg" alt=" A HEAD S6 Tennis Racquet lets you
dominate your tennis competition with an advanced design and
detailed construction." title="A HEAD S6 Tennis Racquet lets you
dominate your tennis competition with an advanced design and detailed construction."
width="176" height="176" />
```

### *Explanation*

The image source code above is an image of a product that Sports Authority is trying to sell. The first part of the code is a class element. This is used to define equal

style for that specific class. This code is used for all product images throughout the page. The data- element is used to hold information in the companies JavaScript file creating a better user experience. Alt element is the most important aspect of images, because the Google bots read alt tags not the picture itself. The alt tag that Sports Authority created for its HEAD TiS6 tennis racquet is descriptive, but it might be too long. The title tag is information you want to broadcast to the user if they are hovering over a specific image. Sports Authority uses the same information in their alt tag that they do in their title tag. Even though its descriptive Sports Authority should create new information for their title tags. I would recommend Sports Authority using a short descriptive tag for the title, or just the name of the product itself. Sports Authority also resizes their images through the web which is what the width, and height title tags are doing in the end of the code. The photos should be resized in photoshop, or some other photo application. Having the internet resize your photos slows down the load time it takes for the page to upload.

#### *Recommendation for Improvements*

The alt tag for the product images is very descriptive but might be too long. Sports Authority should find a way to shorten the tag. Sports Authority also should not use the same information in the alt tag and title tags. The title tag needs to be different from the alt tag yet still unique, descriptive, and short. The last recommendation is for Sports Authority to resize their images before uploading them to their site. PhotoShop makes it easy to resize your photos.

- alt="A HEAD Ti-S6 Tennis Racquet lets you dominate your tennis competition"
- alt="HEAD Ti-S6 Tennis Racquet, the best racquet for dominating the competition"

- title="HEAD Ti-S6 Tennis Racquet"
- title="HEAD Ti-S6"

Architecture (As, Au, Am)

Speed (As)

*SportsAuthority.com* Score: 6

*DicksSportingGoods.com* Score: 5

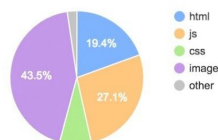
*Analysis*

Below this explanation section there are five different charts all examining the speed of Sports Authority, and Dick's Sporting Goods. The first two charts show pie graphs, and a table of speed information. This is very important can we can see what takes long load times, and which sections need to be reduced. The three comparison charts below the pie charts show the difference between Sports Authority, and Dick's Sporting Goods in term of loading speed. The first chart among those three shows how fast the category pages of Sports Authority compares to Dick's Sporting Goods. The second compares the timings of each section of the category pages. The third chart shows the amount of bytes in each section of the category pages on Sports Authority, and Dick's Sporting Goods.

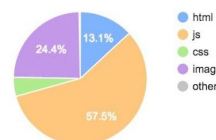
### Sports Authority

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			Fully Loaded			
						Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View	27.442s	1.115s	2.492s	3984	2791	0.000s	0	913 KB	27.442s	185	913 KB	\$S---

Requests



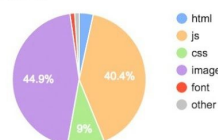
Bytes



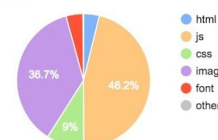
### Dick's Sporting Goods

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			Fully Loaded			
						Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View	30.331s	0.733s	2.986s	4289	1817	0.000s	0	880 KB	30.331s	93	880 KB	\$S---

Requests

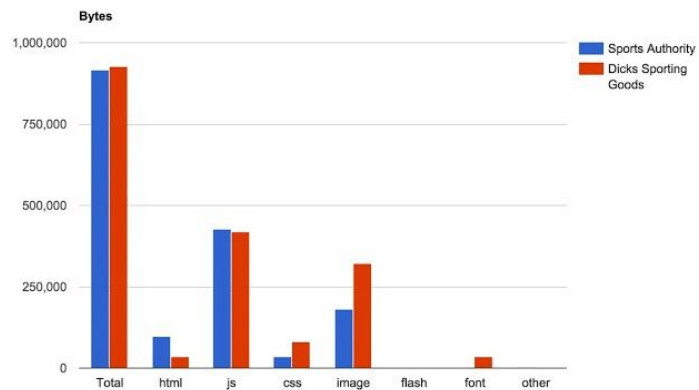
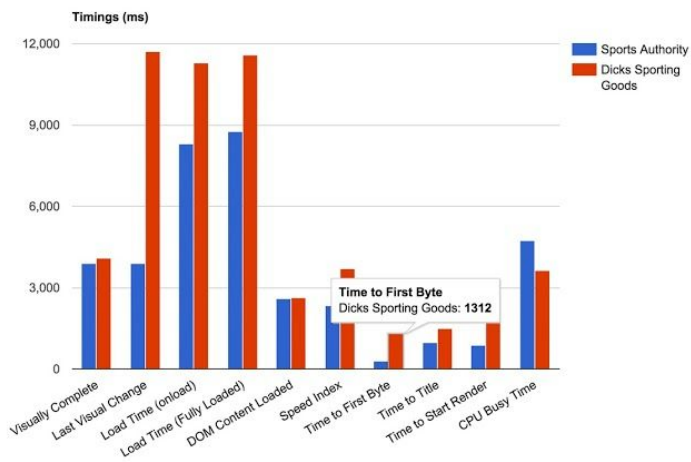
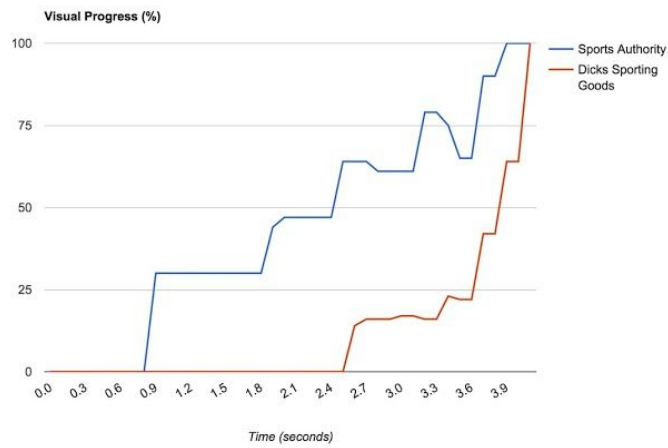


Bytes



## Compare Charts

### Sports Authority vs. Dick's Sporting Goods



### *Recommendation for Improvements*

The number one recommendation for Sports Authority is to decrease the amount of bytes and requests it takes to load the category page. Sports Authority should change the format which they hold pictures, use less Css style sheets, and decrease the amount of JavaScript used to increase page load times. Sports Authority should add a continuous scroll so they don't have to load as many images at once.

URLs (Au)

*SportsAuthority.com Score: 4*

Category Page:

<http://www.sportsauthority.com/Team-Sports/Tennis/Racquets/family.jsp?categoryId=22702526&cp=3052500.66276696>

Product-Level Page:

<http://www.sportsauthority.com/HEAD-TiS6-Tennis-Racquet/product.jsp?productId=11339970&cp=3052500.66276696.22702526&parentPage=family>

*DicksSportingGoods.com Score: 5*

Category Page:

[http://www.dickssportinggoods.com/category/index.jsp?ab=TopNav\\_TeamSports\\_TennisRacquet\\_TennisRacquets&categoryId=4418840&cp=4413887.4418829](http://www.dickssportinggoods.com/category/index.jsp?ab=TopNav_TeamSports_TennisRacquet_TennisRacquets&categoryId=4418840&cp=4413887.4418829)

Product-Level Page:

<http://www.dickssportinggoods.com/product/index.jsp?productId=3982084&kw=head+ti.s6&origkw=head+ti.s6&redirectfrmcatfam=true&frmSearch=true>

### *Explanation*

The URL's for both Sports Authority, and Dick's Sporting Goods are lengthy, use generic names, and have deep nesting. The Sports Authority category page does

excellent work until it hits the last section of the URL containing “family.jsp?”. Sports Authority’s URL is made of key phrases until the last section of the URL which is made up of seemingly random numbers and symbols. This part of the domain is lengthy, and generic. I would recommend using a few keywords here, and shortening the length. The product level page for Sports Authority has the same issues that the category page had, however it does not have a deep nest. The last section of the product-level page also needs to be shortened, and contain keywords related to the site. While Dick’s Sporting Goods has the same problems as Sports Authority has, this works in favor of SportsAuthority.com.

#### *Recommendation for Improvements*

The biggest recommendations for Sports Authority are shorter URLs, more keywords, and less deep nesting. Compared to Dick’s Sporting Goods, Sports Authority creates several files a system must go through to reach its destination; this is evident with the amount of backslashes. Sports Authority also needs more keywords and less generic data that is read as numbers and symbols to the user. This, in turn, would create a shorter URL with more descriptive keywords and therefore improve how the “Google bot” reads the code of the page.

Mobile (Am)

*SportsAuthority.com Score: 7*

*DicksSportingGoods.com Score: 8*

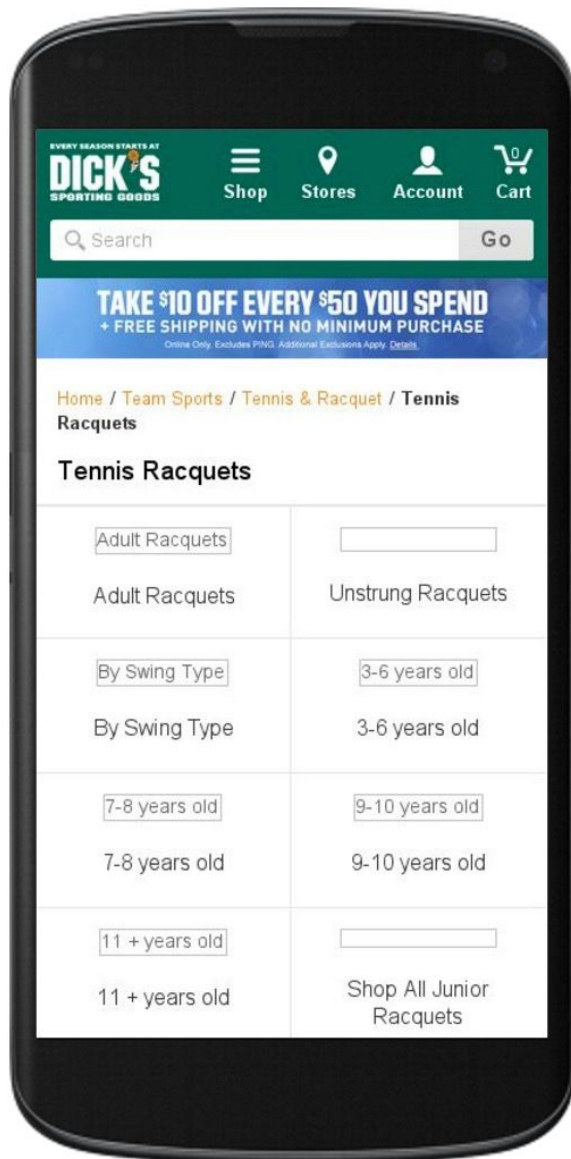
#### *Explanation*

Sports Authority and Dick’s Sporting Goods both have created separate sites for mobile viewing and leaving the desktop sites for both companies non-responsive. Being a non-responsive site, while skipping a modern trend, is positive for

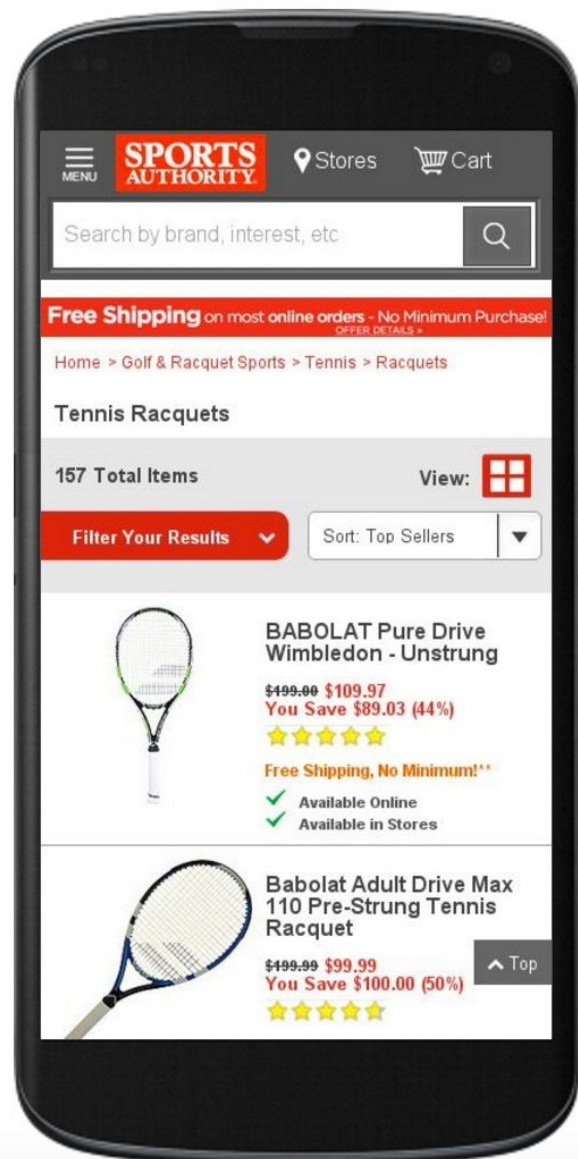
SportsAuthority.com because this cuts down any extra loading time. Sports Authority and Dick's Sporting Goods mobile category pages are set up in a list format and cut down on basic refinement tools. The category pages for each site are stripped of certain sections, and focus on the tennis racquet products. Both sites get rid of their refine search and sort by sections and only Dick's Sporting Goods gets rid of their recommendation section.

The product-level pages for both sites also go to a list format, but instead of getting rid of certain sections, the format accommodates the lack of space a viewer has by creating drop down menus for the refinement tools. Sports Authority carries one of their largest problems of their desktop site to their mobile site. Once again, Sports Authority is compacting too much information into a small place along with a lot of small links. Dick's Sporting Goods continues to have a simple layout with easy to read information and plenty of white space.

## Dick's Sporting Goods



## Sports Authority



### *Recommendation for Improvements*

Sports Authority needs to restructure their mobile site in the same way they need to restructure their desktop version. The largest improvement Sports Authority could make is to, once again, spread out the content or just get rid of some minor information users don't care about, use a restrictive color palette to organize their



content, and organize the content in a manner that is easy to look through so viewers don't get lost or confused.

## Links (Ln, Lq)

### Link Number (Ln)

<i>SportsAuthority.com No. of Referring Domains</i>	11,158 (root domain) 246 (category page)
<i>DicksSportingGoods.com No. of Referring Domains</i>	20,649 (root domain) 312 (category page)

### Link Quality (Lq)

*SportsAuthority.com No. of Referring Domains: 7*

*DicksSportingGoods.com No. of Referring Domains: 7*

### Analysis

#### Root Domains According to MagesticSEO.com

	SportsAuthority.com	DicksSportingGoods.com
Trust Flow	64	66
Citation Flow	53	60
Referring Domains	11,158	20,649
Educational Referring Domains	31	86
Government Referring Domains	8	26

#### Category Pages According to MajesticSEO.com

	SportsAuthority.com	DicksSportingGoods.com
--	---------------------	------------------------

Trust Flow	39	27
Citation Flow	40	33
Referring Domains	246	312
Referring Backlinks	2,753	11,297

According to MajesticSEO.com and a search in the two companies' root domains, SportsAuthority.com is losing against DicksSportingGoods.com in all 12 catagories. The largest gap between SportsAuthority.com and DicksSportingGoods.com was in the Educational External Backlinks section with DicksSportingGoods.com having 25,344 external backlinks and SportsAuthorty.com falling short at only 60 backlinks. For every one educational external backlink SportsAuthority.com has,



DicksSportingGoods.com has 422.4 links.

When looking at what MajesticSEO.com had to say about the category pages for both Sporting Goods' tennis racquets page and Dick's Sporting Goods ' tennis racquets page (the page featuring a grid selection tool for the user to select the type of tennis racquets they are shopping for), there was a disaapointing lack of infromation. MajesticSEO.com did not give the amount of Government or Education backlink or

referring domains. Thankfully, the site still provided Trust Flow and Citation Flow numbers, referring domains and referring backlinks. Overall, I found most of the sites backlinking to the

tennis racquet page for Sports Authority were links such as a 2009 sneakpeek site for a restaurant, a webpage devoted to supporting



veterans, and a wildlife adoption page for Spock the Bobcat. The only legitimate link seemed to be an outlet shop but the webpage was not about athletic wear but Hollister and Ralph Lauren winter coats. In the two images above, one can see that there are pages of CeltsPub.SiteSneakPeak.com that are hidden from the navigation and are burried from human view but are designed to look like actual SportsAuthority.com pages.<sup>3</sup> These pages don't just look like SportsAuthority.com pages but when exploring the page, all of the navigation links still worked and the page functioned the same as a SportsAuthority.com page.

This is one of two things. When looking closer into this, SportsAuthority.com has an afflitiате link program where anyone can earn commision selling

---

<sup>3</sup> CAITLYN'S CONSPIRACY THEORY: When calling the Celt's Pub Rosemount, MN location at 651-322-7995, a waiter going by the name of Josh said he did not know that Celt's Pub still had that website domain (the one the SportsAuthority.com page look-alike is hosted at) and had moved to a different domain altogether. Half of the links were not working and it could be possible that this website was still up to keep the SportsAuthority.com page still alive and making profits. Josh did say the current website domain is: <http://celts-pub.com/> and to always stop by for "Pizza and Taps".

SportsAuthority.com proucts is various ways- including linking to Sports Authority as a middle man for more SportsAuthoritypages. The other explanation is that Sports Authority has a link farm. And DicksSportingGoods.com has a better one and this is actually the best thing for SportsAuthority.com. This would explain why SportsAuthority.com's Trust Flow and Citation Flow numbers for their category pages are much higher than DicksSportingGoods.com's numbers even though Dick's Sporting Goods has more backlinks.

## Conclusion & Priority Recommendations

### ● Content

- Use more keywords within category and product level pages (+3 in Cr and Cw)
- Cut back on excessive amounts of content to present quality, user friendly site (+3 in Cq)

### ● Social

- Diversify Social Media Accounts and the Coverage within those Profiles (+2 in Ps)
- Create Unique, Shareable Content (+1 in Ss)
- Fix Social Share Tool on Pages (+1 in Ss and +2 in Sr)

### ● HTML

- Create unique title tags through the use keywords (+3 in Ht)
- Meta tags need to actually describe the pages they are talking about (+2 in Hd)
- Excessive use for words in alt tags for images (-1 in Vs)

- Architecture

- Site needs to load faster (+1 in As)
- URL's need to be short yet contain keywords with unique descriptions (+1 in Au)

- Links

- Delete Link Farm from Site (-3 in Vp and -2 in Vl)

The first area that needs to be improved is social. As mentioned earlier, Sports Authority needs to expand the type of coverage they have and create their own unique content for each social media profile while only posting cross-platform content rarely. At the moment, most of SportsAuthority.com's social content reposts from other sources and the interaction between the company and consumer is lacking for this modern era. The best recommendation this paper has as far as social is concerned is to fix the social button on the product pages and then improve the content on social media platform in the way mentioned above.

SportsAuthority.com's content, while some unique and well organized, is stuffed to the point where it is difficult for viewers to handle. While there is a plethora of content, the content on the page lacks unique keywords. The content covered in Sports Authority's website needs to have a layout that viewers can read through with ease without getting lost in. Having excessive amounts of content on pages can make a great website look disorderly and nonfunctional. Taking shortcuts by combining certain sections should be avoided. Sports Authority also needs to make better use of unique keywords in their category and product-level pages so Google directs consumer traffic to their website.

The HTML section of SportsAuthority.com requires tremendous changes and updates. Title tags aren't descriptive and lack keywords, meta tag descriptions are too long and don't relate to the page at hand, and image file, alt, and title tags need to be different from each other with their own unique content. In the end the HTML section was rough to look through; many changes need to be made if this site is wanting to climb the rankings.

SportsAuthority.com's load speed and URL are both below par. Even though SportsAuthority.com's page loaded faster than DicksSportingGoods.com's page, they could increase their load time by changing image formats and decreasing the use of Css and JavaScript. The URLs Sports Authority creates are long, deep nested, and don't use unique keywords for title listings. The architecture of this site needs to have an easy to follow path with short, descriptive URLs containing unique titles for each page.

The final recommendation that can be made is for SportsAuthority to get rid of the link farms and affiliate link program they currently have. According to The Periodic Table of SEO Success Factors by Search Engine Land states that Paid Links and Spam Links are extremely hurtful for SEO. While there was a time when the amount of backlinks mattered more than the quality and truthfulness of those backlinks, Google's age of corrupted websites dominating the world wide web is over. Every area of the links section of The Periodic Table of SEO Elements mentioned above can be improved by these changes. Not only will this increase the quality of links, but SportsAuthority.com's problems with the "Google bot" finding paid or spam-y links will be resolved.

In conclusion, Sports Authority's site has some major improvements to make but all of the solutions could not only help the site surpass DicksSportingGoods.com but be listed as the top site for any of the keywords listed at the beginning of this analysis.