



Competitive Analysis

Ann Arbor Sporting Goods

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Please note:

The content of all the websites analyzed and compared may have changed from the time this study was conducted.

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Executive Summary

This competitive analysis was conducted as part of the Ann Arbor Sporting Goods website redesign. The goals of this analysis were to identify the content and functionality at competing websites, both to inform the redesign as well as better understand areas of competitive advantage.

The competitor websites examined were:

- **Competitor 1: dickssportinggoods.com**
- **Competitor 2: dunhamssports.com**
- **Competitor 3: mcsports.com**
- **Competitor 4: sportsauthority.com**

The analysis revealed a basic set of content which appeared on all of the sites analyzed, along with one or two differences in the way the sites presented their home page product offerings including short seasonal marketing messages on the home pages.

The differences and similarities also shown by the sites in terms of home page navigation, functionality, and the way the product messaging occurred included:

- Navigation of sporting goods categories offered on all included drop down menus except one with linked items
- Information on store history
- Affiliate programs for those interested in selling their own goods
- A number clicker to move through the product image links on all except for one
- A variety of programs to help community sports teams and coaches obtain equipment and improve training facilities

This analysis will provide further details of functionality and differences of content mentioned so far.

Website Content

Content found at multiple competitor websites:

- About us
- Affiliate program for those wishing to sell items
- Careers
- Clearance items
- Community programs for team improvements
- Driving directions to local stores
- Fan link to related sporting goods items
- Free shipping on specific items
- Gift Cards
- Group Sales
- Help
- Order Tracking
- Search
- Shop by brand
- Store locator
- Store history
- Top sellers
- Top brands
- Weekly ads/circular

Content found on 3 websites:

- Team Sports Products
- Product Reviews

Audience-specific information:

- Front page images change from one product link to another on all except MC Sports
- Television advertisement (Sports Authority and Dicks Sporting Goods)

Policies, terms, and statements

- Privacy Policy
- Product Availability and Price
- Recalls
- Return Policy

Types of navigational support found on one:

- Drop Down Menu

Types of navigational support found on three:

- Site Map

Search Functionality and Product Details

	dickssportinggoods.com	dunhamssports.com	mcsports.com	sportsauthority.com
Website Search (Keyword)	Y	Y	Y	Y
- Search by Product	Y	Y	Y	Y
- Search by Sport	Y	Y	Y	Y
- Search by Team	Y	Y	Y	Y
- Search by Price Option	Y	Y	Y	Y
- Search by Brand Option	Y	Y	Y	Y
- Top Sellers Section	Y			Y
- Enhanced Product View	Y	Y	Y	Y
- Related Items Shown	Y	Y	Y	Y
- Site Map		Y	Y	Y

Y = Yes; the website contains that functionality

Additional search notes:

- All sites include option to enlarge view of product
- All sites include option to show additional colors of product

Giving / Community Support / Discounts

	dickssportinggoods.com	dunhamssports.com	mcsports.com	sportsauthority.com
- Community Donations	Y	Y	Y	Y
- Community Support	Y	Y	Y	Y
- Discounted Items	Y	Y	Y	Y
- Affiliate Program	Y	Y	Y	Y

Y = Yes; the website contains that functionality

Additional search notes:

- Community support and donations varied

Customer Service / Support / Product information

	dickssportinggoods.com	dunhamssports.com	mcsports.com	sportsauthority.com
- Phone Number	Y	Y	Y	Y
- Order Tracking (home page)		Y	Y	Y
- FAQ*				
- Store Locator	Y	Y	Y	Y
- Return Policy	Y	Y	Y	Y
- Shipping Rates	Y	Y	Y	Y
- Product Recall Info.		Y		
- Group Sales	Y	Y	Y	Y
- Product Availability	Y	Y	Y	Y
- Product Reviews	Y	Y	Y	Y
- Product Ratings	Y	Y	Y	Y
- Privacy Policy	Y	Y	Y	Y
- Free Shipping Offers	Y	Y	Y	Y
- Buyers Guide	Y	Y	Y	Y

Y = Yes; the website contains that functionality

Additional search notes:

- *No FAQ link to be found on any of the competitor sites, although a help link exists on all
- Executive Leadership Team bios found within the About Us page on The Sports Authority site