



UXR

Competitor Analysis - L2 and L3 Categories on the Homepage

October 2023

Introduction

This report aims to analyze how various leading retailers organize their Level 2(L2) and Level 3 (L3) categories on their homepages. The retailers covered are:

- Canadian Tire
- Walmart
- The bay
- Home Depot
- Lowe's
- Best Buy
- Staples
- Costco

Methodology

1. Visited each retailer's website homepage.
2. Located the main navigation menu, usually at the top or side of the homepage.
3. Noted the organization of L2 and L3 categories under each primary category (L1).
4. Analyzed whether the categories are sorted alphabetically or followed a different ordering system.

Homepage L2 and L3 Categories in Alphabetical Order

Alphabetical Order?	Canadian Tire	Walmart	The Bay	Home Depot	Lowe's	Best Buy	Staples	Costco
L2	✓	✗	✓	✗	✗	✗	✗	✓
L3	✓	✗	✓	✗	✗	✗	✗	✓

Canadian Tire

Canadian Tire's homepage follows an alphabetical approach for both L2 and L3 categories. But is not apparent in certain categories such as Party City and Hot Sale.

L2 Not Alphabetical

Shop Now	Hot Sale	View Flyer	Take on Fall
Shop All		Party City	
Automotive		Halloween	
Home & Pets		Birthday Party	
Outdoor Living		Balloons & Accessories	
Tools & Hardware		Party Decorations	
Toys, Sports & Recreation		Tableware & Serving	
Party City		Party Favours	
Hot Sale		Party Games	
		Wrapping Paper, Bags & Acc	
		Cards & Invitations	

L2 and L3 Not Alphabetical

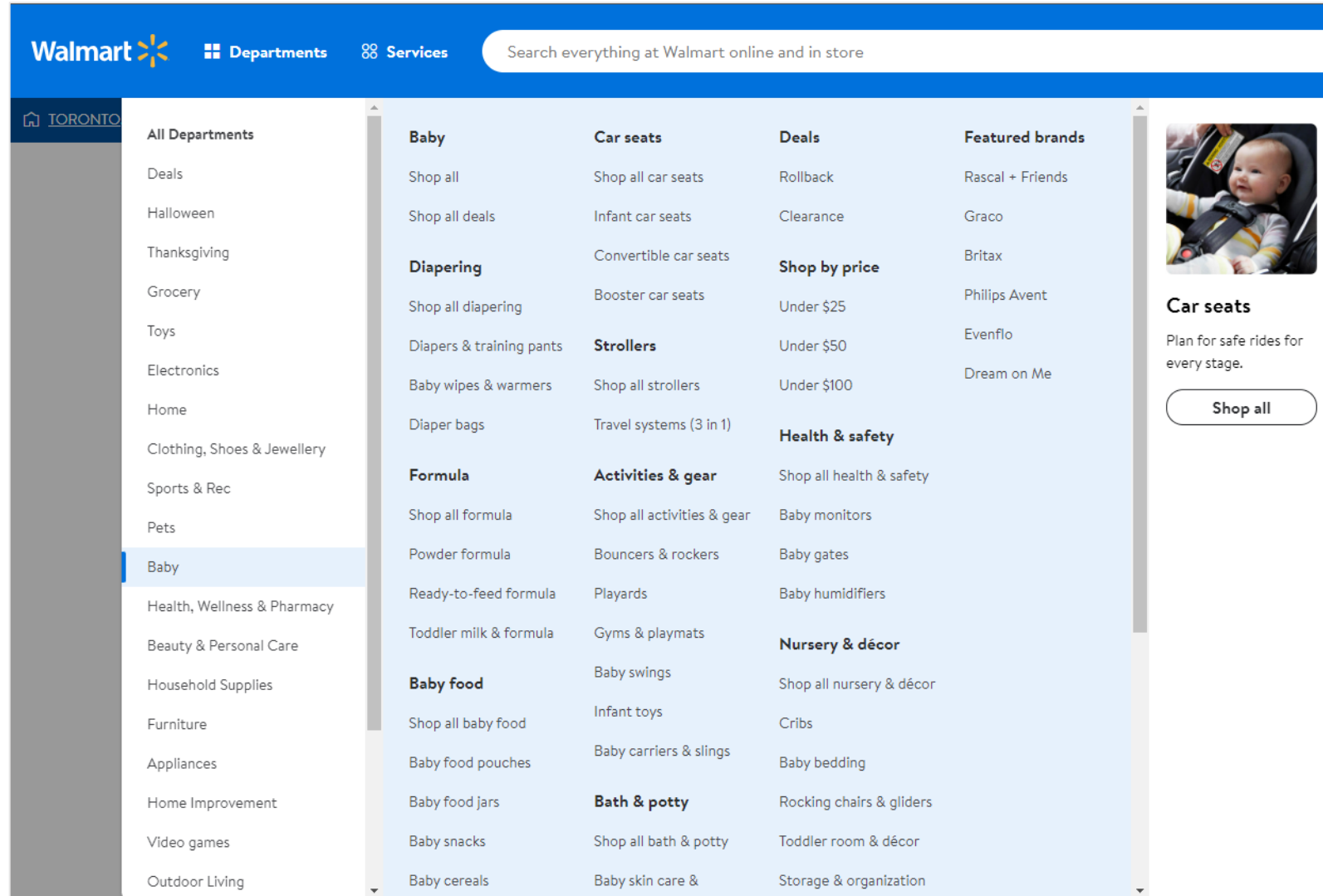
Shop Now	Hot Sale	View Flyer	Take on Fall
Shop All		Hot Sale	
Automotive		Automotive Sale	
Home & Pets		Home & Pets Sale	
Outdoor Living		Tools & Hardware Sale	
Tools & Hardware		Toys, Sports & Recreation Sale	
Toys, Sports & Recreation		Seasonal Sale	
Party City		Clearance	
Hot Sale		Big Red Event	
		Everyday Essentials	

CANADA'S STORE	Made for Life in Canada	Credit Offered* Learn More	Support	Email Sign Up	Order Status	CT Money® Balance:
	Miss Mavis & Dundas, ON	Open · Closes at 9:00 p.m.	Search			
Shop Now	Hot Sale	View Flyer	Take on Fall	Halloween	Auto & Store Services	Gift Registry
Shop All	Automotive	ATVs, Snowmobiles, Motorcycles Parts & Accessories	ATVs, Snowmobiles, Motorcycles Parts & Accessories			
Automotive	ATVs, Snowmobiles, Motorcycles Parts & Accessories	ATV & UTV Parts & Accessories	Motorcycle Parts & Accessories			
Home & Pets	Audio & Electronics	Motorcycle Parts & Accessories	Snowmobile Parts & Accessories			
Outdoor Living	Auto Body Repair, Paints & Accessories					
Tools & Hardware	Auto Parts					
Toys, Sports & Recreation	Auto Tools					
Party City	Batteries, Maintenance & Accessories					
Hot Sale	Car Cleaning					
	Car Safety & Security					
	Carports & Portable Shelters					
	Exterior Accessories					
	Interior Accessories					
	Oils, Fluids, Additives & Chemicals					
	RV Parts & Accessories					
	Tires & Wheels					
	Trailers & Towing Accessories					
	Truck Accessories					



Walmart

Walmart only showcases L1 and L2 categories that are not alphabetically organized.



The Bay

The Bay's homepage presents L1 categories that are in alphabetical order, except for certain categories like "Sale" that are not organized alphabetically.

L1 in Alphabetical Order

THE BAY

Zellers

THE BAY

Q Search

FrançaisOrders & ReturnsGift RegistryFlyer

WOMEN

MEN

KIDS & BABY

SHOES

BEAUTY & WELLNESS

HOME LIVING

MORE

BRANDS

SALE

ZELLERS

CLOTHING

Bras, Lingerie & Panties

Coats, Jackets & Blazers

Dresses

Jeans

Pajamas & Robes

Pants & Trousers

Shorts

Skirts

Socks & Tights

Sweaters

Sweatpants & Leggings

Swimsuits & Cover-Ups

Tops

SHOES

Boots

Flats

Heels & Pumps

Sandals

Sneakers & Sport Shoes

ACCESSORIES

HANDBAGS

JEWELLERY

WATCHES

NEW ARRIVALS

BEST SELLERS

DESIGNER SHOP

SHOPS & GUIDES

Activewear Shop

Discover the Gift Shop

Petite Shop

Plus Shop

Pre-Loved

Responsible Shop

Swim Fit Guide

Wool Shop

BRANDS TO KNOW

Calvin Klein

Ever New

Free People

HBC Stripes

Hudson North

Lauren Ralph Lauren

Levi's

Mango

Nike

VERO MODA

L1 in Not in Alphabetical Order

THE BAY

Q Search

FrançaisOrders & ReturnsGift RegistryFlyer

WOMEN

MEN

KIDS & BABY

SHOES

BEAUTY & WELLNESS

HOME LIVING

MORE

BRANDS

SALE

ZELLERS

SALE - LIMITED TIME ONLY

Women

Men

Kids & Baby

Beauty

Home

Luggage & Travel

More on Sale

CLEARANCE - LAST CHANCE, WHILE QUANTITIES LAST

Women

Men

Kids & Baby

Beauty

Home


Luggage & Travel

More on Clearance





Home Depot

Home Depot homepage L2 and L3 does not follow an alphabetic order.



My Store: **Leaside** | **Open** • Closes 9 p.m. ▾

What can we help you find? 

Account / Sign In ▾ |  Cart

Shop by Department ▾Shop by RoomIdeas & How-toHome ServicesSpecials & OffersWeekly Flyer

Featured Event(s)

Halloween Décor

Refresh For Less

Dewalt MAX Power Event

Shop by Department

Appliances ▸

Bath ▸

Blinds & Window Coverings ▸

Building Materials ▸

Cleaning ▸

Decking, Lumber & Composites ▸

Décor & Furniture ▸

Doors & Windows ▸

Electrical ▸

Floors & Area Rugs ▸

Hardware ▸

Heating & Cooling ▸

Kitchen ▸

Lighting & Ceiling Fans ▸

Outdoor Cooking & BBQs ▸

Outdoor Living & Patio ▸

Appliances [Shop All](#)

Appliance Promotions

Kitchen Packages

Washer & Dryer Sets ▸

Refrigerators ▸

Freezers & Ice Makers ▸

Wine & Beverage Coolers ▸

Ranges ▸

Range Hoods ▸

Wall Ovens ▸

Cooktops ▸

Microwaves ▸

Dishwashers ▸

Washers & Dryers ▸

Vacuums & Carpet Cleaners ▸

Small Appliances ▸

Heating, Cooling & Air Quality ▸

Appliances Parts & Accessories ▸

Garbage Disposers & Accessories

Water Heaters ▸

Gift Cards

Range Hoods [Shop All](#)

Under Cabinet Range Hoods

Wall Mount Range Hoods

Insert Range Hoods


Island Range Hoods

Downdraft Range Hoods

[Back](#)

Hot Water TankToilets

MAINTENANCE



5-PACK

NEW
Lower
PRICE

save 14%

\$48⁴⁷

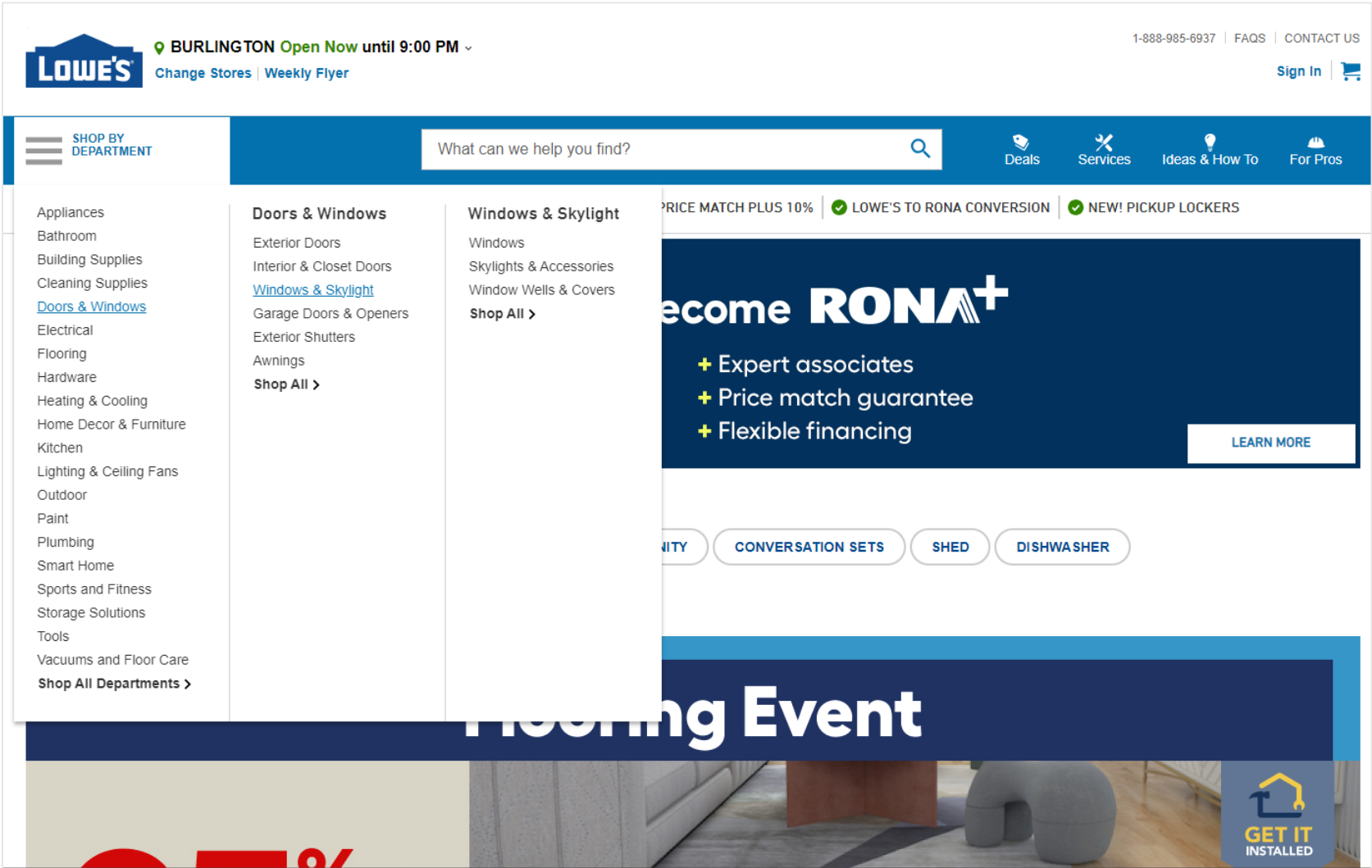
WAS \$56.67

on Now

ories/appliances/range-hoods.html

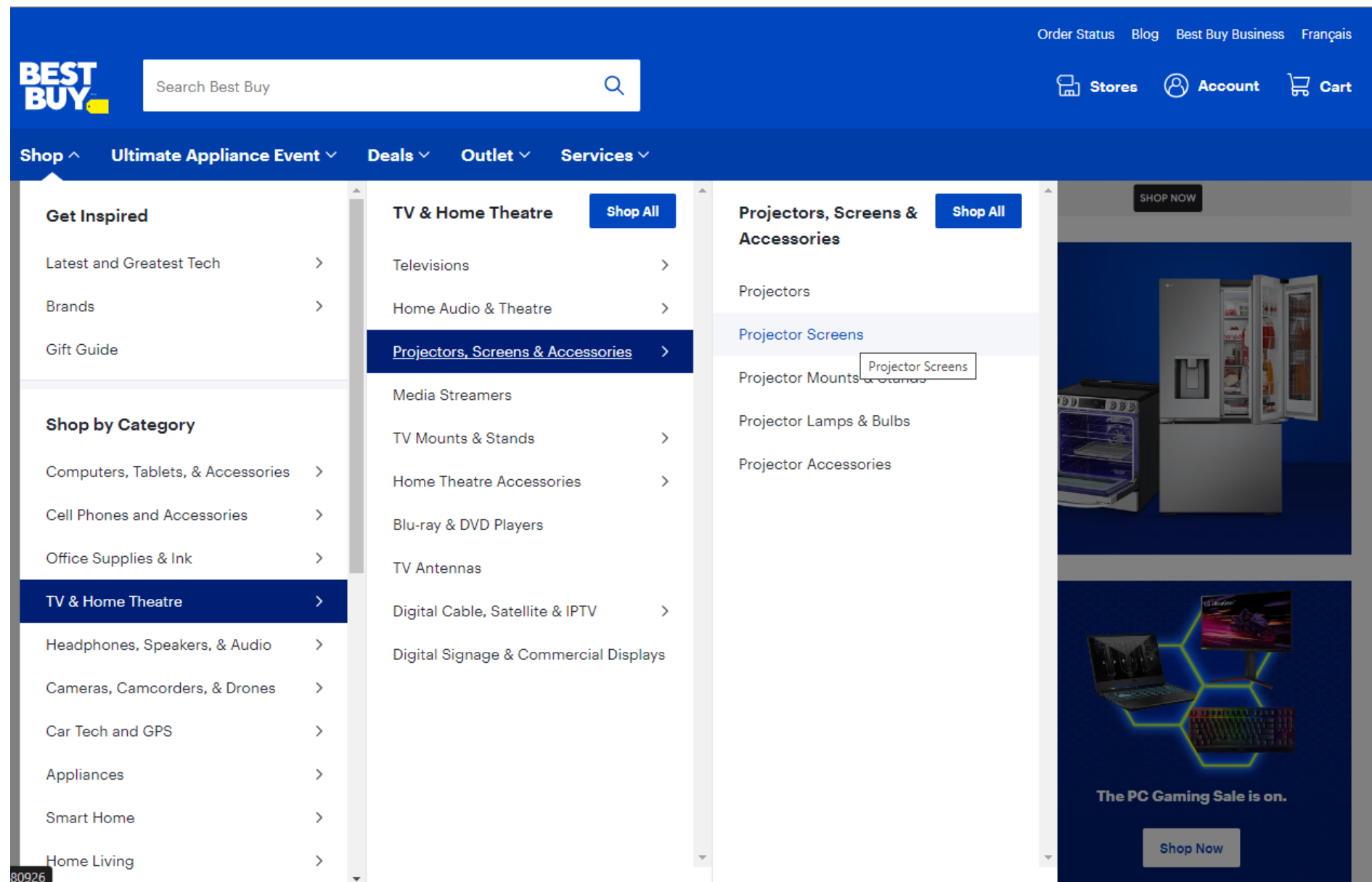
Lowe's

Lowe's doesn't follow an alphabetic order on either L2 and L3 categories.



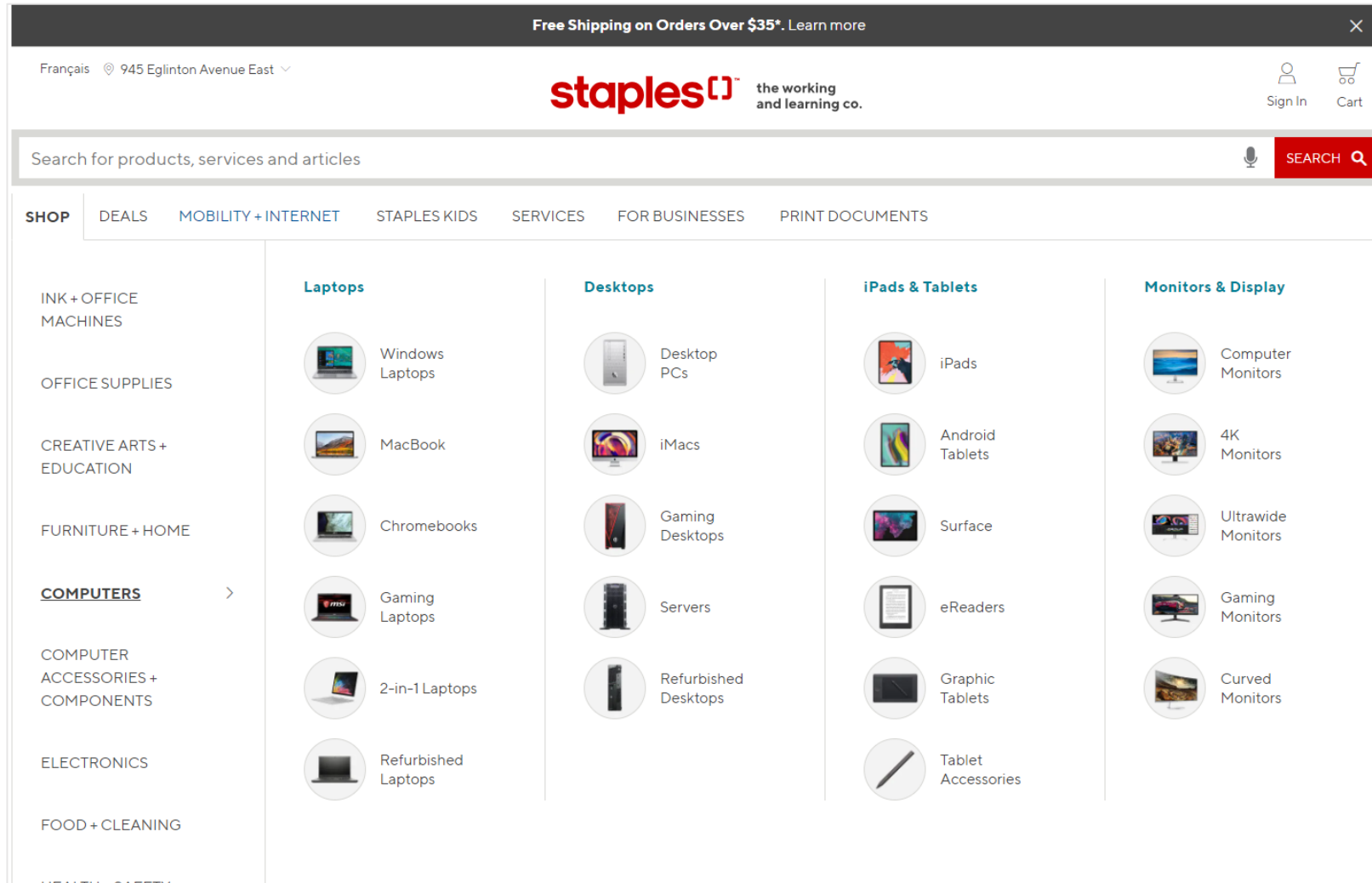
Best Buy

Best Buy doesn't follow an alphabetic order on either L2 and L3 categories.



Staples

Staples doesn't follow alphabetical order on their homepage L2 category.



Costco

Costco homepage follows an alphabetic order on both L2 and L3 categories.

