

3. Content Research and Sourcing

3.1 Content Sources for ProSport Hub

To populate the ProSport Hub website with compelling and reliable content, we'll be drawing from a variety of resources:

- **Official Website (when available):** We'll leverage existing product details, company information, and marketing materials from www.prosporthub.co.za.
- **Social Media Channels:** We'll gather content from ProSport Hub's social media platforms (Instagram, Facebook, and Twitter). This includes marketing campaigns, customer feedback, new product announcements, and recaps of sports events.
- **Free Resources:** We'll utilize royalty-free, high-quality images of general sports and fitness themes to supplement product visuals. Additionally, we will use free-to-use icons and fonts to improve the website's visual appeal.
- **Original Content Creation:** We'll produce custom-made content, including:
 - Detailed product descriptions for sports equipment, shoes, and team apparel.
 - Coverage of sporting events such as marathons and school tournaments.
 - Informative blog posts offering fitness advice, workout plans, and maintenance tips for equipment.
 - Helpful guides and tutorials, for example, "Selecting the Best Running Shoes" or "Taking Care of Your Football Gear."

3.2 File Organisation Strategy

"For this website project, ProSportHub_WebsiteProject, you'll need to create a main project folder. Inside that folder, please create the following subfolders to keep things organized:

- **images:** This folder is for all visual elements like product photos, banners used for promotions, and any icons used on the site.
- **documents:** Store all written content here, including the original website text, policy documents, and user guides.

- **social_media:** This is where you'll keep all materials related to our social media presence, such as curated posts, customer testimonials, and assets for specific campaigns.
- **design:** Place all design-related files here, including wireframes, layout plans, and visual mockups.

File Naming:

When naming your files, please use clear and descriptive names so it's easy to understand what each file contains (for example, jersey_nike_home2025.jpg or blog_fitness_tips.docx). Also, make sure to use a consistent naming system across all your files, which will make it easier to find and reference them."

INSPIRATIONS:

The screenshot shows the Sportsmans Warehouse website. At the top, there's a navigation bar with links: Track My Order, Expert Advice, Find Stores, Gift Cards, Extra Services, Need Help?, and Sign in. Below this is a search bar with the placeholder text "Search for products, brands...". To the right of the search bar is a dropdown menu for "All Departments" and a "Search" button. Below the search bar is a horizontal menu with categories: Deals, Footwear, Women, Men's, Junior, Fan Gear, Tech, Sports Equipment, Fitness, Games & Outdoor, Outlet, and Brands. Below this menu is a row of featured brands: Nike, GARMIN, Adidas, new balance, asics, Clif Bar, OTG ACTIVE, and CAPESTORM. The main banner features a background image of a person's legs running in teal sneakers. Overlaid on this image is the text "EXCLUSIVE DEALS SAVE UP TO 30%" in large white letters, followed by "21 August - 4 September 2025" in smaller white letters. A red "SHOP NOW" button is positioned at the bottom center of the banner. Below the banner, there's a section titled "Deals - Until 4 Sept 2025. Expert Picks." with a red "SHOP NOW" button. In the bottom right corner, there's a red circular icon with a white speech bubble.

New In

Individual Sports

Athletics
Badminton
Cycling
Golf
Padel
Pickleball
Running
Squash
Swimming
Tennis
Triathlon

Team Sports

Basketball
Cricket
Hockey
Netball
Rugby
Soccer
Volleyball
Water polo

Injury Prevention

Mouthguards
Recovery
Sports Meds
Supports

Training Equipment

Accessories
Cones

Hydration

Flasks
Packs
Water bottles

[w.sportsmanswarehouse.co.za/category/sports-equipment/](#)

SHOP NOW

Search for products, brands...

All Departments

Search

Deals

Footwear

Women

Men's

Junior

Fan Gear

Tech

Sports Equipment

Fitness

Games & Outdoor


Outlet

Brands

Your Soccer Destination

Your One-Stop Shop for Soccer Equipment in South Africa | Footwear, Shin Guards, Socks, Balls & Goals | Sportsmans Warehouse - our extensive range includes renowned brands like adidas, Mitre, Nike & Puma.

SHOP FULL RANGE



Explore Our Soccer Ball Range

All balls come in a compact, deflated state - ready for you to inflate and get the freshest bounce.

SHOP BALLS

Search for products, brands...

All Departments

Search

Deals

Footwear

Women

Men's

Junior

Fan Gear

Tech

Sports Equipment

Fitness

Games & Outdoor

Outlet

Brands

Filters

On Promotion (0)

Availability

In Stock (26)

New (17)

Discovery Vitality

Device Benefit (0)

Nike Benefit (0)

Sports Gear Benefit (0)

Features

Soccer Team

Manchester United FC (27)

Sports Category

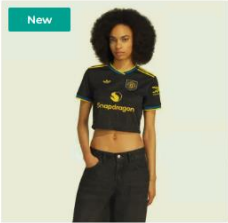
Soccer (27)

27 products

Show: 32

Sort: Latest


New



Manchester United Women's Third 25/26 Crop Jersey

R 1 499.90


New



Manchester United Men's 25/26 Icon Track Pant

R 2 199.90


New



Manchester United Men's 25/26 Icon Jersey

R 1 699.90


New



Manchester United Men's 25/26 Long Sleeve Icon Polo


R 1 499.90

Personalise




Manchester United Women's Third 25/26 Crop Jersey

Personalise




Manchester United Men's 25/26 Icon Track Pant

Personalise



Manchester United Men's 25/26 Icon Jersey

Personalise



Manchester United Men's 25/26 Long Sleeve Icon Polo

REFERENCE:

www.sportsmanswarehouse.co.za