3. Content Research and Sourcing

3.1 Content Sources for ProSport Hub

To ensure the website has rich, accurate, and engaging content, the following sources will be used:

Organisation's Website (if applicable):

Use existing product descriptions, brand information, and promotional materials from www.prosporthub.co.za.

Social Media:

Collect content from ProSport Hub's **Instagram, Facebook, and Twitter** accounts, including promotional campaigns, customer testimonials, product launches, and sports event highlights.

• Public Domain and Creative Commons Resources:

Source free high resolution images of general sporting activities and motivational fitness content to complement product visuals. Icons and fonts licensed under Creative Commons will also be used for enhancing website design.

• Original Content:

Create tailored content such as:

- o Product descriptions for sports gear, footwear, and team jerseys.
- o Event coverage (e.g., marathons, school sports tournaments).
- o Blog posts on fitness tips, training routines, and equipment care.
- o Tutorials and guides (e.g., "How to choose the right running shoes" or "Maintaining your football gear").

3.2 File Organisation Strategy

• **Project Folder:** Create a main folder named ProSportHub_WebsiteProject.

Subfolders:

- o /images product photos, promotional banners, icons.
- o /documents original text content, policies, guides.
- o /social_media curated posts, testimonials, and campaign assets.
- o /design wireframes, layouts, mockups.

• File Naming Conventions:

- Use of clear, descriptive names (e.g., jersey_nike_home2025.jpg, blog fitness_tips.docx).
- o Maintain consistency across all assets for easy reference.

INSPIRATIONS:

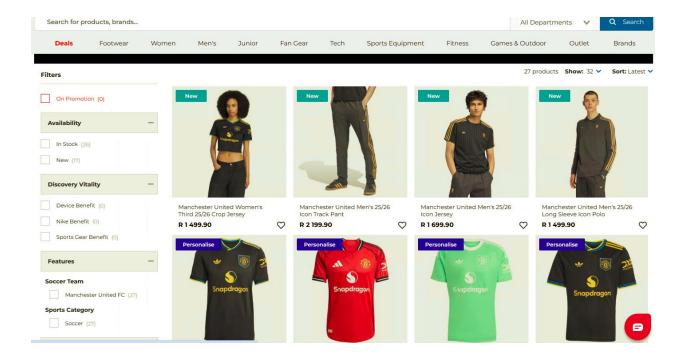
w.sportsmanswarehouse.co.za/category/sports-equipment/



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REFERENCE:

www.sportsmanswarehouse.co.za