

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:
 - Product descriptions for sports gear, footwear, and team jerseys.
 - Event coverage (e.g., marathons, school sports tournaments).
 - Blog posts on fitness tips, training routines, and equipment care.
 - 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:**
 - /images – product photos, promotional banners, icons.
 - /documents – original text content, policies, guides.
 - /social_media – curated posts, testimonials, and campaign assets.
 - /design – wireframes, layouts, mockups.
- **File Naming Conventions:**
 - Use of clear, descriptive names (e.g., jersey_nike_home2025.jpg, blog_fitness_tips.docx).
 - Maintain consistency across all assets for easy reference.

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Men's

Junior

Fan Gear

Tech

Sports Equipment


Fitness


Games & Outdoor


Outlet


Brands


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Cycling	Hockey	Sports Meds		Water bottles
Golf	Netball	Supports		
Padel	Rugby			
Pickleball	Soccer			
Running	Volleyball			
Squash	Water polo			
Swimming				
Tennis				
Triathlon				

All Departments

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[Footwear](#)
[Women](#)
[Men's](#)
[Junior](#)
[Fan Gear](#)
[Tech](#)
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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.

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[Tech](#)
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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)

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

Personalise

Personalise

Personalise

REFERENCE:

www.sportsmanswarehouse.co.za

