

## Company Web Page Evaluation Sheet

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Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: Dicks Sporting Goods

Industry/General Description of Company: retail: Sporting Goods

Dick's Sporting Goods is one of the biggest Sporting Goods, apparel, outdoor and camping competitors in the market. They feature high quality products in a wide variety, great customer service, and knowledge of their products.

URL: <https://www.dickssportinggoods.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)  
Google

Date site was last updated (if available):  
The site has been updated within 2025

Count of prior accesses (if available):  
Not applicable

**Please highlight the number associated with each question in the table below based on your website experience.**

<b>Access time to load first page?</b>	Very Slow	1	2	3	4	5	Very Fast
<b>How complex is the site?</b>	Very Simple	1	2	3	4	5	Very Complex
<b>Information available on the site?</b>	Very Little	1	2	3	4	5	Huge Amount
<b>Use of graphics?</b>	None	1	2	3	4	5	Very Extensive
<b>Aesthetic appeal?</b>	None	1	2	3	4	5	Excellent
<b>Overall effectiveness?</b>	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or No?

Yes

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

They want to create confidence and excitement by inspiring, supporting, and equipping athletes with everything they need to achieve their dreams. They want to be the number one sporting goods store in America!

Who is the target audience?

Dick's Sporting Goods target audience would include athletes, out easiest, fitness influencers, families, kids and anybody interested in playing a sport or outdoor activities. Dick's offers such a wide variety of products that really anybody could walk into the store and find something they might want to buy.

Can you purchase products from this site?

Yes

If so, what is the product type?

Dick's offers such a wide variety of products such as camping, sporting goods, outdoors equipment, hunting equipment so much equipment in fact anybody could walk into the store and find something they might want to buy.

**Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.**

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify)	Other? (please specify)

Does the site convey a positive or useful message for the company?

Yes!

Their goal is to build confidence and excitement by supporting, and equipping athletes with everything they need to reach their goals. They won't stop till they become the number one sporting goods store in America!

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Yes

The site is very user friendly it provides an end user with ease of use and speed of access. You're never waiting around for the site to load or anything or any buffering.

Is the site aesthetically pleasing?

The site is very aesthetically pleasing!

How well does the company use design and layout features?

Dick's Sporting Goods uses a very complex design and layout feature. The site features a lot of drop-down flashing advertisements scrolling different types of products. It really catches a user's eye seeing all the content moving around on the screen.

Can the company generate revenues from the site? How?

This company generates a lot of revenue from multiple different sources, such as online sales, in-store, and product deals through various other brands. I'd also say they make Revenue because their products are fairly expensive compared to some other sites.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Dick's Sporting Goods integrates all the following features to support e-commerce security, transaction management, and collection, navigation camera search engine, map, index, help and easy to access policies. This is also a very well-known company and I wouldn't expect anything less from such a high-ranking website.

What currency(ies) are accepted? How are they accommodated?

Currencies are normally transferred into the US dollar via the bank system

General comments.