

# WordPress as a Research Guide

# Outline

- Why WordPress as a research guide?
  - Some history and context
- Organizing content
- Promoting content
- Maintaining content
- Measuring use

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## Main Page

Welcome to the Ohio University Libraries Biz Wiki

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Select a Category to get started, or use the search box to the left. For more Biz Wiki tips, please visit the [Help](#) page.

The Biz Wiki is a collection of business information resources available through [Ohio University Libraries](#). It is designed to assist business students and faculty in finding the best resources for their projects or topics. The Biz Wiki contains articles about business reference books, databases, websites, and other resources. Nearly all of the resources will only be available to current members of the Ohio University community, as many of the resources are subscription-based reference resources. To learn more about the Biz Wiki, visit the [About Biz Wiki](#) page.

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- [AIM:cfboeninger](#)
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### Quick Research Help

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- [Research How-To's](#)
- [Business Research Basics](#)

### Talk to Chad

[\[edit\]](#)

meebo me



Chad is online

### Featured Biz Wiki Article

[Forest Products Industry Guide](#)

This guide contains resources that are useful when researching the forest products industry. For the purpose of this guide, the forest products industry includes sawmills, pulp and paper products, and lumber products. The guide includes reference books, databases, periodicals, and websites about the industry.

### Latest Business Blog Post

#### Essential Facts About the Gaming Industry

Each year, the Electronic Software Association publishes a report detailing the "Essential Facts About the Computer and Video Game Industry." The 2006 report is [available here](#) and other facts are available [on the website](#). Older reports are a little harder to find, as they are not linked from the website. However, after a [little advanced Googling](#) to pull up the reports for the previous three years. Here

## Category:Country and Culture

Country and Cultural resources are found in this category.

### Articles in category "Country and Culture"

There are 11 articles in this category.

#### C

- [Countries and Their Cultures](#)
- [Craigheads International Business, Travel, and Relocation Guide to 90 Countries](#)
- [CultureGrams World Edition](#)

#### D

- [Dun & Bradstreets Guide to Doing Business Around the World](#)

#### E

- [Europa World Yearbook](#)
- [Exporter's Encyclopaedia](#)

#### K

- [Kiss, bow, or shake hands : the bestselling guide to doing business in more than 60 countries](#)

#### N

- [Nations of the World: A Political, Economic & Business Handbook](#)

#### R

- [Regional Encyclopedia of Business & Management](#)

#### W

- [Worldmark Encyclopedia of Cultures and Daily Life](#)
- [Worldmark Encyclopedia of the Nations](#)

[Category: International Business](#)

			<ul style="list-style-type: none"> <li>• Upgrades to Vector and other skins.</li> <li>• Support for Composer PHP dependency manager.</li> <li>• Improvements to Login and signup forms.</li> </ul>
1.21	May 25, 2013	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Clearer email notifications.</li> <li>• New <code>ContentHandler</code>.</li> <li>• Support for high DPI displays.</li> </ul>
1.20	Nov 7, 2012	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Required PHP version bumped to 5.3.2</li> <li>• New diff view, greatly improved in clarity especially for whitespace and other small changes and c</li> </ul>
1.19 (LTS) (last version to support PHP 5.2.3)	May 2, 2012	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Required MySQL version bumped to 5.0.2</li> <li>• More gender support for example in user lists</li> <li>• LanguageConverter and some magic words now depend on the <a href="#">page content language</a></li> </ul>
1.18 (last version to support MySQL 4)	November 28, 2011	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Better <a href="#">directionality</a> (LTR, RTL) support</li> <li>• User links are adapted to reflect the user's gender</li> <li>• Protocol-relative <a href="#">URL</a> support</li> </ul>
1.17	June 22, 2011	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• New installer</li> <li>• <code>ResourceLoader</code></li> <li>• Category sorting improved</li> </ul>
1.16	July 28, 2010	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• The new skin <a href="#">Vector</a> was added</li> <li>• <a href="#">RSS/Atom</a> feeds are now included in the watchlist</li> <li>• Blocking users from sending email via <code>Special:Emailuser</code> is now possible</li> </ul>
1.15	June 10, 2009	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Supports filename moving</li> <li>• Added keywords <code>{{GENDER: }}</code>, <code>{{NUMBEROFACTIVEUSERS}}</code> and <code>{{REVISIONUSER}}</code></li> </ul>
1.14	February 22, 2009	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• Supports a plaintext copyright notice (other than Creative Commons or GFDL)</li> <li>• Images can link to an arbitrary title or URL</li> <li>• Search engine indexing can be controlled on a per-page basis</li> <li>• Better <a href="#">CSS</a> support for handheld devices</li> <li>• Page history pages now have a date selector</li> <li>• File upload history pages now display thumbnails for every file version</li> </ul>
1.13	August 14, 2008	Full release notes  , Language support	<ul style="list-style-type: none"> <li>• New special pages: <code>FileDuplicateSearch</code>, <code>ListGroupRights</code></li> <li>• <code>Special:UserRights</code> and <code>Special:SpecialPages</code> have been redesigned</li> <li>• Hidden category feature: <code>__HIDDENCAT__</code> on a category page hides the category on the article</li> </ul>

**2001** - [b2 cafelog](#) launched by Michel Valdrighi.

**2003** - [Matt Mullenweg](#) and Mike Little fork b2 and create WordPress.

**2004** - Plugins are introduced with [Version 1.2 \(Mingus\)](#).

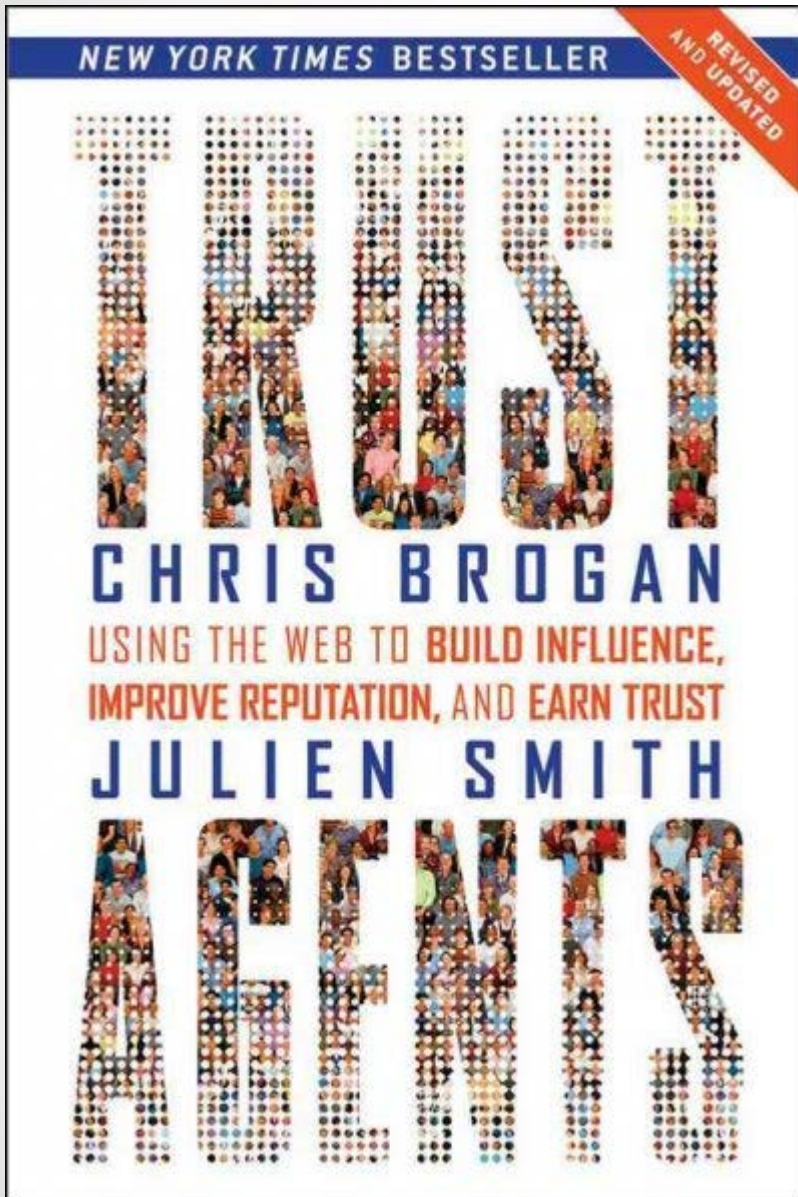
**2005** - Theme system and static pages are introduced with [Version 1.5 \(Strayhorn\)](#), followed by persistent caching, a new user role system and a new backend UI in [Version 2.0 \(Duke\)](#).

**2007** - A new UI, autosave, spell check and other new features were introduced in [Version 2.1 \(Ella\)](#). Widgets, better Atom feed support, speed optimizations came out in [Version 2.2 \(Getz\)](#). And tagging, update notifications, pretty URLs and a new taxonomy system were introduced in [Version 2.3 \(Dexter\)](#).

**2008** - [Version 2.5 \(Breckler\)](#) was released with a new administration UI design by Happy Cog, and introduced the dashboard widget system and the shortcode API. [Version 2.6 \(Tyner\)](#) built on 2.5 and introduced post revisions and Press This. A usability study was done on 2.5 over the summer, leading to the development of the Crazyhorse prototype, and the eventual release of [Version 2.7 \(Coltrane\)](#), which redesigned the administration UI to **improve usability** and make the admin tool more customizable. Version 2.7 also introduced **automatic upgrading**, built-in plugin installation, sticky posts, comment threading/paging/replies and a new API, bulk management, and inline documentation.

**2009** - [Version 2.8 \(Baker\)](#) introduced a built-in theme installer and an improved widget UI and API. [Version 2.9 \(Carmen\)](#) introduced image editing, a Trash/Undo feature, bulk plugin updating, and oEmbed support.

**2010** - [Version 3.0 \(Thelonious\)](#) was a major release, it introduced custom post types, made custom taxonomies simpler, added custom menu management, added new API's for custom headers and custom backgrounds, introduced a new default theme called "Twenty Ten" and allowed the management of multiple sites (called MultiSite).



- 1. Question via email
- 2. Respond with an email but put answer in a blog post as well
- 3. Answer is out of your email and on the web
- 4. Repeat many times
- 5. Your answers are in Google
- 6. Now you're an expert on the web



Username Password ☐ Remember Me[Video Log In](#)

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Search this website...

[GO](#)[RSS](#)Most-recent automatically  
on home page[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [»](#)

## 58. How to Tension Wheel Spokes

Learn how to properly tension the spokes in a wheel.

[Rim, Spoke, Wheel](#)

Organization that makes sense

transfer).

[Rim, Spoke, Wheel](#)

## 56. How to Straighten a Bent Disc Brake Rotor

Learn how to easily straighten a bent disc brake rotor.

[Brake, Disc Brake](#)

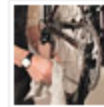
Fun and easy to use

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## Bicycle Repair Guide

[Help Forums](#)

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24,258 people like The Bicycle Tutor.

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home page[Facebook social plugin](#)

## BicycleTutor available on DVD

[DVD Volume 1 \(tutorials 1-25\)](#)[DVD Volume 2 \(tutorials 26-50\)](#)





## The Biz Wiki 2005- 2010

You were a one-stop-shop for  
business reference tools and  
resources.

- Organized by categories
  - Easily searchable

Modern business researchers  
need  
answers, not static lists of  
resources

# Classics

Tags: [ancient\\_history](#), [ancient\\_world](#), [classical\\_studies](#), [classics](#), [greece](#), [roman](#), [rome](#)

Researching the Ancient Greco-Roman World

[Start Here](#) [Search Strategy](#) [Reference Tools](#) [Interpreting Citations](#) [Finding Books](#) [Finding Articles](#) [Texts and Textual Aids](#)  
[Websites](#) [Finding Videos](#) [Myth and Religion](#) [Art and Archaeology](#) [Ancient Philosophy](#) [Greco-Roman Law](#) [Medieval Latin](#) [News](#)  
[Evaluation](#) [Citing Your Sources](#)

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This Guide ▾

Search

## Introduction

### Contents

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## Oxford Bibliographies Online: Classics

The [Oxford Bibliography online for Classics](#), is a **wonderful** source for starting to explore a research topic--or even to get ideas for a topic in the first place.

- Combines the best features of an annotated bibliography and a high-level encyclopedia.
- In-depth coverage of more than a hundred topics.
- Each entry has a "Find this resource" link which makes it easy to locate the book or journal article in our collection.
- If you sign up for a free "My OBO" account, you can create custom lists of resources that match your interests.



[Comments \(0\)](#)

## ArticlesPlus

Search ArticlesPlus

ArticlesPlus is a single database which searches the contents of more than 100 databases all at the same time. Using this one searchbox above, you can find items from:

- All EBSCOhost databases that we have
- All JSTOR journals that we have
- All Web of Knowledge

## Subject Librarian for Classical Studies



Tim Smith

### Contact Info

Learning Commons,  
Alden Library  
(740) 593-2634  
[Send Email](#)

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[Profile & Guides](#)

### Subjects:

[Classics](#), [Modern Languages](#),  
[Philosophy](#), [World Religions](#)

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## Guide to researching the feasibility of a sporting goods or outdoor specialty store

Your guide to the outdoor market

### Welcome to the Business Blog



Offering tips, tricks, and tools for Ohio University business & economics researchers since 2004 .

### Subscribe via email

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### Recent Posts

#### How to read a Mediamark Reporter report

A small screenshot of a Mediamark Reporter report. It shows a table with multiple columns and rows of data. A red box highlights a specific section of the report, likely the one mentioned in the text below.

If you have never used Mediamark Reporter, the reports can be difficult to read. In this example, we will be looking at one line in the report about people who watch NASCAR on television on a regular basis. Percent ... [Continued](#)

### Chat

[Available](#) **talk to chad**

# Organizing Content

- WordPress is extremely flexible in the ways you can organize and display your content
- I use both categories and tags
- Categories are broader and fewer, usually reserved for site organization
- Tags are usually reserved for topics
- Experiment to find the right category/tag combination



<input type="checkbox"/>	<a href="#">Business Source Complete</a>	Chad Boeninger	Company Research Databases, Databases, Industry Research Databases	article databases, Business Source Complete, journal articles	0	201 Pub
<input type="checkbox"/>	<a href="#">Mergent Online</a>	Chad Boeninger	Company Information Resources, Company Research Databases, Databases, Economics, Economics Databases, Industry Research Databases	mergent online	0	201 Pub
<input type="checkbox"/>	<a href="#">LexisNexis Academic</a>	Chad Boeninger	Company Research Databases, Databases	article databases, LexisNexis Academic	0	201 Pub
<input type="checkbox"/>	<a href="#">Passport GMID</a>	Chad Boeninger	Databases, Economics, Economics Databases, Industry Research Databases, Marketing Databases, Marketing Resources	market research, Marketing, Passport GMID	0	201 Pub
<input type="checkbox"/>	<a href="#">Mediamark Reporter</a>	Chad Boeninger	Databases, Marketing Databases, Marketing Resources	consumers, demographics, Marketing, Mediamark Reporter	0	201 Pub
<input type="checkbox"/>	<a href="#">Hoover's Online</a>	Chad Boeninger	Company Information Resources, Company Research Databases, Databases	hoover's online	0	201 Pub
<input type="checkbox"/>	<a href="#">IBISWorld Industry Market Research</a>	Chad Boeninger	Databases, Industry Information Resources,	ibisworld	0	201 Pub

Parent

None

*Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.*

Description

*The description is not prominent by default; however, some themes may show it.*

Add New Category

☐

Class Guides

☐

Company Info

☐

Company Information  
Resources

☐

Company Research  
Databases

Edit "Company Research Databases"

Edit | Quick Edit | Delete

View

☐

Current Events

☐

Databases

☐

Economics



```

<?php
/*
Template Name: Company Research Databases Page
*/
?>
<?php get_header(); ?>
<div id="leftsidebarwide" class="span3">
    <?php if ( !function_exists('dynamic_sidebar') || !dynamic_sidebar('Guide Page Sidebar') ) : ?>
    <?php endif; ?>
</div>

<div id="content" class="span8">
    <div class="post">
        <h1 id="post">Company Research Databases</h1><div class="entry">
            <p>Looking for company information? This page contains the best databases for performing company research.
            You might also want to use <a href="http://www.library.ohiou.edu/subjects/businessblog/databases/business-source-
            complete">Business Source Complete</a> for articles about your company and other related topics.</p> <br /> </div>
        </div>

        <?php
        $paged = (get_query_var('paged')) ? get_query_var('paged') : 1;
        query_posts(array('category__and'=>array(148), 'posts_per_page'=>30, 'orderby'=>title, 'order'=>ASC));

        <?php if (have_posts()) : while (have_posts()) : the_post(); ?>
        <div class="post">
            <h2 id="post-<?php the_ID(); ?>"><a href="<?php echo get_permalink() ?>" rel="bookmark" title="Permanent
            Link: <?php the_title(); ?>"><?php the_title(); ?></a></h2>

            <div class="entry">
                <div style="float: left;">

```



## The Business Blog



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economics researchers since 2004 .

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**Bizminer Business Cluster** business

encyclopedias **Business**

**Source Complete**

business terms and

topics **company**

**analysis** company profiles

company screening consumers

demand scenario

**demographics** economic

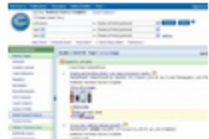
indicators **economic**

**statistics** employment **factiva**

# Company Research Databases

Looking for company information? This page contains the best databases for performing company research. You might also want to use [Business Source Complete](#) for articles about your company and other related topics.

## Business Source Complete



I often refer to Business Source Complete as the "Google of Business Information". Regardless of your topic, Business Source Complete is bound to have something for you. It's great for company and industry news, academic journals, trade publications, and much more.

[...Go to the database...](#)

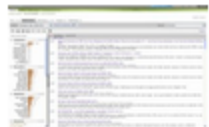
## Datastream



Datastream is an advanced research tool that contains worldwide financial and economic data. It includes both current and historical data on equities, economic series, foreign exchange, interest rates, fixed income instruments, and derivatives.

[...Go to the database...](#)

## Factiva



Factiva is a very powerful database that can be used to find company, industry, and business news, as well as company profiles, stock prices, and more.

[...Go to the database...](#)

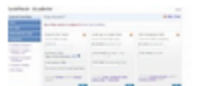
## Hoover's Online



An excellent source for comprehensive company profiles for public companies. Includes some private company information.

[...Go to the database...](#)

## LexisNexis Academic



LexisNexis is a great source for company or industry news, company profiles, legal cases, financials, family trees, accounting publications, law journals, and more.



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**Cluster** [business](#)  
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**Source Complete**  
**business terms and**  
**topics** [company](#)  
**analysis** [company profiles](#)

## M Databases A to Z

Look  
might  
topi

### Company Research Databases

### Industry Research Databases

Me

### Marketing Databases

### Economics Databases

## Search Databases

This page contains the best databases for performing market research. You can find [Source Complete](#) for academic articles about marketing and other related

It contains demographic information about users of specific consumer products they use, income and educational level, what types of media they use, and

[base...](#)

## Mintel Oxygen



Mintel Oxygen is a great place to look for comprehensive market research reports and consumer demographics for U.S. and some European markets.

[...Go to the database...](#)

## Passport GMID



Passport GMID offers comprehensive coverage of international consumer markets, consumer lifestyles in other countries, economic statistics, demographic forecasting, and more.

[...Go to the database...](#)

## SimplyMap



SimplyMap provides demographic, business, or marketing data from the state down to the local level, allowing users to create customized maps and reports with an almost unlimited number of variables.

[Go to the database](#)

All (309) | Published (287) | Drafts (21) | Pending (1)





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Videos ▾

Filter

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	<a href="#">How to find competitive market analysis and industry ratios for the restaurant market in Bizminer</a>	Chad Boeninger	Videos	Bizminer	 0	2012/08/27 Published
<input type="checkbox"/>	<a href="#">How to find a list of restuarant competitors in a particular location in LexisNexis</a>	Chad Boeninger	Videos	LexisNexis Academic	 0	2012/08/27 Published
<input type="checkbox"/>	<a href="#">How to find restaurant market research reports and data in Passport GMID</a>	Chad Boeninger	Videos	Passport GMID	 0	2012/08/27 Published

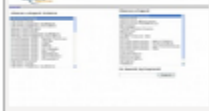
Sign Up

### Videos by Resource

I've assembled quite a few videos for some of the more popular (and occasionally difficult-to-use) databases. Click on the links below to find all videos on a specific resource.



Bizminer



Mediamark(MRI)



Mergent Online



Passport Gmid

## How to find demographics for fishermen, mountain bikers, hikers, and other outdoor lovers using Mediamark Reporter



If you want to open a new outdoor shop, you had better know your customers. This video demonstrates how to find detailed demographic profiles of outdoor product consumers and outdoor sports participants using the Mediamark MRI database.

[...Go to the video...](#)

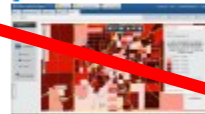
## How to find fast food market research reports and company profiles in Passport



If you are researching the fast food industry, you should definitely check out Passport, a database that contains international market research reports on the fast food market, as well as company profiles and statistics.

[...Go to the video...](#)

## How to analyze local consumer trends and competitors in the personal fitness market using SimplyMap



I have several students who are doing a feasibility analysis of opening a fitness center franchise in Indianapolis, Indiana. In order to truly make a good decision about where to open their business, they will need to analyze consumer trends ... [Continued](#)

[Go to the video...](#)

[.../businessblog/category/videos?tag=mergent-online](http://businessblog/category/videos?tag=mergent-online)



S&P NetAdvantage



SimplyMap

## How to find demographics for fishermen, mountain bikers, hikers, and other outdoor lovers using Mediamark Reporter



I have several students who are researching the personal fitness industry in order to determine the feasibility of opening a fitness center. In order to understand the demand for the service, they will need to look at demographic data for ... [Continued](#)

[...Go to the video...](#)

## How to analyze financial ratios, startup risk, and vitality of the fitness industry using Bizminer

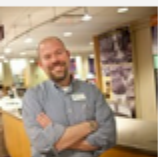


I have several students who are doing a feasibility analysis of opening a fitness center franchise in Indianapolis, Indiana. In order to truly make a good decision about opening a

### Copyright & Access



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Up

## Browse by Topic

Business  
Cluster business

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## How to compare domestic and international wine companies with Mergent Online

In order to understand the global wine market, you need to have a substantial understanding of the companies in the industry. This video shows you how to find a list of wine companies around the world, and then compare their ... [Continued](#)



## How to find industry ratios and averages using Mergent Online

This video demonstrates how to find industry ratios and industry averages among company peers or competitors using Mergent Online.



## How to analyze home improvement retail companies with Mergent Online

When comparing companies in the same industry, you'll want to look at financial comparisons, equity (stock ) reports, and more. This video shows you how to find the essential information for the home improvement industry in Mergent Online.



## How to analyze the computer hardware and peripheral industry with Mergent Online

This video demonstrates how to find historical company financials, create customized competitor data lists, find equity reports, and find industry overviews in Mergent Online.



## How to Find Industry Reports in Mergent Online

If you are doing an industry analysis, you will definitely want to look for expert analysis of your industry. This video demonstrates how to find industry reports for major industries in the Mergent Online database



# Custom permalinks

## The Super-sized guide to researching the fast food industry

Permalink: <http://www.library.ohiou.edu/subjects/businessblog/the-super-sized-guide-to-research/>

OK

[Cancel](#)

Get Shortlink



Add Media



Add Contact Form

Visual

Text

**B**

*I*

ABC



Format



## About

Note: This guide was published a bit early due to student demand. I will edit as time permits, so check back often.

The purpose of this guide is to point business researchers to some key resources when researching the fast food industry. While not entirely comprehensive, this guide does list several of the key and highly recommended resources when analyzing the industry and researching the companies in the industry. I've listed the databases and resources below, with recommendations on how to find the best information in the quickest fashion.



Chad's burger kings

# Promoting Content

- I often have classes of 300+ students working on the same project
- It's in my best interest to make sure they can find my guides and related content easily
- I love that WordPress gives me the flexibility to display content so it is easily found





### The Super-sized guide to researching the fast food industry

This guide will satisfy your research appetite fast!

### Welcome to the Business Blog



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### Recent Posts

#### How to read a Mediamark Reporter report



If you have never used Mediamark Reporter, the reports can be difficult to read. In this example, we will be looking at one line in the report about people who watch NASCAR on television on a regular basis. Percent ... [Continued](#)

#### Mergent Intellect



An excellent source to find companies and competitors by user-defined search criteria, such as size, location, industry, sales, and more. Connect to: Mergent Intellect Access Info: All Ohio University Campuses Use Mergent Intellect to create lists of companies by user-defined ... [Continued](#)

#### Guide to researching the feasibility of a sporting goods or outdoor specialty store



About My friends in the Ohio University Business Cluster are researching the

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Contact

Appearance

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Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Permalinks

Better Related  
Content

## Dynamic Content Gallery Configuration

Please make sure your [.htaccess](#) file is writable

Version: 3.3.6

General

Image Management

Gallery Method

Descriptions

Gallery CSS

Javascript Options

Load S

Gallery size and CSS options (jQuery):

Configure various layout and CSS options for your gallery including the size of the gallery, the height of the Slide Pane, gallery border

Gallery Width:  px *Default is 460px.*

Gallery Height:  px *Default is 250px.*

Gallery Background:  *Enter color hex code like this #000000. Default is #000000.*

Gallery border width:  px *If you don't want a border enter 0 in this box. Default is 1px.*

Gallery border colour:  *Enter color hex code like this #000000. Default is #000000.*





Slide Pane Height: *This setting is not available when using jQuery script.*


Slide Pane Background:  *Enter color hex code like this #000000. Default is #000000.*

Heading font size:  px *Default is 12px.*

Heading font weight:  *Choose Heading font-weight. Default is bold.*

Bulk Actions ▾ Apply Show all dates ▾ **Featured** ▾ Filter

Title	Author	Categories	Tags		Date
<a href="#">Guide to researching the feasibility of a sporting goods or outdoor specialty store</a>	Chad Boeninger	<a href="#">Featured</a> , <a href="#">Industry Guides</a>	<a href="#">Business Cluster</a>		2014/03/11 Published
<a href="#">The Super-sized guide to researching the fast food industry</a>	Chad Boeninger	<a href="#">Featured</a> , <a href="#">Industry Guides</a>	—		2014/02/17 Published
<a href="#">How to do market research for sports sponsorship deals</a>	Chad Boeninger	<a href="#">Business Topic Guides</a> , <a href="#">Featured</a>	<a href="#">sports administration</a> , <a href="#">sports business</a> , <a href="#">sports marketing</a> , <a href="#">sports sponsorship</a>		2013/08/22 Published

Title	Author	Categories	Tags		Date
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Bulk Actions ▾ Apply

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Edit your menu below, or [create a new menu](#).

## Pages

Most Recent View All Search

- ☐ Industry Research
- Databases
- ☐ Widget
- ☐ English Research Sessions
- ☐ Economics Databases
- ☐ International Business
- Guide
- ☐ Business Research

[Select All](#)

Add to Menu

## Links

## Categories

Menu Name Primary Navigation

## Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item

Home

Custom ▼

OHIO University Libraries

Homepage *sub item*

Custom ▼

About

Page ▼

Blog

Page ▼

QuickStart

Page ▼

Databases

Custom ▼

Databases A to Z *sub item*

Custom ▼

Company Research Databases

Page ▼





## University Libraries

[Home](#) [About](#) [Blog](#) [QuickStart](#) [Databases](#)

[Guides](#) [Videos](#) [Contact](#)



**Guide to researching the feasibility of a sporting goods**  
Your guide to the outdoor market

[QuickStart](#)

[Class Guides](#)

[Citing in APA](#)

[Company Research Basics](#)

[Industry Research Basics](#)

[International Business Guide](#)

[PEST Analysis Tips&Tools](#)

[Sports Industry Guide](#)

[Business Cluster](#)

[MGT 2000](#)

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### Recent Posts

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...lass-guides/management-2000-company-industry-analysis-resources... the reports can be difficult to read. In

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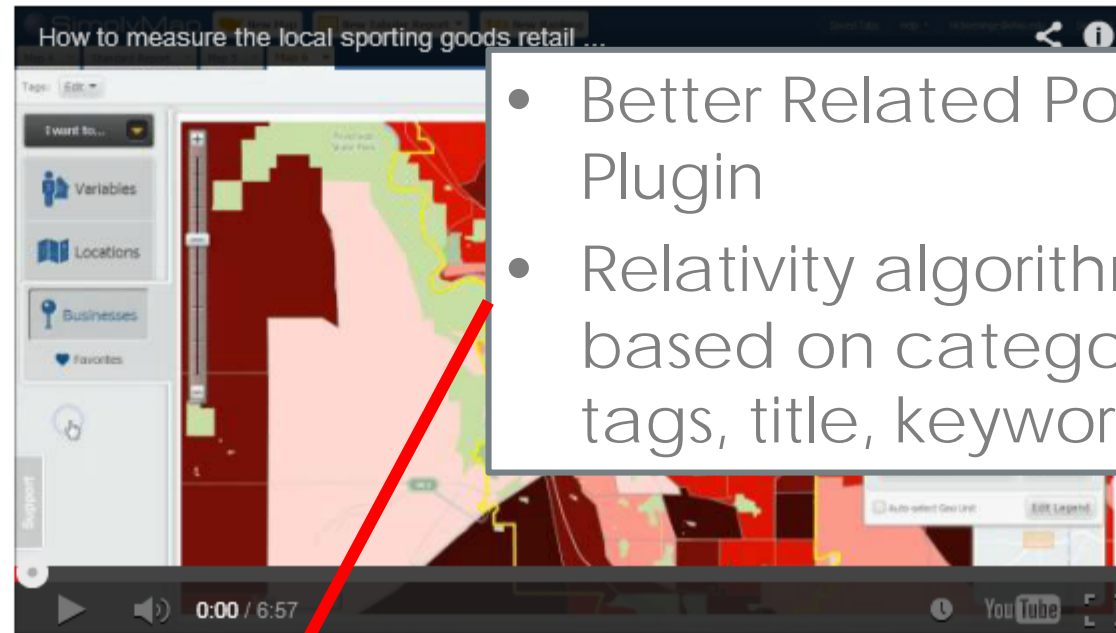
## Browse by Topic

advertising article databases  
**Bizminer Business Cluster** business  
encyclopedias **Business Source Complete** business terms and topics company analysis company profiles company screening consumers demand scenario demographics economic indicators economic statistics employment factiva feasibility **business** **heaven's**

# How to measure the local sporting goods retail market and identify the competition using SimplyMap

Posted on 3/11/2014 at 4:14 pm.

Written by [Chad Boeninger](#)



- Better Related Posts Plugin
- Relativity algorithm based on categories, tags, title, keywords

Before you start a business, you need to make sure there are customers who will buy your product. You also need to identify any potential competitors in the local market. This video demonstrates how to understand the local demand for the outdoor sporting goods retail market, as well as locate established companies in the area.

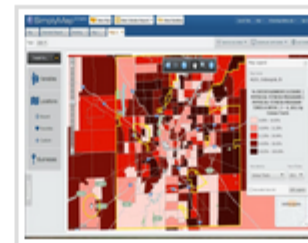
## Related Posts:



How to compare consumer demand and participation



How to find financial ratios for the sporting goods



How to analyze local consumer trends and











## Broken Links (74)

Please make sure your [.htacce](#)

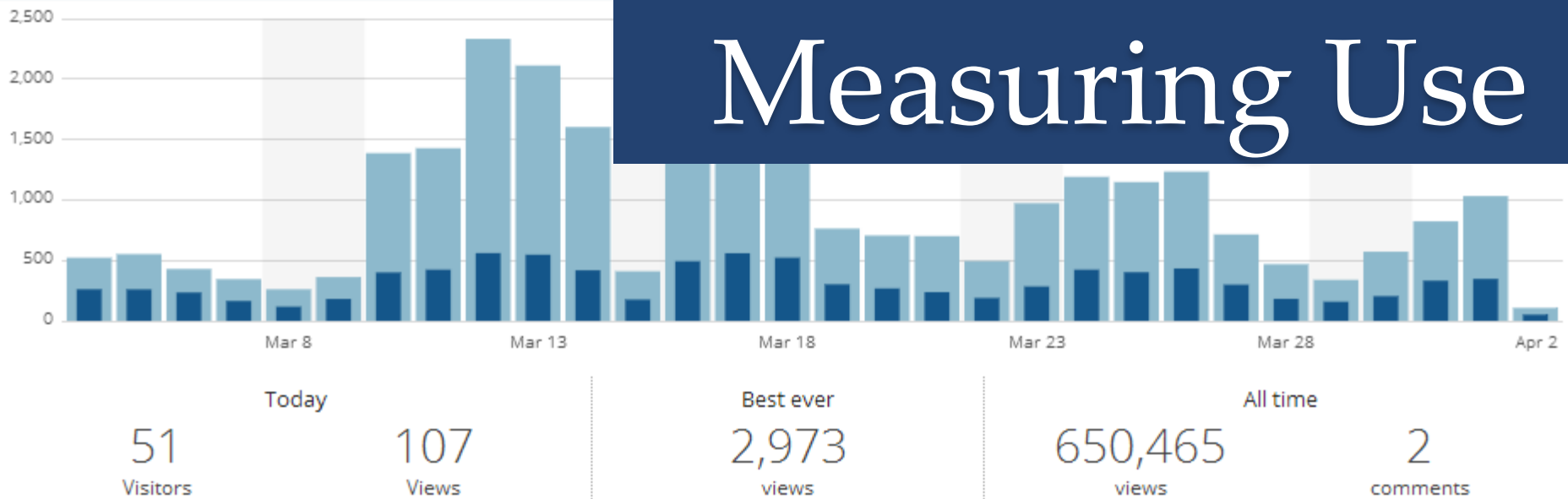
# Maintaining Content

Broken (74) | Redirects (398) | Dismissed (0) | All (1016)

Bulk Actions ▾		Apply			
<input type="checkbox"/>	URL	Status	Link Text	Source	
<input type="checkbox"/>	 <a href="http://www.library.ohiou.edu/subjects/businessblo...">http://www.library.ohiou.edu/subjects/businessblo...</a>	404 Not Found	Plunkett Research on the iPhones, ...	Video	
<input type="checkbox"/>	 <a href="http://www.library.ohiou.edu/subjects/businessblo...">http://www.library.ohiou.edu/subjects/businessblo...</a>	404 Not Found	video on the basics of GMID	Content	
<input type="checkbox"/>	 <a href="http://blip.tv/file/get/Cfboeninger-MarketResearch...">http://blip.tv/file/get/Cfboeninger-MarketResearch...</a>	404 Not Found	Windows Media (.wmv)	Media	
<input type="checkbox"/>	 <a href="http://www.library.ohiou.edu/subjects/businessblo...">http://www.library.ohiou.edu/subjects/businessblo...</a>	404 Not Found	analysis of a country's business en...	International	
<input type="checkbox"/>	 <a href="http://www.educause.edu/Resources/Browse/Teac...">http://www.educause.edu/Resources/Browse/Teac...</a>	403 Forbidden	Educause Teaching and Learning R...	Education	
<input type="checkbox"/>	 <a href="http://www.educause.edu/Resources/Browse/Futu...">http://www.educause.edu/Resources/Browse/Futu...</a>	403 Forbidden	Educause Future of Higher Educatio...	Education	
<input type="checkbox"/>	 <a href="http://www.educause.edu/EDUCAUSE+Review/ERV...">http://www.educause.edu/EDUCAUSE+Review/ERV...</a>	404 Not Found	Educause January/February 2010 iss...	Education	
<input type="checkbox"/>	 <a href="http://www.census.gov/econ/census07/">http://www.census.gov/econ/census07/</a>	404 Not Found	Economic Census	Regulation	



# Measuring Use

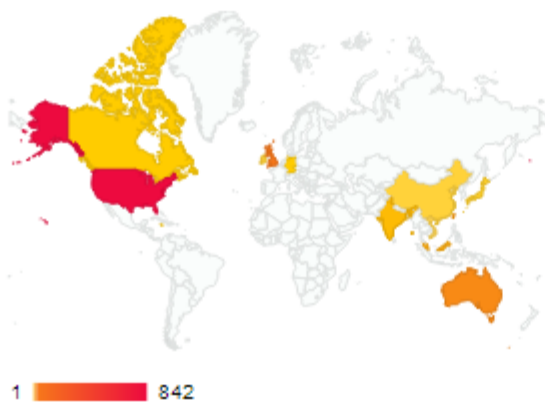


## VIEWS BY COUNTRY

Today Yesterday

Summaries →

Country	Views
United States	842
United King...	35
Australia	19
Taiwan	17
Malaysia	16
India	11
Canada	10
Germany	10
Jamaica	9
Japan	8
Ireland	7
China	7
Viet Nam	6



## TOP POSTS & PAGES

Today Yesterday

Summaries →

Title	Views
Home	124
Where can I find industry and company financial ratios?	122
Guide to researching the feasibility of a sporting goods...	79
Databases	44
Bizminer	41
Company Research Databases	35
Mergent Online	33
OneSource	30
Home page / Archives	30
SimplyMap	26
Other posts	468
Total views of posts on your blog	1,032

# Jetpack stats

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2008				431	1,224	1,336	1,516	1,412	2,541	1,644	1,472	1,179	12,755
2009	1,556	1,649	1,451	1,657	1,228	1,122	1,223	1,094	1,523	1,654	1,670	1,397	17,224
2010	1,642	1,698	1,525	1,589	1,666	2,526	2,045	2,192	15,218	10,655	4,310	2,405	47,471
2011	12,912	11,374	9,287	12,810	9,909	6,050	5,372	4,421	15,523	12,003	8,075	3,859	111,595
2012	19,027	19,207	11,988	18,768	14,980	10,118	9,544	6,620	16,621	21,713	20,178	10,833	179,597
2013	19,497	20,920	17,783	18,472	12,203	11,222	10,569	8,986	27,274	32,748	25,535	10,052	215,261
2014	19,358	17,403	19,388										56,149



our [.htaccess](#) file is writable

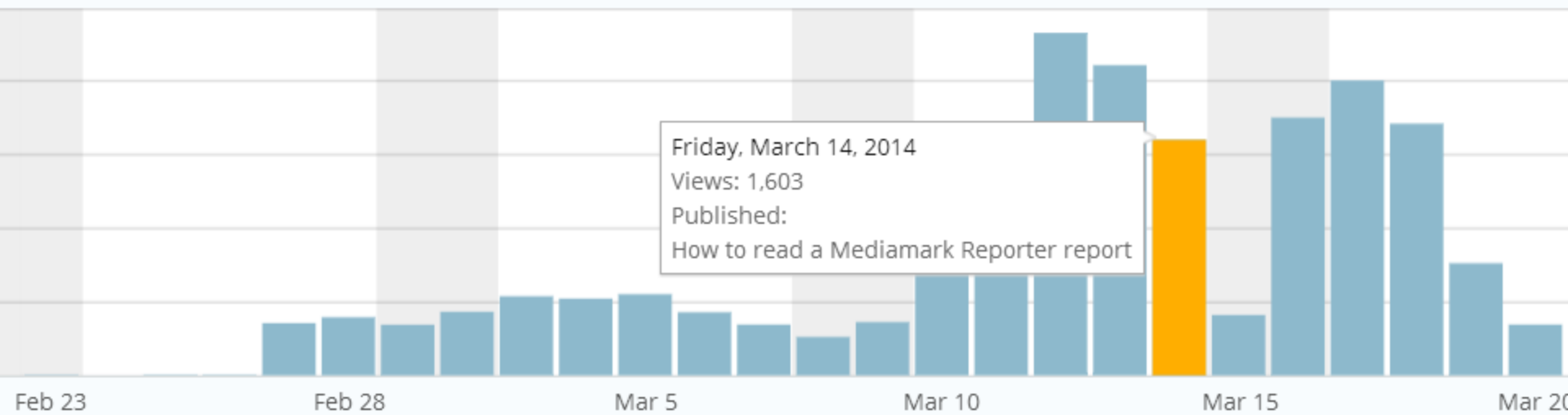
4, 2:27 pm

enhanced stats on WordPress.com?

Show Me

s

[Summaries](#)



Today

345

views

Best ever

2,973

views

All time

640,306

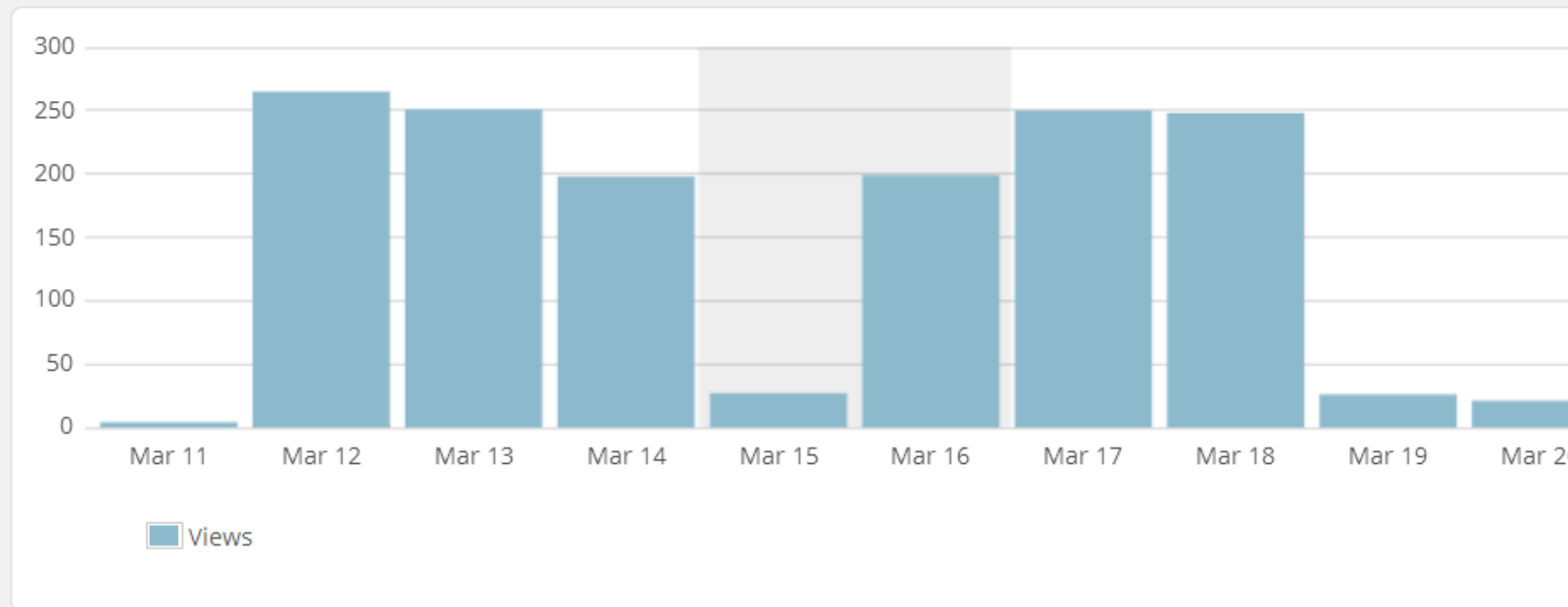
views

2

comments

Top Posts & Pages

## Stats for: Guide to researching the feasibility of a sporting goods or outdoor specialty store



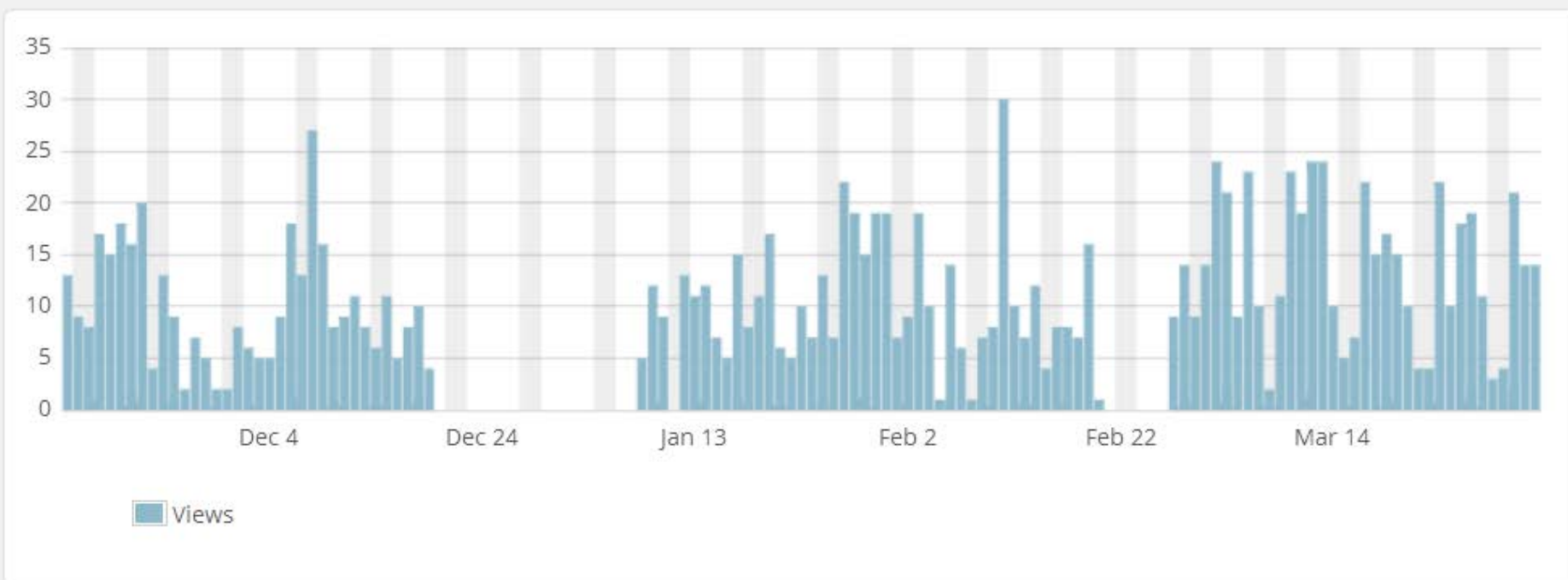
## Months and Years

[illegible]

### Average per Day

[illegible]

## Stats for: How to find market size, brand shares, and industry analysis of the sports and energy drink market



## Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2013											160	187	347
2014	267	208	430	28									933

# Search Meter

## Last 7 days

Term	Searches	Results
	31	304
<a href="#">chad</a>	20	14
<a href="#">sbrnet</a>	12	8
<a href="#">agrimony industries</a>	4	0
<a href="#">chad boeninger</a>	4	5
<a href="#">elearning ohio testing center</a>	4	0
<a href="#">mediamark reporter</a>	4	27
<a href="#">intel</a>	4	55
<a href="#">movie</a>	4	7
<a href="#">24 hour fitness</a>	3	0
<a href="#">alice catalog</a>	2	0
<a href="#">auto insurance in U.S</a>	2	1
<a href="#">automobile insurance in u.s</a>	2	0
<a href="#">"The Branding Sweet Spot" Keller &amp; Webster</a>	2	0
<a href="#">bizminer</a>	2	18
<a href="#">book value</a>	2	12
<a href="#">chad b</a>	2	14
<a href="#">Chad's business blog</a>	2	7
<a href="#">chat</a>	2	4

## Last 30 days

Term	Searches	Results
	410	304
<a href="#">chad</a>	52	14
<a href="#">IBIS</a>	14	46
<a href="#">onesource</a>	12	26
<a href="#">sbrnet</a>	12	8
<a href="#">4800I</a>	10	1
<a href="#">Site Search</a>	8	48
<a href="#">Chad Boeninger</a>	6	5
<a href="#">ibis world</a>	6	46
<a href="#">intel</a>	6	55
<a href="#">one source</a>	6	95
<a href="#">4800</a>	4	2
<a href="#">Accor</a>	4	4
<a href="#">agrimony industries</a>	4	0
<a href="#">Apple Inc</a>	4	4
<a href="#">average ratio of food and beverage industry</a>	4	1
<a href="#">bizstats</a>	4	0
<a href="#">chad b</a>	4	14
<a href="#">chipolte</a>	4	0

# Unsuccessful search summary

These tables show only the search terms for which the last search yielded no results. People are searching your blog for these terms; maybe you should give them what t

## Yesterday and today

Term	Searches
<a href="#">major appliance</a>	2
<a href="#">www.nsga.org</a>	2

## Last 7 days

Term	Searches
<a href="#">agrimony industries</a>	4
<a href="#">elearning ohio testing center</a>	4
<a href="#">24 hour fitness</a>	3
<a href="#">alice catalog</a>	2
<a href="#">automobile insurance in u.s</a>	2
<a href="#">"The Branding Sweet Spot " Keller &amp; Webster</a>	2
<a href="#">gamuda</a>	2
<a href="#">how to do market research for sports sponsorships</a>	2
<a href="#">hydro one</a>	2
<a href="#">lateral solutions</a>	2
<a href="#">leadership development</a>	2
<a href="#">LUXE</a>	2
<a href="#">LVMG</a>	2
<a href="#">LVMH</a>	2
<a href="#">major appliance</a>	2
<a href="#">morning star industry average</a>	2
<a href="#">raffles</a>	2
<a href="#">sic 2834</a>	2
<a href="#">target incorporated</a>	2
<a href="#">testing centers</a>	2

## Last 30 days

Term	Searches
<a href="#">agrimony industries</a>	4
<a href="#">bizstats</a>	4
<a href="#">chipolte</a>	4
<a href="#">elearning ohio testing center</a>	4
<a href="#">five forces analysis</a>	4
<a href="#">Hershey</a>	4
<a href="#">LEGO</a>	4
<a href="#">24 hour fitness</a>	3
<a href="#">cars china</a>	3
<a href="#">541350</a>	2
<a href="#">alice catalog</a>	2
<a href="#">allstate</a>	2
<a href="#">automobile insurance in u.s</a>	2
<a href="#">"The Branding Sweet Spot " Keller &amp; Webster</a>	2
<a href="#">biotechnology germany</a>	2
<a href="#">branding Lego</a>	2
<a href="#">ceylon cold stores</a>	2
<a href="#">ceylon cold stres</a>	2
<a href="#">chad boeniger</a>	2
<a href="#">china cars</a>	2