

SUPER



Pats' site needs some razzle dazzle

One of the most glaring differences in the websites of the Patriots and the Rams is the ads. They both have them, but they are much more prevalent and in-your-face on the Pats' site. They are the first thing to catch your eye.

Maybe if your team enjoys as much success as New England has in recent years you are more attractive to advertisers. I can see where management would choose more advertising dollars over a better-looking website.

The home page, patriots.com, features a news feed as an anchor. You can browse through a half-dozen of the latest stories about the team's journey to the Super Bowl. Each story has a large photo, headline and brief summary that can be clicked to view the whole story.

To the right of the main package is a clickable list of more Pats news. You can change the list to show stories, videos or podcasts.

Scrolling down the page reveals photo/text links that lead to much more content. There are additional articles and videos, photo galleries, audio from radio broadcasts, shopping and more.

The site is useful to fans all season, not just for the Super Bowl. Links near the top of the page guide fans to ticket information, schedules, team bios and stats, TV and radio coverage, and features on the team's cheerleaders. There's a Fan Zone for those who go to games regularly and information on the team's charitable activities.

The Pats' site has all the features a fan needs, but it won't get the crowd cheering.

SITES



Rams' site uses same game plan

The layout of the Rams' website, therams.com, is very similar to New England's. It features the same type of news feed in the same position on the home page as the Pats'.

As you scroll down the page, you encounter similar photo/text links leading to inside content. The difference is in the details. The site uses more dynamic and slightly bigger images. The result is a design that's a little more engaging.

The content of the site also mirrors its competition for the most part. There are photo and video galleries chronicling the team's march to the championship game. You can shop for team swag on the site. There's a section on the team's cheerleaders and one on the organization's charitable endeavors.

Like the opposing team, the Rams' site is useful all season long. You can find ticket information, schedules, information on the players, information on the stadium and more. There's a section on the site called Vamos Rams that covers everything in Spanish. The Gameday section is full of useful information for those attending home games. Like the Pats' site, the Rams' site has everything a fan needs, but it won't get the crowd cheering.

Both teams have to be enormously talented and dynamic to make it to the championship game. Neither team's website captures the level of excitement the players generate on the field. If the sites were playing each other instead of the teams, the Rams would edge out the Pats by a field goal.

Today the AFC champion New England Patriots square off against the NFC champion Los Angeles Rams in Super Bowl LIII.

Which franchise has the best team in the NFL will be decided on the field. In this column I will compare the teams' websites to decide who has the best



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InSites

online presence in the NFL. There will be no instant replay, no blown calls and no overtime.

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