

Foot Locker Australia

Search, technical and AI-answer visibility audit

Site: **footlocker.com.au** · Market: Google Australia

PREPARED BY	AUDITED	RE-CHECKED	CONTACT
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An independent audit built from public data. It was not commissioned by Foot Locker, and I had no access to Foot Locker's systems, analytics or Search Console. Every section is labelled with the date its figures were measured: August 2026 for the full audit, 8 October 2026 for the findings I re-checked against the live site.

Summary

Foot Locker Australia ranks well for its brand and its best-known sneakers, and AI assistants name it more often than any other sneaker retailer. Behind that, the technical foundation leaks. None of the 964 product URLs in its sitemap is a live page at its own canonical URL, a third of them are dead pages that tell crawlers they are fine, and its structured data carries no ratings anywhere. It is close to invisible, in Google and in AI answers, for the performance-running range it stocks.

0 / 964

sitemap product URLs that are live and canonical (Oct 2026)

282 / 3,777

sitemap URLs indexable, 7.5% (Aug 2026)

52 / 82

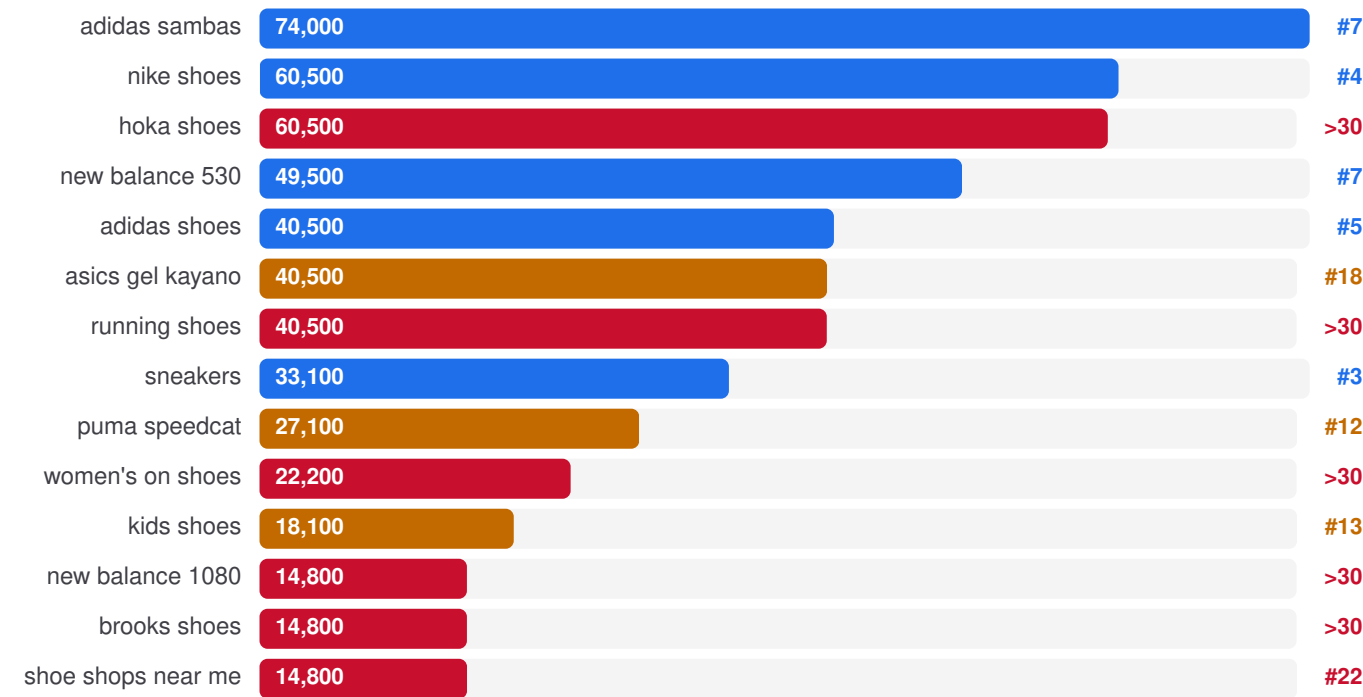
tracked terms in Google AU top 10 (Aug 2026)

13 / 20

AI shopping answers naming Foot Locker; first in 36% (Aug 2026)

Search demand, by ranking

AUGUST 2026 · GOOGLE KEYWORD PLANNER VOLUMES · GOOGLE AUSTRALIA RANKINGS



Top 10 Page 2 Outside the top 20

Foot Locker already wins its brand and its best-known sneakers. The growth is in the demand it hands to competitors: the performance-running range it already stocks (Hoka, Brooks, On, ASICS, New Balance), the shopping advice nobody on the retail side owns, and the AI-answer surface where it is named but rarely chosen.

1. Sitemap and indexation

FULL CRAWL, AUGUST 2026

I crawled every URL in the XML sitemap, 3,777 at the time, with structured data extracted per page.

Metric	Value
URLs crawled	3,777
HTTP 200	3,743
HTTP 4xx	34
Indexable	282 (7.5%)
Not indexable: canonicalised elsewhere	3,452
Not indexable: noindex	9
Not indexable: 4xx	33

The sitemap submits URLs that point somewhere else. 2,810 of the 3,777 URLs (74.4%) leave out the `/en/` locale prefix, and 2,802 of those carry a canonical tag pointing at their `/en/` twin. The sitemap asks Google to crawl thousands of URLs that each say "index the other one instead". Every indexable URL was an `/en/` URL.

Page type	URLs	Indexable
Category / product listing	2,029	0
Product	964	282
Collection	488	0
Content (inspiration hub)	228	0
Other / utility	45	0
Brand	22	0
Homepage	1	0

RE-CHECKED 8 OCTOBER 2026

The sitemap had grown to 3,825 URLs, and 2,861 still left out `/en/`. The category pages I checked among them still canonicalise to their `/en/` version. Product pages now go the other way: see section 2.

2. Dead product pages

CENSUS OF EVERY PRODUCT URL IN THE SITEMAP, 8 OCTOBER 2026

Result	URLs
Dead product, server answers HTTP 200 (soft 404)	351
Live product, canonical tag points at a different URL	613
Live product at the URL the sitemap submits	0

The dead pages show "Product Not Found" to a visitor but return HTTP 200, so a crawler records them as healthy and Google can spend crawl budget on them. Each one is detectable without JavaScript: the title reads `Product model <slug> <id>.html`, the canonical tag points at itself, and the only structured data is the site-wide `WebSite` block. All 351 carry that title; no live page does.

The problem is growing. In August 291 of 964 product URLs (30.2%) were dead, a full census at the time. By October it was 351 (36.4%), and 258 of August's dead URLs were still being submitted. Nike has the most dead pages, 115 of its 300; Jordan the highest share of the large brands, 85 of 168.

The 613 live pages are submitted as `/en/product/model/<slug>/<id>.html` and canonicalise to `/product/model/<longer-slug>/<id>.html`: no `/en/` and a different slug. Category pages canonicalise towards `/en/`; product pages canonicalise away from it. The sitemap and the canonical tags disagree on every live product.

3. Structured data

FULL CRAWL, AUGUST 2026: SHARE OF EACH PAGE TYPE CARRYING EACH SCHEMA TYPE

Page type	Pages	WebSite	Product	ProductGroup	ItemList	Breadcrumb
Homepage	1	100%	0%	0%	0%	0%
Category / listing	2,029	100%	0%	0%	0%	0%
Collection	488	100%	0%	0%	0%	0%
Brand	22	100%	0%	0%	0%	0%
Product	964	99.9%	35.7%	35.0%	0%	0%
Content	228	100%	0%	0%	0%	0%

The product pages without product schema are largely the dead pages in section 2.

- **Category, collection and brand pages carry only `WebSite` schema.** No `ItemList`, `CollectionPage` or `BreadcrumbList`. The adidas Samba collection page, for a term with 74,000 searches a month, has no catalogue markup for Google or an AI engine to read. Confirmed again on the category pages checked in October.
- **Product pages are split.** In a 30-page sample on 8 October, fetched without JavaScript, 15 carried `Product` schema with price and availability and 15 carried `ProductGroup` with neither. August's rendered sample showed the same split: every `Product` page had a price, no `ProductGroup` page did.
- **Product pages are server-rendered.** Fetched without JavaScript on 8 October, the HTML already carries the product title, description, visible price and review count. A crawler does not need to run any code to read them.
- **No ratings anywhere.** No `AggregateRating`, `Review` or `BreadcrumbList` on any of the 30 product pages in October, or on any live page in August.
- **The reviews exist but cannot be read.** Foot Locker collects reviews through Bazaarvoice. On product pages with reviews, the review data sits in a JSON-LD block with no `@type`, so nothing can use it as a rating. That was true in August and again in October, when it was the one element on the page that only JavaScript added. Exposing the ratings is markup work, not a review-collection problem.
- **No entity markup.** The homepage carries `WebSite` schema only: no `Organization` or `sameAs` to tie the site to the brand for search engines and AI models.

4. On-page metadata

AUGUST 2026, ACROSS THE 3,487 PAGES THAT RETURNED REAL CONTENT

The other 290 crawled URLs carried the placeholder title of a dead product page, with empty meta and H1. Counting them would report a false gap, so they are excluded here and covered in section 2.

Element	Missing	Duplicated	Length
Title	0	402 pages (11.5%) share 179 titles	937 (26.9%) over 60 characters
Meta description	40 (1.1%)	598 pages (17.1%) share 185 descriptions	2,310 (66.2%) over 160 characters
H1	412 (11.8%)	n/a	793 (22.7%) have more than one H1

Most repeated values	Pages
Title: <i>Foot Locker Australia</i>	23
Title: <i>Step into your next era with Foot Locker Foot Locker Australia</i>	7
Meta: <i>Shop Foot Locker AU the latest. Cop exclusive styles and your favo...</i>	62
Meta: <i>Shop Foot Locker AU for the Afterpay Day sale. Cop exclusive style...</i>	46

1. Two thirds of meta descriptions run past 160 characters and will be cut off in search results, usually at the call to action.
2. 793 pages carry more than one H1, which blurs the main topic for Google and for AI extraction.
3. The duplicates concentrate in the sale and collection templates. Templated copy is fine; the same description on 62 pages is not.
4. 412 pages have no H1 at all.

Re-checked 8 October: every live product page sampled (5 of 5) renders the product name as two H1s.

None of this is serious on its own, and all of it is template work. Fixing the collection template clears most of the duplicate titles and descriptions in one change.

5. Content hub

AUGUST 2026

Foot Locker runs a content section at `/en/inspiration/`, about 228 pages. It does not earn search or AI visibility today.

- **Wrong kind of content.** Most pages are merchandising landing pages ("Back To School Trends", "Black Friday Sale", brand portals): image tiles with one-line taglines and Shop Now links, about 170 words of real content each, plus brand and charity pieces. Nothing answers the questions shoppers ask search engines and AI assistants.
- **The one useful asset is buried.** About 69 first-person sneaker reviews cover fit, styling and "good if you also like". They are relevant, but they are written by brand ambassadors rather than customers, each tied to a single product and colourway (many discontinued), each page carries two H1s, and they have no `Review` or `AggregateRating` schema despite being reviews.
- **Same sitemap problem.** All 228 are submitted as non-`/en/` URLs that canonicalise to `/en/`.

The hub is a campaign shell, not an editorial asset. The move is not to build a new hub. It is to repurpose this one towards buying and fit advice, and to salvage the reviews: consolidate them to model level, add review schema, fix the double H1, and surface genuine customer reviews, which carry more weight than ambassador ones.

6. Keyword demand

AUGUST 2026, GOOGLE KEYWORD PLANNER, AUSTRALIA

Two Keyword Planner exports (5,839 category terms and 11,200 general terms) merged to 15,830 unique keywords. I filtered them against the site's own taxonomy, the brands and categories it actually lists, rather than by assumption. 11,088 terms survived, 4.64 million searches a month across stocked categories; 1,670 were held for review and 3,072 excluded, mostly brands Foot Locker does not stock or product lines it does not carry, such as safety and work shoes.

Opportunity term	Searches a month	Ranking
adidas sambas	74,000	#7
hoka shoes	60,500	outside top 30
new balance 530	49,500	#7
running shoes	40,500	outside top 30
asics gel kayano	40,500	#18
puma speedcat	27,100	#12
women's on shoes	22,200	outside top 30
kids shoes	18,100	#13
shoe shops near me	14,800	#22
brooks shoes	14,800	outside top 30
new balance 1080	14,800	outside top 30
on running shoes	12,100	outside top 30
hoka bondi	12,100	outside top 30

The pattern: Foot Locker ranks well for Nike, Jordan and lifestyle sneakers, and is weak on the performance-running range it stocks.

7. Rankings

AUGUST 2026, GOOGLE AUSTRALIA, 82 TERMS FOR BRANDS FOOT LOCKER STOCKS

52 of 82 in the top ten, average position 4.3 among them. 12 on page two. 18 outside the top 20.

Where it wins: foot locker #1, foot locker australia #1, air jordan 1 #2, nike dunk low #2, sneakers #3, nike air force 1 #3, womens sneakers #4, basketball shoes #4, adidas shoes #5, crocs #5.

Where it loses demand	Searches a month	Ranking	Read
hoka shoes	60,500	outside 30	No visibility for the fastest-growing running brand it stocks
running shoes	40,500	outside 30	Absent from the core performance head term
asics gel kayano	40,500	#18	Page two for a flagship running model
puma speedcat	27,100	#12	Just off page one for a trending shoe
women's on shoes	22,200	outside 30	Stocks the range, not on the board
kids shoes	18,100	#13	Page two for a core category
shoe shops near me	14,800	#22	Weak local visibility for a store network

Who owns the results pages. Across the 27 queries where full results pages were captured, the most frequent top-ten domains were nike.com (21), reddit.com (12), jd-sports.com.au (11), adidas.com.au (11), hypedc.com (10), wikipedia.org (10) and platypusshoes.com.au (9). Brand sites and community content take the advice queries: Reddit answering questions a specialist retailer should own is the opening.

8. AI answers

AUGUST 2026: 20 UNBRANDED SHOPPING QUESTIONS, FIVE ENGINES, 100 ANSWERS

Engines: Perplexity, ChatGPT search, Gemini, Claude and Grok, each with web search. Branded questions were left out so they could not inflate the share.

Measure	Result
Questions where Foot Locker is named	13 of 20
Listed first, where named	36%
Answers linking to footlocker.com.au	7 of 20
Running and fit questions where named	0 of 7
Typical position in the answer	2nd

Foot Locker is named in more questions than any other retailer: Hype DC 10, The Iconic 9, JD Sports 8, Rebel Sport 7, Culture Kings 6, Platypus 5. Position tells a different story. Across the 45 answers naming two or more retailers:

Retailer	Appears	Median position	Named first
Foot Locker	36	2	16 (36%)
JD Sports	31	2	6
Rebel Sport	19	1	13
Hype DC	18	3	2
Culture Kings	15	3	0
Platypus	15	4	1

Rebel Sport appears half as often and is usually first when it does. Foot Locker is named most and chosen least. The seven questions it never appears in fall into two groups: running retail ("Where can I buy Hoka running shoes in Australia?") and fit advice ("Do Hoka Bondi run narrow or wide?", "Which sneaker brands run

small?"). That is the same running range and the same unowned advice layer as the Google findings. Reddit, which ranks in Google's top ten for 12 of the 27 captured queries, appeared in none of the AI answers.

9. Store pages

AUGUST 2026, RE-CHECKED 8 OCTOBER 2026

Each store has a page on `stores.footlocker.com.au` with `ShoeStore` schema, an address and a phone number. In October none carried opening hours, map coordinates or ratings. The pages sit on a separate subdomain, apart from the main site's category pages, and shoe shops near me ranks #22.

10. What changed by October

- Dead product pages in the sitemap rose from 291 to 351.
- The sitemap grew from 3,777 to 3,825 URLs, with the same `/en/` problem.
- The homepage now links to the store locator. In August I found no links from the main site to the store pages.
- The store locator's sitemap now points at the right domain. In August it pointed at `.com` rather than `.com.au`.
- Earlier working notes treated product schema as rendered by JavaScript only. A plain fetch in October returns it on every live product page, so this audit makes no claim that AI crawlers see empty product pages.

11. Recommendations

1. Fix the sitemap and the dead product pages

Build the sitemap from live, canonical URLs only. Return a real 404 or 410 for discontinued products, or redirect each to its closest category, so dead pages stop answering HTTP 200. Make the canonical tags and the sitemap agree on one URL format, with or without `/en/`, for every page type.

2. Complete the structured data

`ItemList` and `BreadcrumbList` on every category, collection and brand page. Price and availability on every product page, including the `ProductGroup` half. A valid `@type` on the Bazaarvoice review block and `AggregateRating` on product pages, so the ratings Foot Locker already collects can show. `Organization` and `sameAs` on the homepage.

3. Win the performance-running gap

Build or strengthen collection pages for running shoes, hoka shoes, brooks shoes, on running shoes, new balance 1080 and hoka bondi, each with catalogue schema. These are brands Foot Locker stocks, for terms where it is not on page one.

4. Build a buying and fit advice layer

Repurpose the inspiration hub into advice content: care, sizing and fit, "best running shoes for flat feet", brand comparisons. Write it to answer the questions shoppers put to AI assistants as well as to rank for the terms they type, and link it into the collection pages. Consolidate the ambassador reviews to model level with review schema, and run a post-purchase review programme so product pages carry customer ratings.

5. Complete the store pages and bring them closer to the main site

Add opening hours, coordinates and store ratings to the `ShoeStore` markup, align each page with its Google Business Profile, and link store pages from the relevant category pages, or move them under `footlocker.com.au/stores/` so they share the main domain's authority.

6. Fix the metadata templates

Trim meta descriptions to fit, give every page one H1, and replace the repeated sale and collection titles and descriptions at template level.

What to do first

Recommendation 1. It is the cheapest change with the widest reach: it affects every product URL and most of the sitemap, it needs development time rather than new content, and nothing else on this list performs well while the sitemap points crawlers at dead and non-canonical pages.

How I would sequence the work

1. **Development:** sitemap, dead-page status codes, canonical alignment and structured data (recommendations 1, 2 and 6).
2. **Content and publishing:** running collection pages and the advice layer, with the review programme alongside (recommendations 3 and 4).
3. **Development and stores:** store page markup, Business Profile alignment and internal linking (recommendation 5).

Measured throughout in Search Console and with monthly AI-answer tracking, so progress shows in both search results and AI answers.

Next steps with access

- Search Console and GA4 access, to replace public estimates with real impressions, positions and conversions.
- A rendered crawl of the full product catalogue, to size schema and content coverage at scale.
- Monthly AI-answer tracking against a fixed question set.
- Business Profile and local pack analysis across the store network.

12. Method and caveats

Area	Method
Technical	Full sitemap-seeded crawl of 3,777 URLs, August 2026, robots.txt respected, structured data extracted per page. Every product URL in the sitemap fetched again on 8 October 2026, plus a 30-page structured data sample.
Demand	Google Keyword Planner, Australia: 15,830 terms filtered to 11,088 against the site's own taxonomy.
Rankings	Live Google Australia results, August 2026, 82 terms; full results pages captured for 27.
AI answers	20 unbranded questions across five engines with web search, 100 answers, August 2026.
Excluded	Google Business Profile, and anything requiring a login or private data.

Rankings are a snapshot. AI-answer results show presence in the answer text, not a full citation share. Search volumes are Keyword Planner ranges and estimates. August figures are labelled August; anything re-checked says October. The site will have changed since.