

Created by
Alec R., Ashley E., Bobby A.,
Pablo R., and Ryan O.G.




Riding
With
Hope

Business Overview

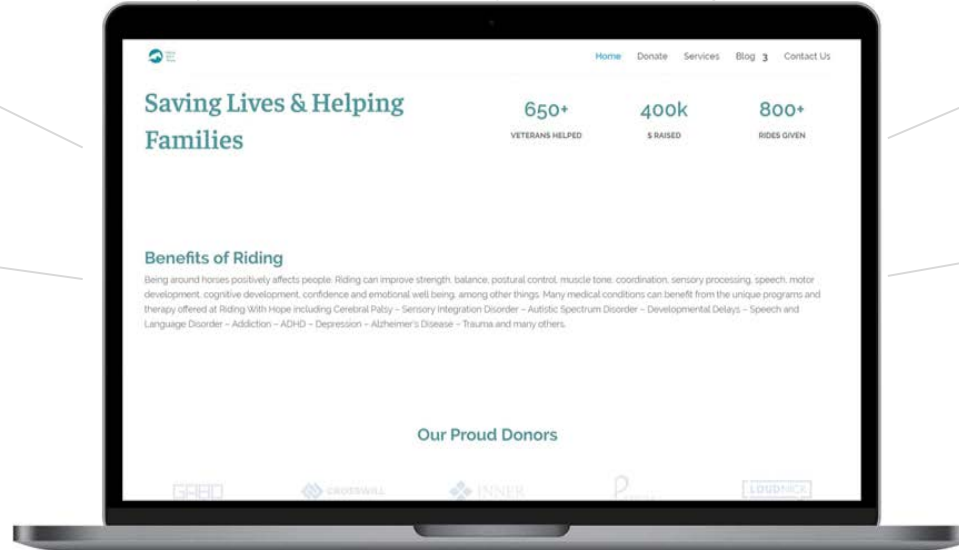
Riding With Hope is a **nonprofit**, volunteer-based organization created with the belief that nobody is bound by the limitations of their body. We are **dedicated** to creating meaningful, enriching experiences through **therapeutic** horseback riding and hippotherapy.

Our goal is to raise **awareness** and funding to continue to acquire donations, recruit **volunteers**, and provide **healing** to those in need.



“Our mission is to bring joy to each adult and child with special needs by improving their quality of life through the bond of our horses.”

Competitors



Audience



Caregivers:

Mostly parents; Ages 30 – 55; \$23K – \$40K HHI; Located near Ocala, Florida



Sponsors:

Companies, Philanthropies, Activists, Community Leaders, Public Figures



Volunteers:

18 – 40 years old who live in Central Florida



Retargeting



Objective: Increase awareness and educate the community about our services by retargeting website visitors.



Implemented a **Facebook Pixel** and a **Google Tag**.



Created Facebook and Google Ads campaigns that linked back to our **Services** page.



KPI: Page views; bounce rate; sessions; results on website traffic to the "services" page.



Riding With Hope

Sponsored · 🌐



Our Charity. Our Community. Riding For Hope is a Not-for-Profit therapeutic horseback riding center dedicated to helping children ...[See More](#)



UCFFEB20GRP3.DMBOOTCAMP2...

Home - Riding With Hope

[LEARN MORE](#)



Like

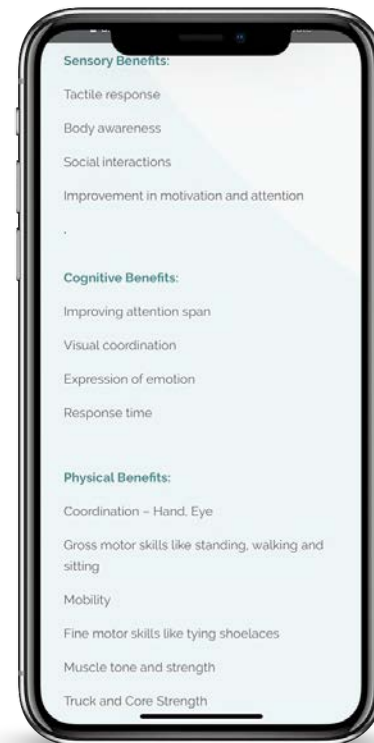
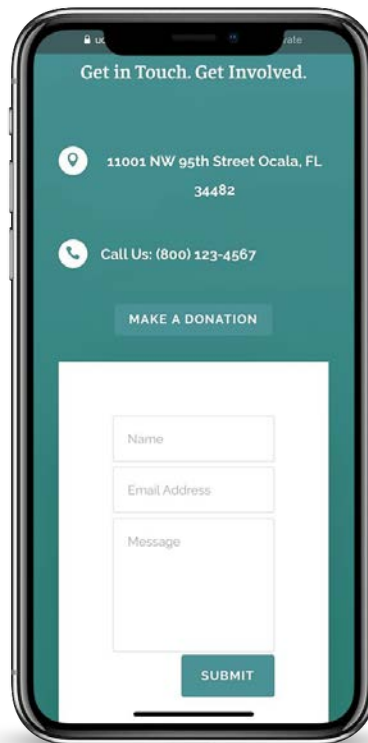
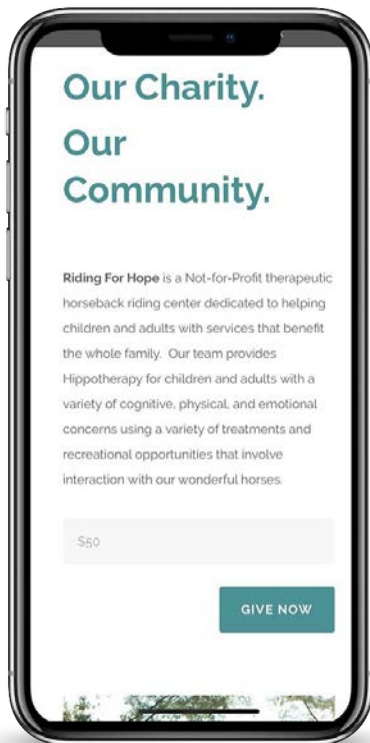


Comment



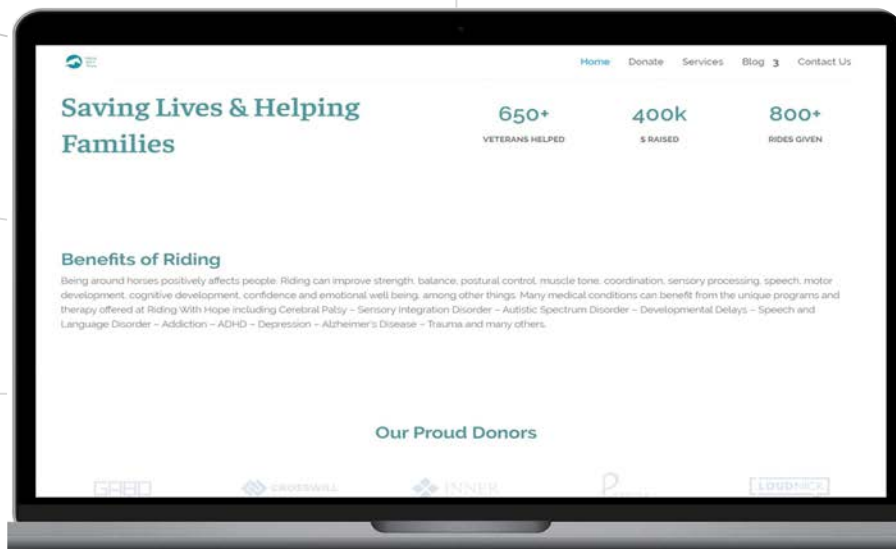
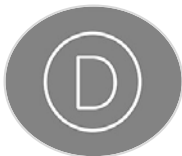
Share

Website Planning



Tools Used to Develop Website

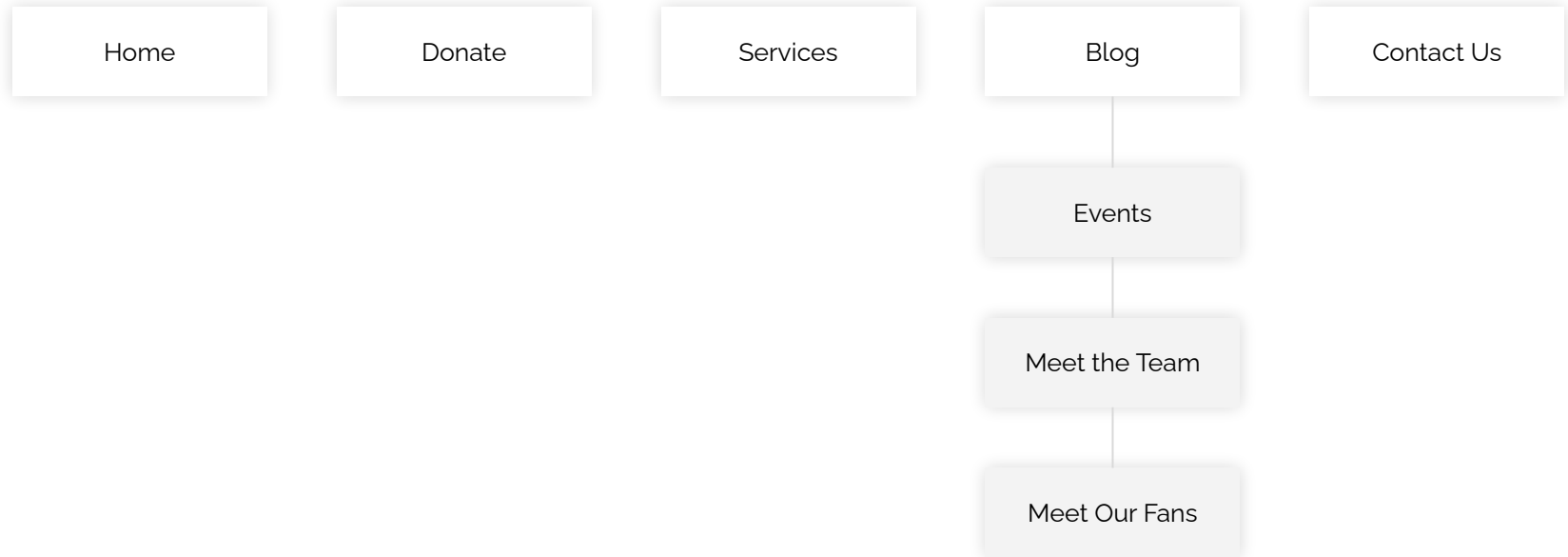
yoast



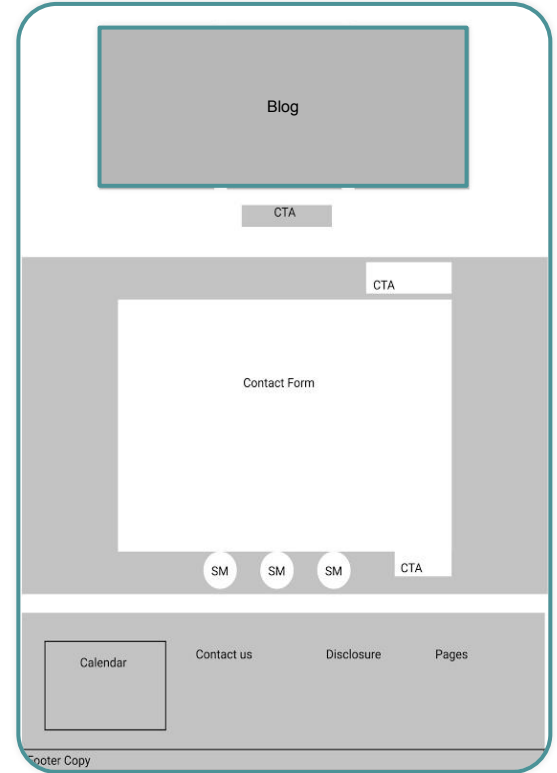
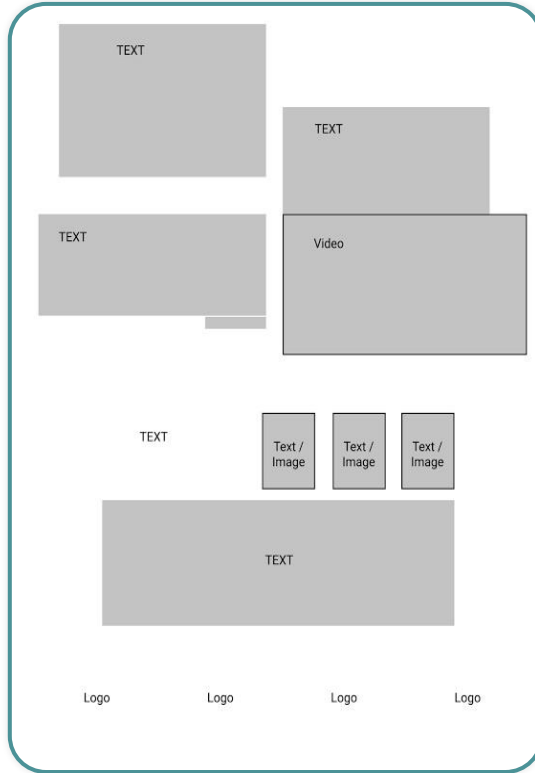
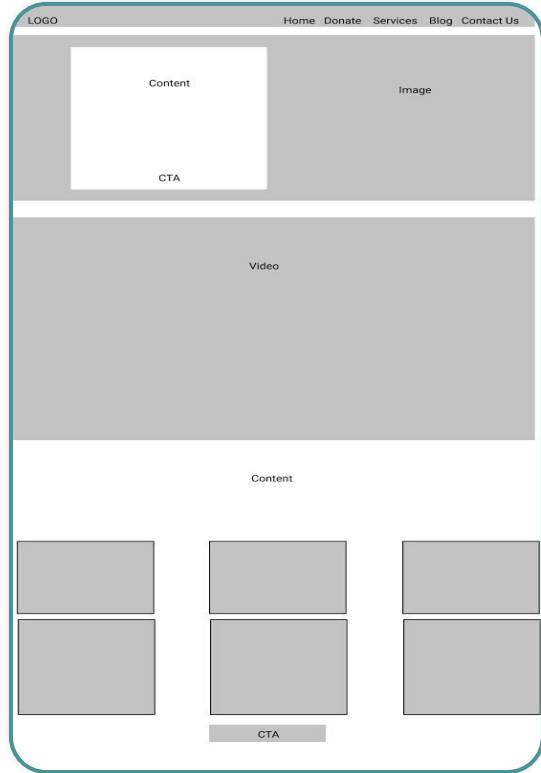
Menu Layout

Pages were set up keeping the **objectives** in mind.

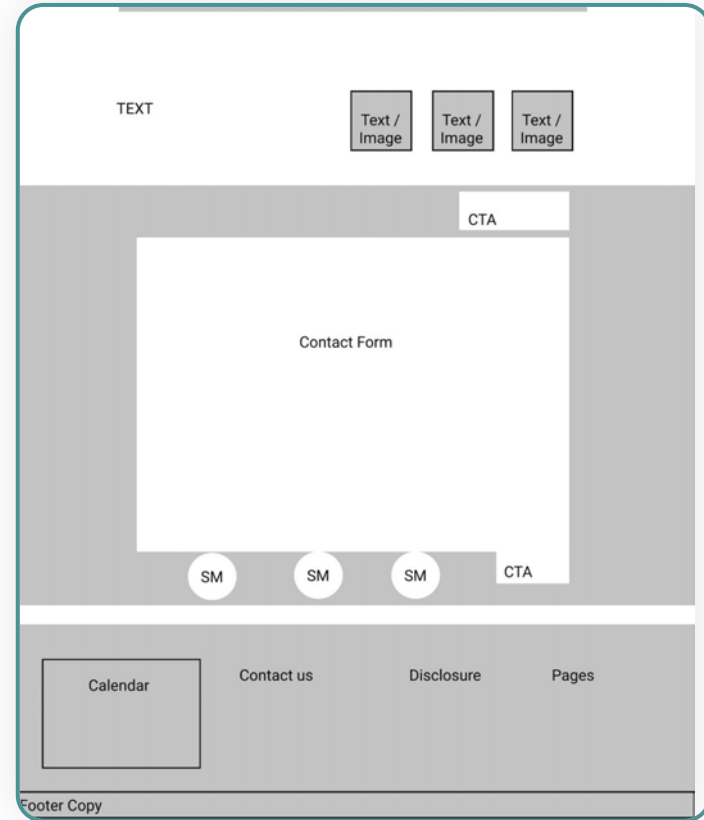
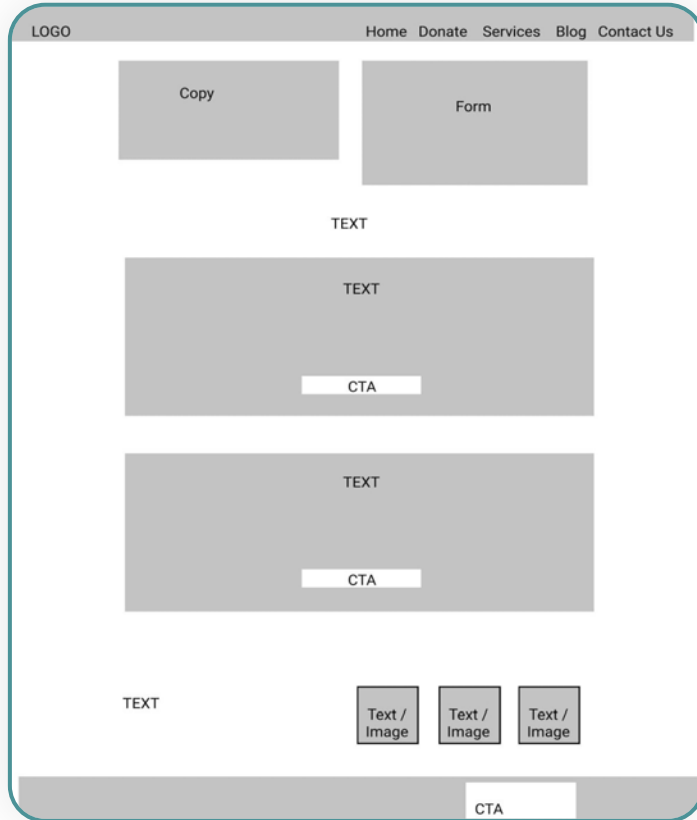
The menu was designed to **drive awareness and inform** by applying a hierarchy of information..



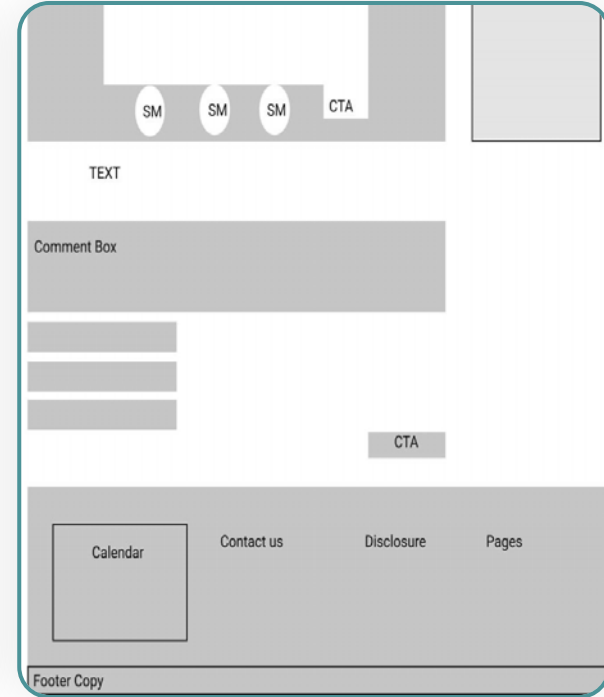
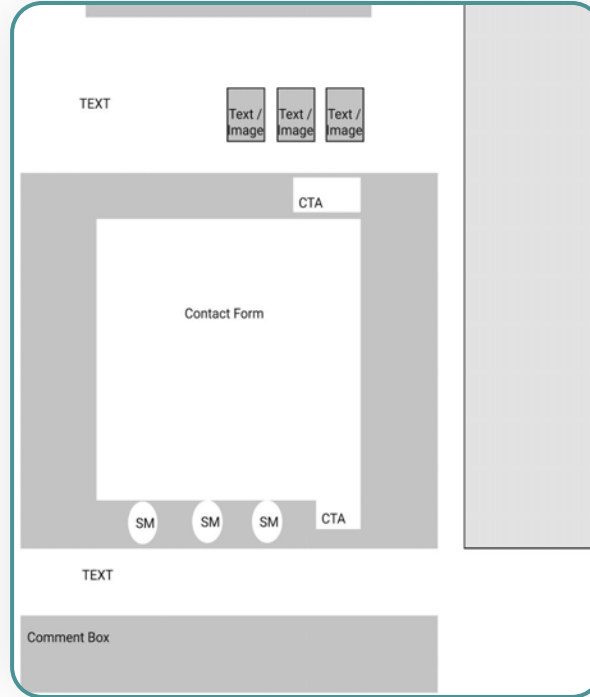
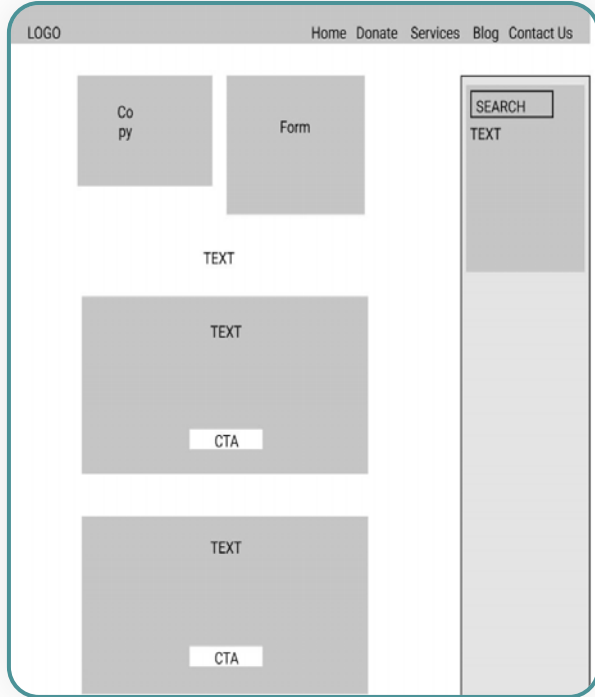
Wireframes — Home



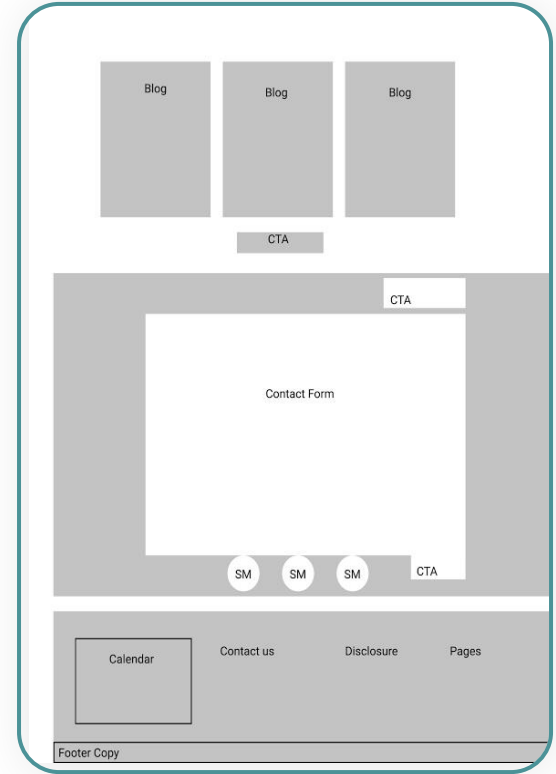
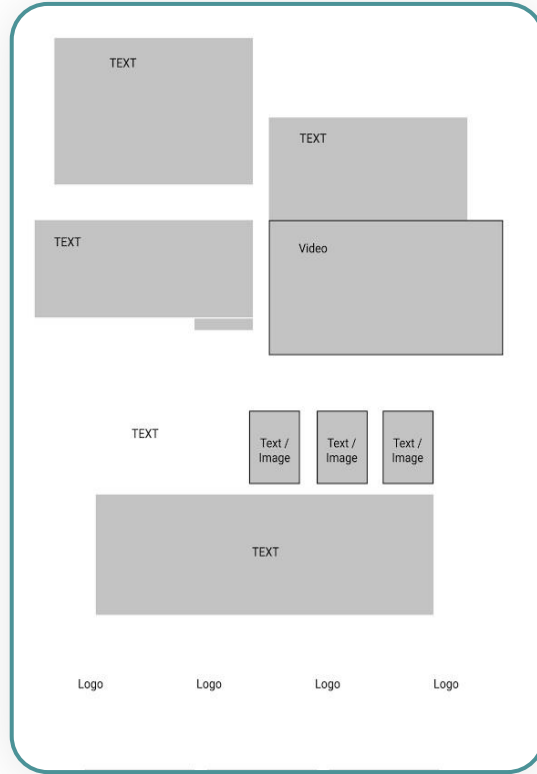
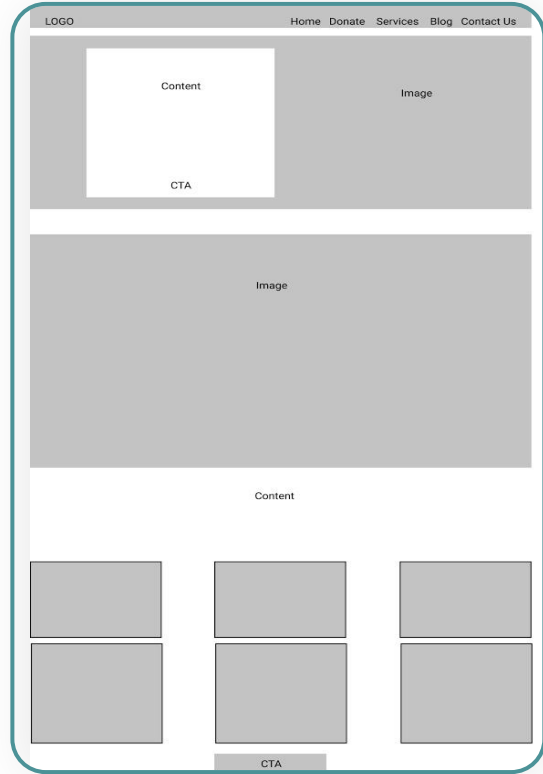
Wireframes — Blog



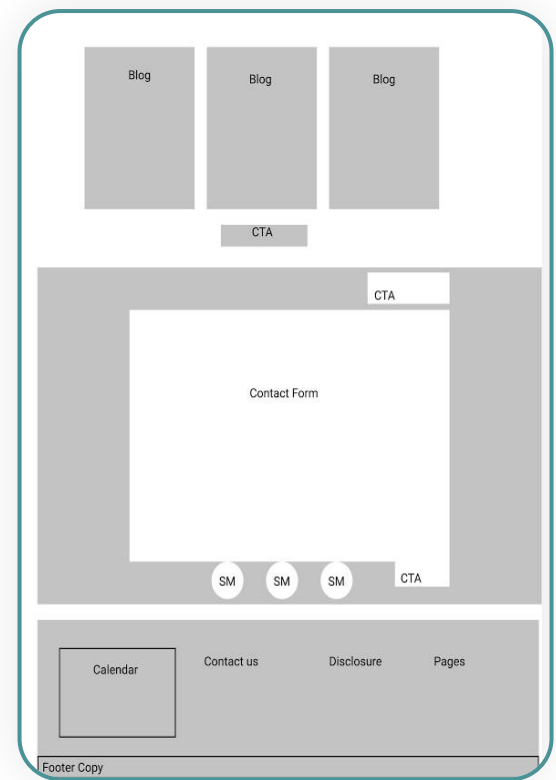
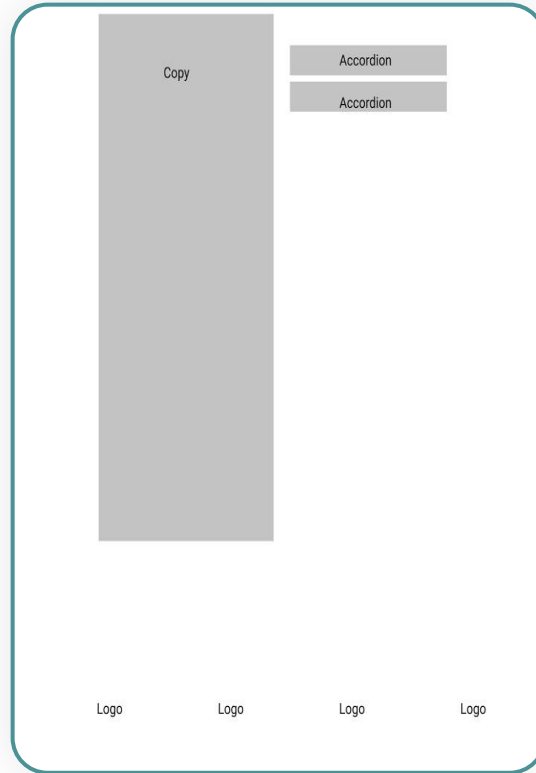
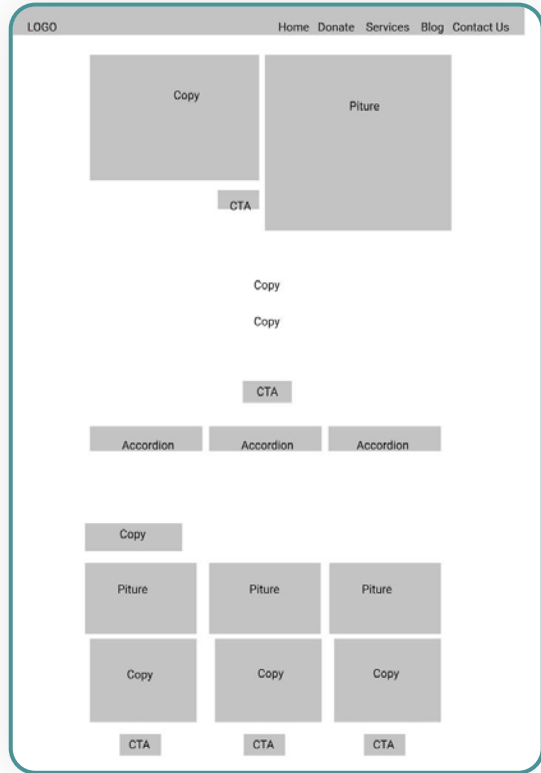
Wireframes — Blog Post



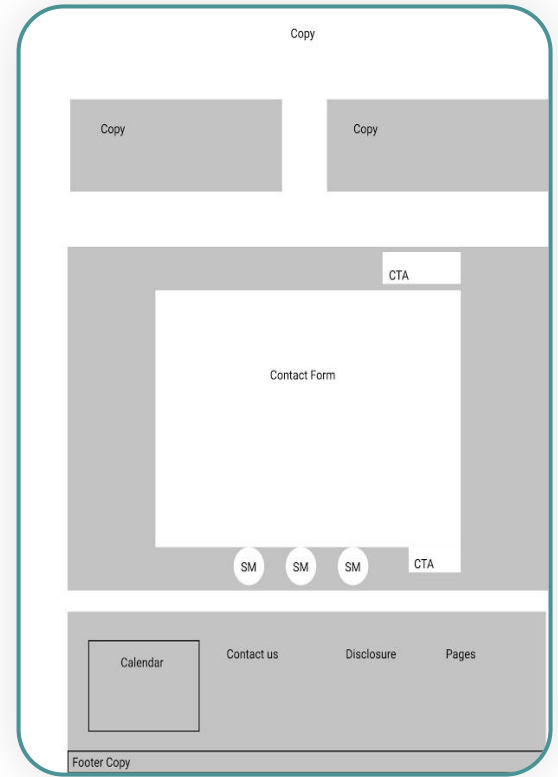
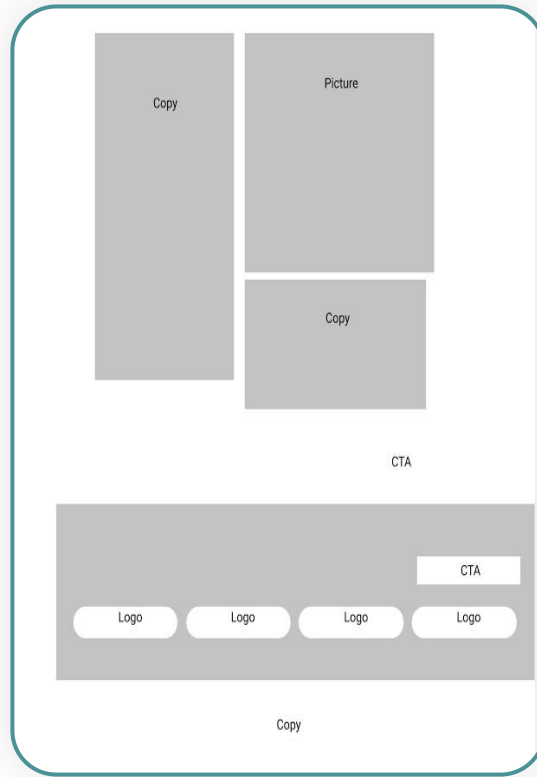
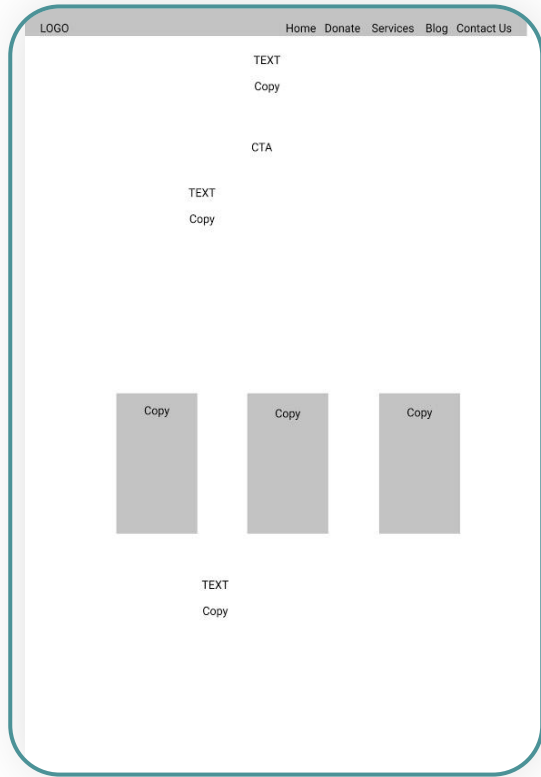
Wireframes — Home A/B Test



Wireframes — Donate



Wireframes — Services



Outbound SEO

Competitive keywords from **Keywords Everywhere** and **UberSuggest** were used throughout the website in text and blog posts.

Outbound links to relevant **hippotherapy** resource materials were inserted using sites such as:



Cerebral Palsy Group



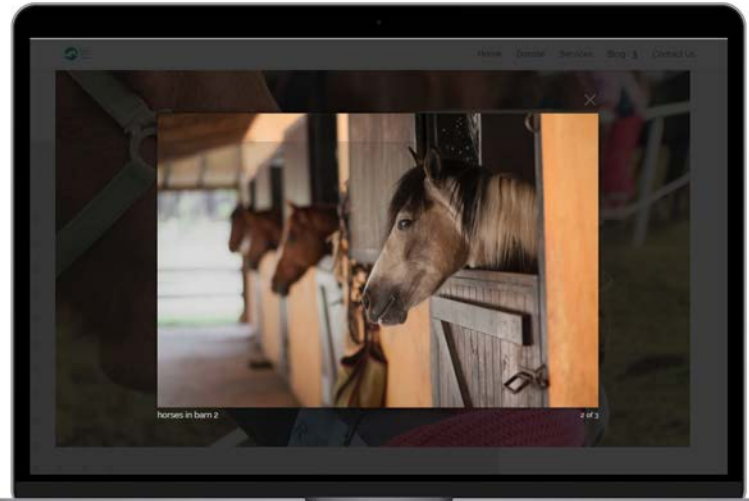
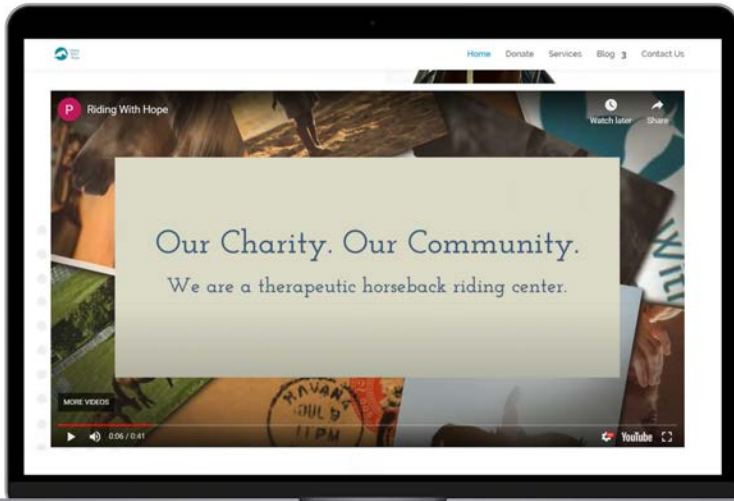
verywellmind

A/B Testing + Conversion

We will test whether a gallery of **images** or a **video** reduces bounce rate on our homepage.

This test will be performed over the next **sixty days** to ensure we receive enough data to make an informed assessment.

Results will be measured through Google Analytics using the tag we created. We are measuring for **page views**, **bounce rate**, and **time on page**.



Recommendations

Include more pictures with **people** and horses — not just horses by themselves.

Add **landscapes** into website backgrounds which will increase time on page and reduce bounce rate.

Write content that uses the term **hippotherapy** more frequently to increase organic SEO.

Create more relevant **videos**, which have generated more leads for donations than pages with imagery..

