

A close-up photograph of a horse's head, focusing on its dark brown eye and the dark brown hair of its mane. The background is a solid teal color.

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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



Saving Lives & Helping Families

650+ VETERANS HELPED

400K \$ RAISED

800+ RIDES GIVEN

**Benefits of Riding**

Being around horses positively affects people. Riding can improve strength, balance, postural control, muscle tone, coordination, sensory processing, speech, motor development, cognitive development, confidence and emotional well-being, among other things. Many medical conditions can benefit from the unique programs and therapy offered at Riding With Hope including Cerebral Palsy - Sensory Integration Disorder - Autistic Spectrum Disorder - Developmental Delays - Speech and Language Disorder - Addiction - ADHD - Depression - Alzheimer's Disease - Trauma and many others.

Our Proud Donors

GRABCO CROSSWILL INNER LOUDBACK



# 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 · 

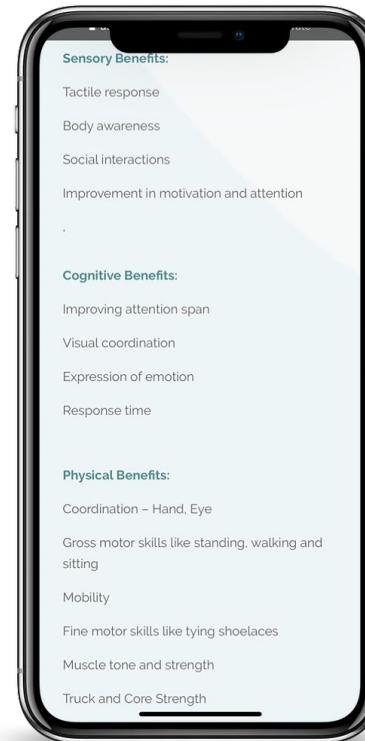
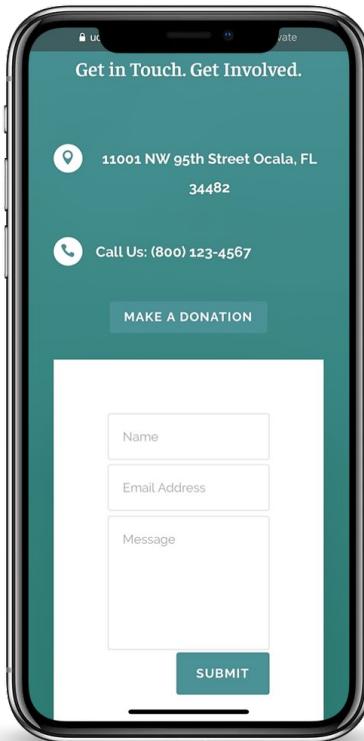
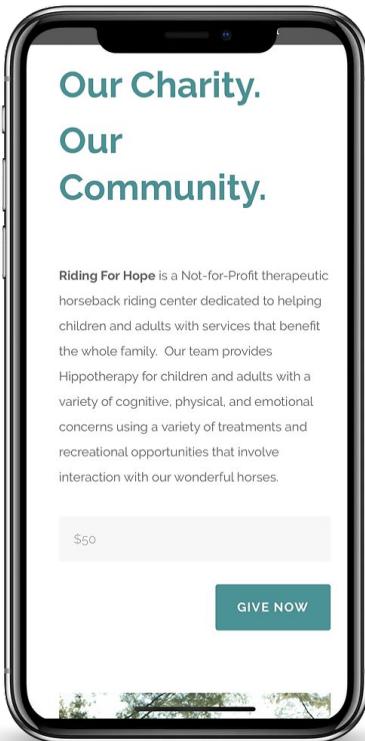
Our Charity. Our Community. Riding For Hope is a Not-for-Profit therapeutic horseback riding center dedicated to helping children ...[See More](#)



UCFFEB20GRP3.DMBOOTCAMP2...  
[Home - Riding With Hope](#) LEARN MORE

 Like  Comment  Share

# Website Planning



# Tools Used to Develop Website

yoast



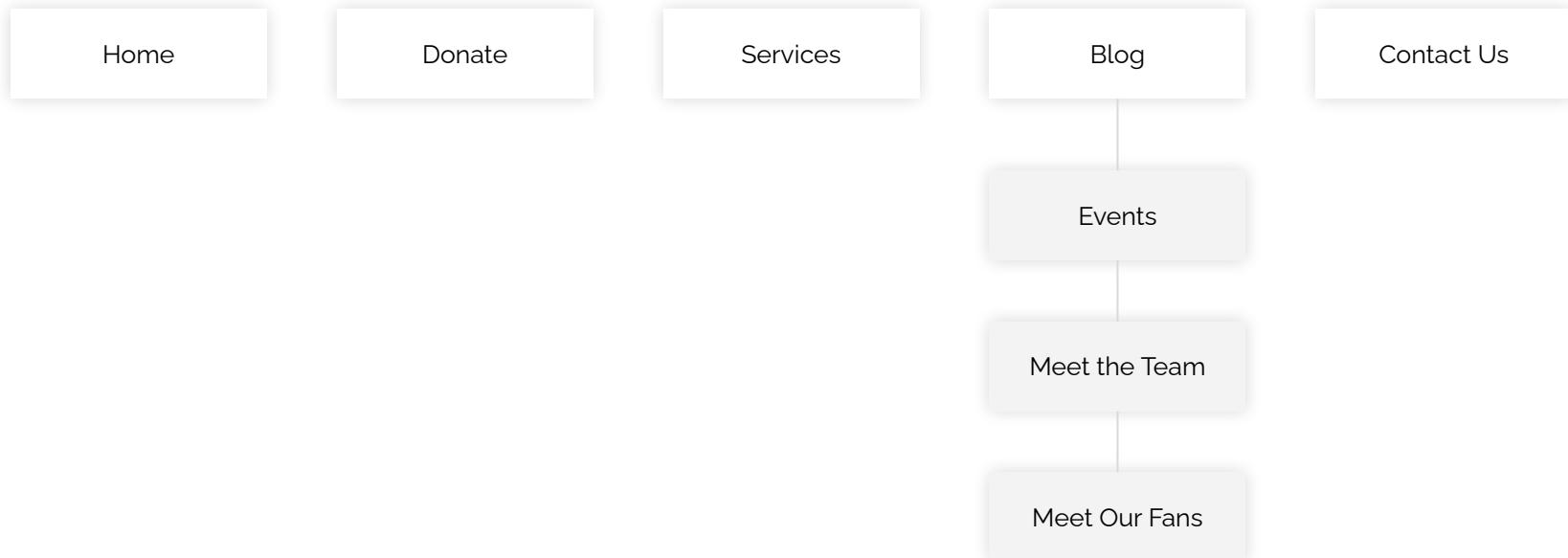
The screenshot shows a website homepage for "Riding With Hope". The header features the Yoast logo. The main content includes a banner with the text "Saving Lives & Helping Families" and three statistics: "650+ VETERANS HELPED", "400K \$ RAISED", and "800+ RIDES GIVEN". Below this is a section titled "Benefits of Riding" with a detailed description of how horseback riding benefits various medical conditions. At the bottom, there is a section titled "Our Proud Donors" featuring logos for Gabo, Crosswill, Inner, P, and Loudnick.



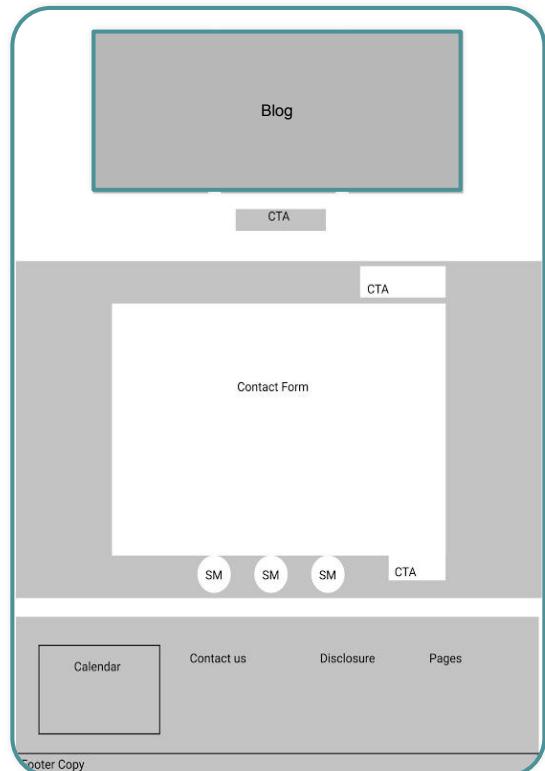
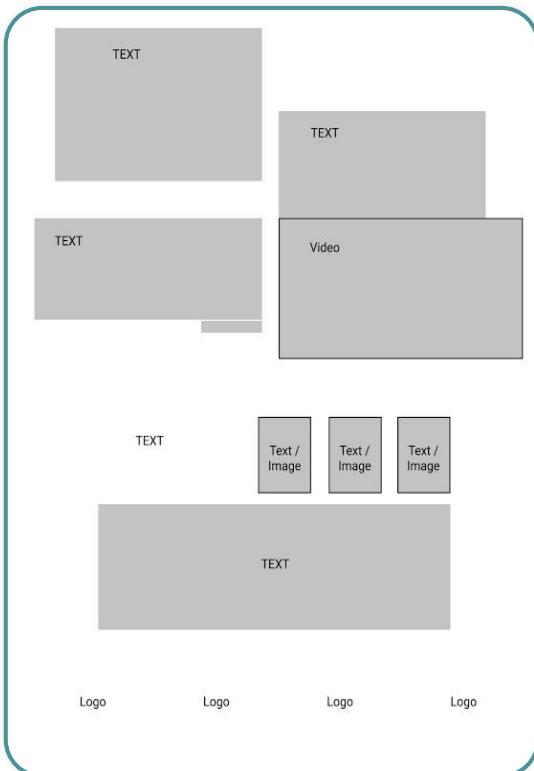
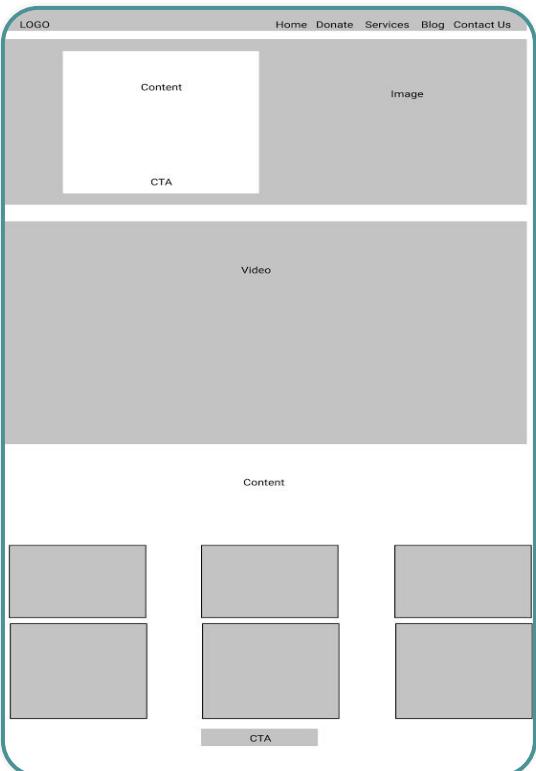
# Menu Layout

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

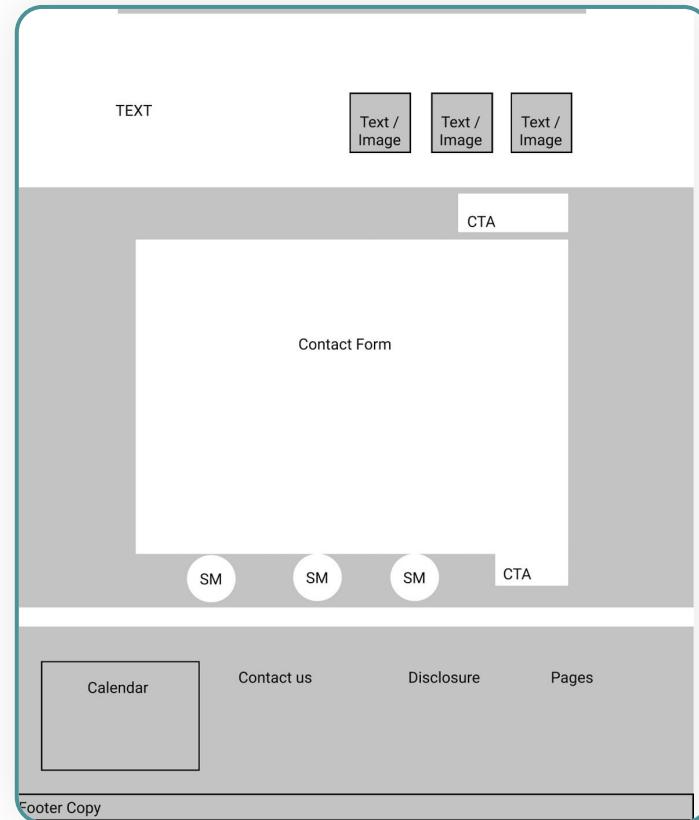
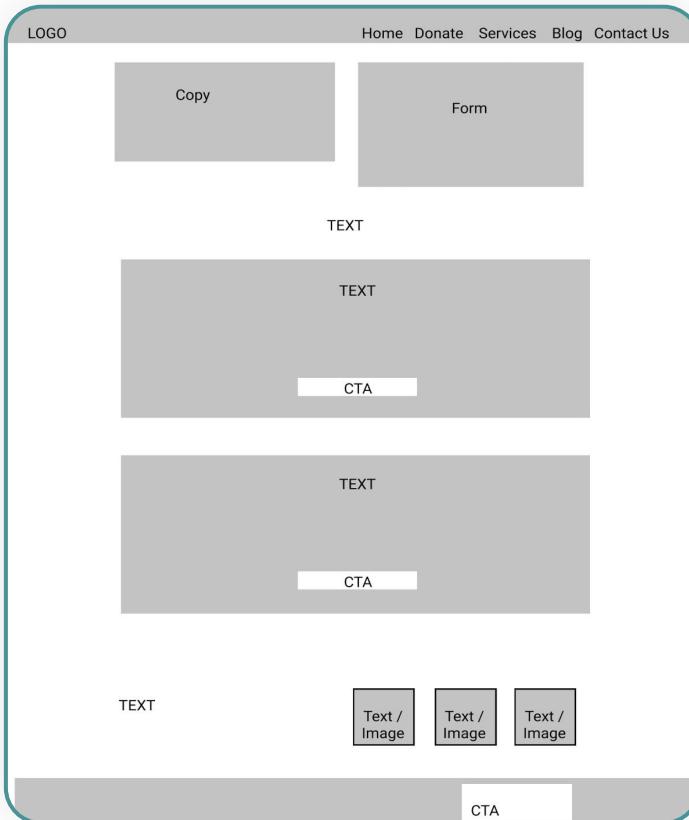
The menu was designed to **drive awareness and inform** by applying a hierarchy of information..



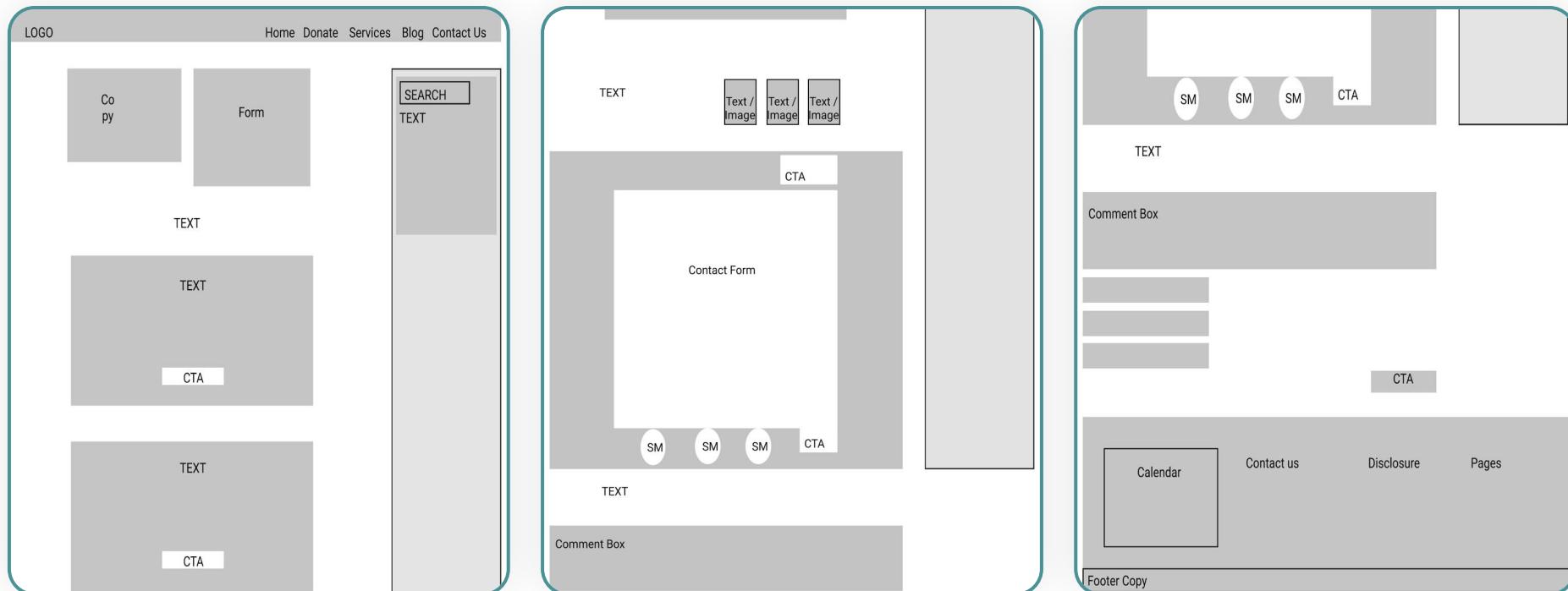
# Wireframes – Home



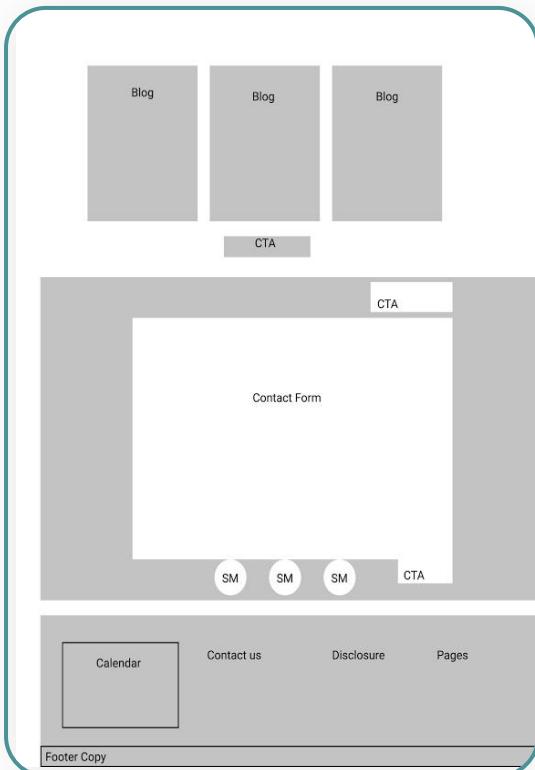
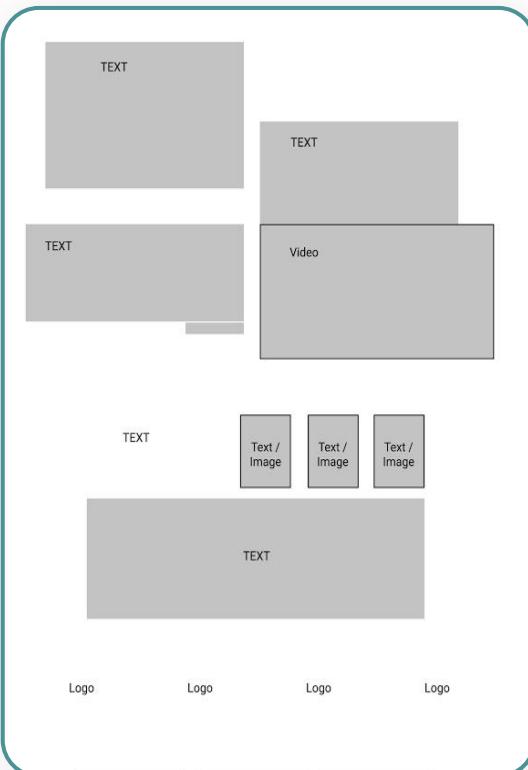
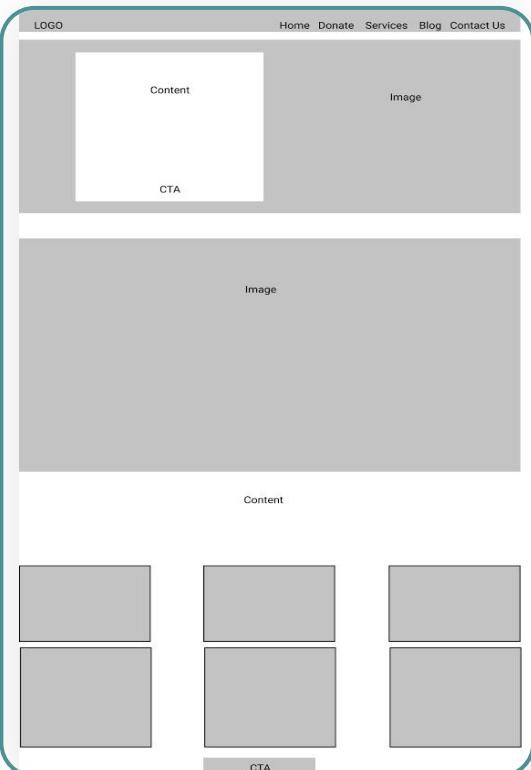
# Wireframes – Blog



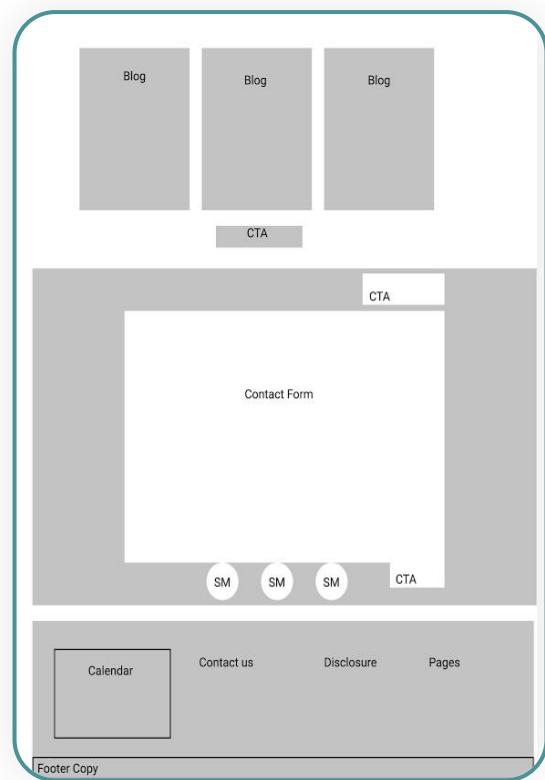
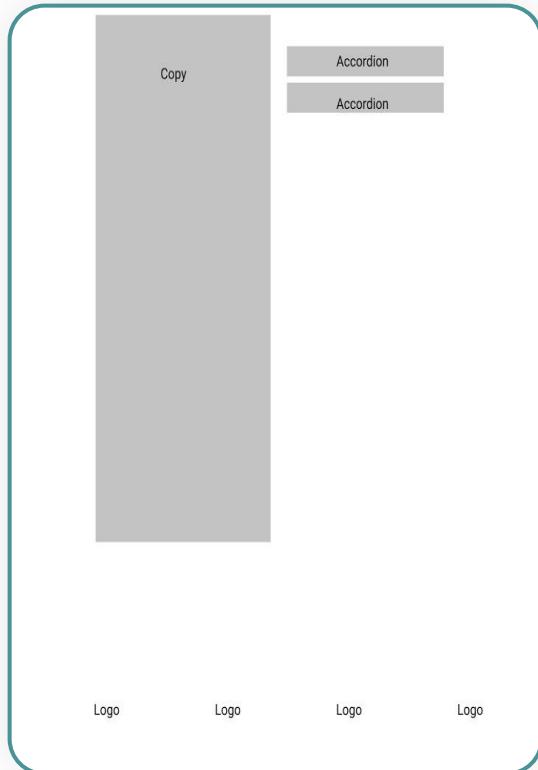
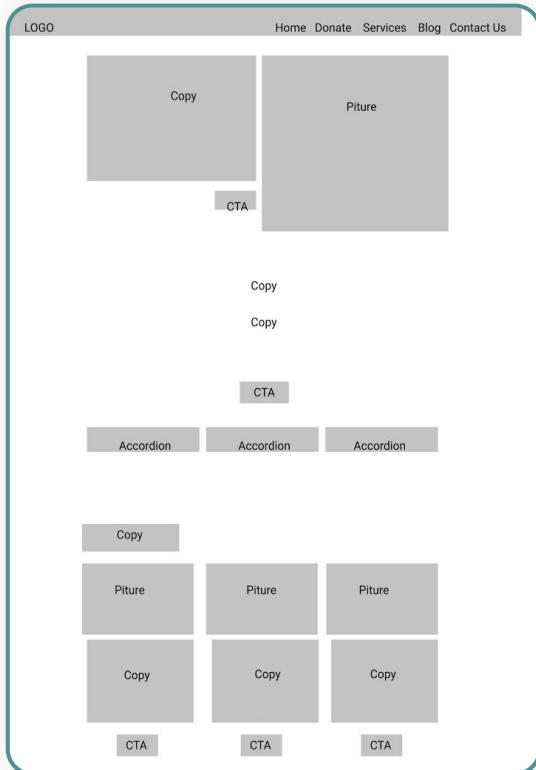
# Wireframes – Blog Post



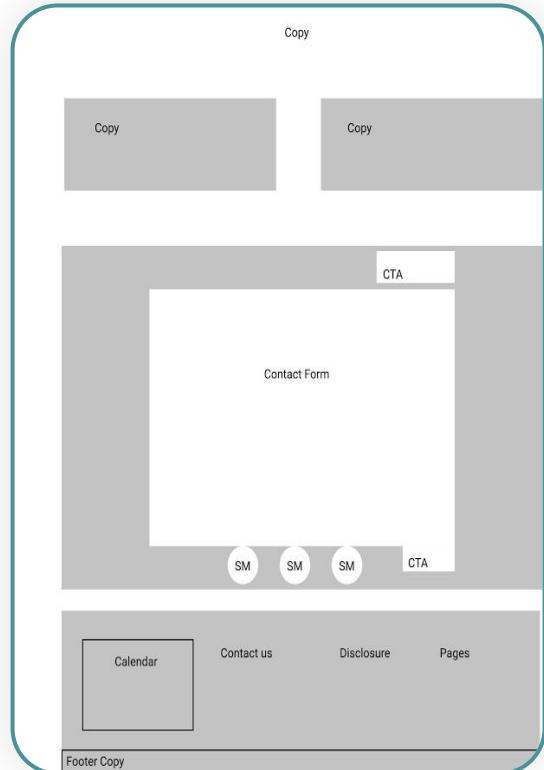
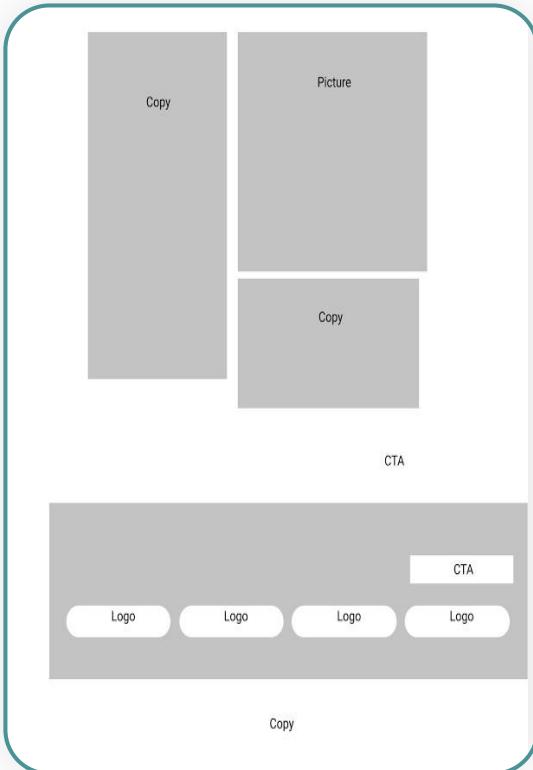
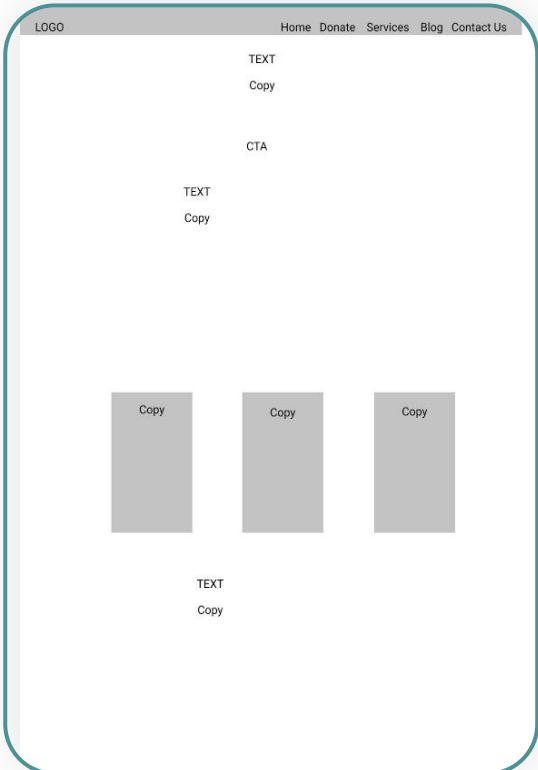
# Wireframes – Home A/B Test



# 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**

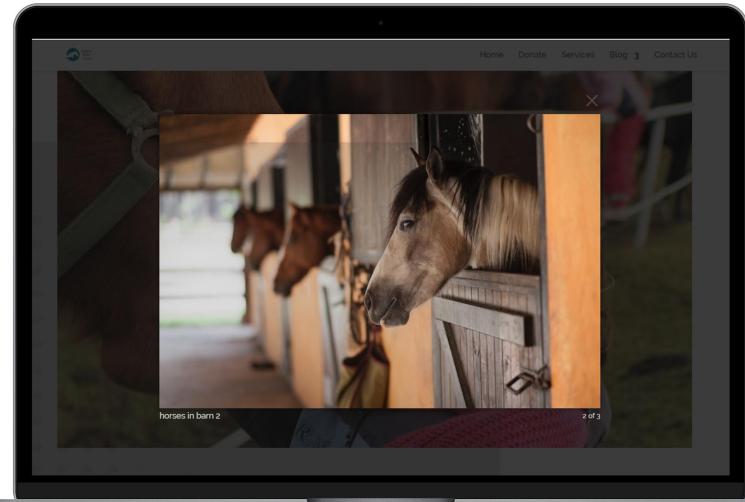
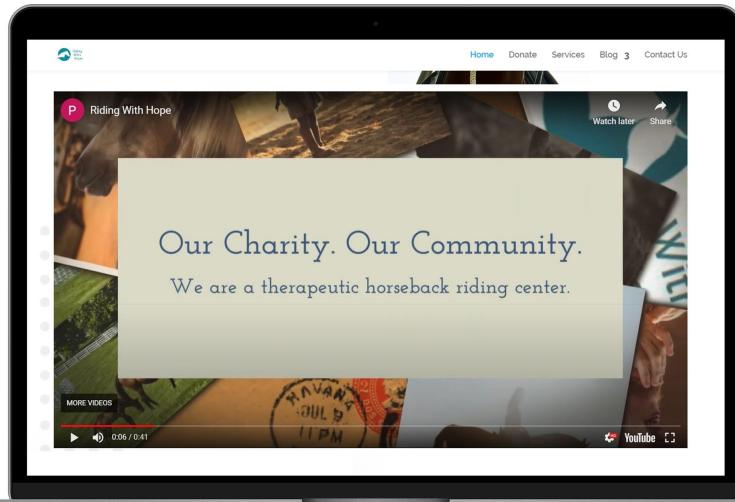


# A/B Testing + Conversion

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..

