Riding School No Longer a Dark Horse after Boost in Web Presence

After being around horses for 35 years, S.T.A.R.S. of Horsemanship owner Danya Wright set out to create her own horse riding school. Her Gilbert, Arizona company is a specialized training and riding school (S.T.A.R.S.) in which children and adults learn to ride horses. Coaching instruction is available for Special Olympic riders.

CHALLENGE

Wright’s business faces a marketing challenge unlike that of brick-and-mortar stores that line a city’s main business district. With a horse barn, she has limited exposure to walk- and drive-by traffic. With no storefront, those potential customers who do drive by don’t know it’s an actual business. “With horses, the visibility factor is really difficult. You don’t get the exposure and you really have to go where people are going to search for you,” explains Wright.

ACTION

To help potential customers find her business, Wright wanted her business address to show up on Google™ Maps. “Maps is my resource to find whatever I need locally around where I live, so I wanted my business to come up on it,” she says. While searching how to add her business to Google Maps, she ran across Google Places.

In just a few minutes, Wright created her Place Page in Google Places. She added photographs and followed the site’s step-by-step instructions to add information to her page. “It’s a really easy wizard that tells you what to do,” Wright says. “You follow the wizard to get through the whole process and ensure you have a complete listing.”

RESULTS

Since using Google Places and putting up her website, Wright’s business has grown 10 times larger over the last six months. “I'm ecstatic. It's beyond my expectations,” she says. “I really thought business would just trickle in, but it exploded.”

Online marketing is the only tactic Wright uses now because she has found it to be the most powerful way for potential clients to find her. “If I choose the best place to market my business, it’s Google,” she says. “No one uses the Yellow Pages™ anymore.”