

Get Your Website + Software Ready

Your first step was understanding where your students belong. Now we need to make sure families can understand your program from the outside and your team can run it professionally on the inside.

This step starts early on purpose. A website update or software change may take several weeks, so begin the work now and keep it moving while you complete the remaining onboarding chapters.

THE GOAL OF STEP 2

A new family should be able to find your school, understand the UDJC pathway, and know how to get started. Behind the scenes, your school should have a clear system for students, lessons, billing, horses, trainers, and communication.

YOUR WEBSITE MUST EXPLAIN THE PROGRAM

Putting a UDJC logo on the home page is not enough. If you are a Certified Riding School, the program has to be understandable to a parent who has never heard of UDJC before.

Your website should clearly show:

- Your UDJC Certified Riding School status
- Unicorn Playtime, Level B, Level E, and Level A
- That riding and horsemanship are taught together
- How students progress and that Badges are part of the pathway
- That your school hosts Badge Shows
- How the riding school pathway connects to UDJC competition
- How a new family can begin, including your trial or evaluation process
- Your existing programs too. The website should represent the complete school, not only UDJC

A SIMPLE TEST

If a parent spends five minutes on your website, can they understand what their child starts in, what comes next, and how to contact or book with you? If the answer is no, the website needs work.

Professional on the Inside Too

A strong riding school should not depend on scattered texts, notebooks, memory, and five different spreadsheets. The larger the program becomes, the more important it is to have one professional operating system.

IF YOUR CURRENT SYSTEM WORKS, KEEP IT

You do not need to change software simply because you became certified. If your current system handles the operation well, keep it. The goal is not to force every school into the same business platform. The goal is to make sure the school can actually manage the program it is building.

A useful riding school system should ideally support:

- Parents, riders, and family accounts
- Recurring lesson enrollments, schedules, and capacity
- Billing, autopay, and payment records
- Attendance, absences, makeups, and waitlists
- Trainer schedules and staff information
- Lesson horse availability, assignments, restrictions, and workload
- Trials and new student conversion
- Camps, clinics, birthday parties, and other school programs when applicable
- Communication, notes, records, and daily administration

IF YOU NEED A NEW SYSTEM

OnStride: Website + Backend

If you need the full package, UDJC recommends contacting OnStride. OnStride can build the public website and connect it to the riding school management system behind it.

- Custom website for your complete riding school
- UDJC program integrated into the public website
- Scheduling, clients, staff, horses, billing, and records
- Google Business Profile and local search setup support

Hopoti: Backend for Schools That Already Have a Website

If you are happy with your current website and mainly need an equestrian specific backend, contact Hopoti. Hopoti focuses on riding school operations and rider engagement.

- Bookings and payments
- Lessons, events, clients, horses, and staff
- Memberships, cards, records, and administration
- Rider and equestrian community features

Build the Customer Journey

Technology is only useful if it makes the riding school easier to understand and easier to run. Think through what a new family experiences from the first Google search to the first recurring lesson.

WHAT GOOD LOOKS LIKE

A parent finds your school online and immediately sees a professional operation. They understand that you are a UDJC Certified Riding School, they can see the four levels, they understand that horsemanship and progress matter, and they know exactly how to start.

Once they become a customer, routine administration should become easier, not harder. Families should know where to find schedules, payments, policies, registrations, and communication. Your office should be able to see the riders, horses, trainers, and program without hunting through several different places.

DO NOT FORGET GOOGLE

Your website is the destination, but Google is often how families find you. Make sure your Google Business Profile has the correct name, website, phone number, services, photographs, and current information. A beautiful website does not help much if local families cannot find it.

BARN SOFTWARE AND UDJC SHOW MANAGER ARE DIFFERENT

Your barn management software runs the daily riding school. UDJC Show Manager runs the official UDJC competition side.

Your barn system handles things such as lessons, billing, attendance, customers, horses, and trainers. UDJC Show Manager will later handle official UDJC event entries, results, Badges, Performance Levels, eligibility, rankings, and other competition records.

START NOW, FINISH BEFORE LAUNCH

Do not wait for a complete website rebuild or software migration before continuing to Step 3. Start the project now, assign responsibility, and set a realistic target date. The digital setup must be ready by the time the school officially launches, but the remaining onboarding work can continue in parallel.

BEFORE YOU MOVE ON

- You know whether your current website can stay or needs an update or rebuild
- You know whether your current software can stay or whether you need a new backend
- If you need help, you have decided whether OnStride or Hopoti is the better direction
- One person at the school owns the digital project
- You have a target date for the website and software to be ready

Your Step 2 Assignment

This is one of the onboarding steps that may not be finished in a day. That is fine. Your task is to make the decisions, start the work, and keep it moving while you continue through the next chapters.

WHAT TO DO NOW

GET YOUR DIGITAL RIDING SCHOOL MOVING

Complete the following before moving on:

- Review your current website. Decide what can stay and what needs to change.
- Make sure the website plan includes Certified Riding School status, Unicorn, B, E, A, horsemanship, Badges, Badge Shows, the competition pathway, and a clear way for new families to get started.
- Review your current management software and decide whether it is strong enough for the program you are building.
- If you need a complete new website and backend, contact OnStride. If you already have a website and mainly need the backend, contact Hopoti.
- Assign one person to own the website and software project.
- Set a target date for the digital setup to be ready before your official UDJC launch.

IMPORTANT: You do not have to wait for the entire website or software project to be finished before continuing. The work must be started and have a clear owner and target date.

TASK STARTED? CONTINUE TO STEP 3: BUILD YOUR RIDING PROGRAM

www.udjc.org/crs3

Step 3 will take the student placements from Step 1 and turn them into a real weekly UDJC lesson program inside your existing riding school.