

# Horse Lover's Math Gallops to New Heights

## Horse Lover's Math

*understanding math  
through horses*

- Web start-up aimed at kids who love horses and need math skills
- Presents kids with real-life pre-Algebra, geometry, and other math concepts.
- Suitable to supplement math curriculum for 4th, 5th, 6th grade classrooms, individual use, or as part of a homeschool math curriculum.
- Entered an ongoing contract with Jerry Wang of 2Bear Studio Web Design in 2014

*"He's an honourable person, and that's rare...I look forward to working with him for years to come." - Deborah Stacey*



## Background

Horse Lover's Math is a web start-up aimed at kids who love horses and need math skills. Founded by Deborah Stacey in 2013, Horse Lover's Math presents kids with real-life pre-algebra, geometry, and other math concepts. Stacey, the sole owner-operator, faced a monumental roadblock to somehow navigate.

## The Challenge

A huge void appeared when Deborah's original web developer, Matt, was diagnosed with a rare disease that took his life. She scrambled – it wasn't easy to find someone to fit his oversized shoes. Affordable, talented, generous, provider of exemplar service – Matt had been the ultimate freelance web guy for Deborah - and they'd barely begun. She'd had

plans to further develop Horse Lover's Math. For certain she wouldn't have been able to do that without a replacement who was not only affordable and skilled, but someone with whom she resonated. Deborah was clear about needing "fair rates and exceptional service", and that the very person him or herself is "equally as important".

The first team of service providers she looked at was the polar opposite of what she needed. The cost was far beyond her budget, the web developers specialized in SEO – not a focus Deborah wants just yet, and she didn't particularly resonate with the team. A few more unsuccessful leads and she had exhausted her options. Or so she thought.

### **The Solution**

Many of us have a need for it from time to time. Deborah hopped over to the 'Services' page on Craigslist. This can be hit or miss, but Deborah hit it! She found the solution to keep Horse Lover's Math moving on an upward trajectory, reaching kids who matter most to her, when she discovered 2Bear Studio.

After connecting by phone they met in person and covered a lot of ground. Jerry answered a wide range of questions and offered much information. They discussed immediate needs of and future plans for Horse Lover's Math. They started getting to know each other. By the end, they shook hands. Deborah had found her gold!

Jerry started trouble-shooting to "work out some bugs" on Horse Lovers Math. When Deborah had a question or request for a change, Jerry was always there. With each day, Deborah relaxed more and more - she knew her website was in good hands. Now, she could focus on everything else!

Six months after Deborah entered the contract with 2Bear Studio, she called Jerry to discuss setting up an online store. He went to work on it at once implementing WooCommerce integration and store customization. Although it was Christmas season, and Jerry and his wife had to care for their sick child, he had the store ready to launch within the month. The implementation wasn't without a few "bugs" along the way. Without missing a beat Deborah states "I just e-mail Jerry - and he's there!"

## The Result

Since working with 2Bear Studio, Horse Lover's Math has increased its monthly traffic by just under 90%. As a result of the work 2Bear Studio has done to enhance user experience, many people are staying a longer time at the site - significantly, many are returning users, some of whom are converting to members. The administration of the site is now running so smoothly that Deborah's time is freed up to focus on the kids (her readers); more specifically the quality of their experience - and that of their parents - on Horse Lover's Math. Her books are selling, and she feels confident that the security Jerry has implemented on the site is the best it can possibly be to protect her and her customers' privacy.

2Bear Studio has brought numerous and varied benefits to Horse Lover's Math up to now:

### Development and Design

- site customization to help with user experience
- added new shipping and payment methods on the store to improve overall user improvement

### Ongoing Support

- fixed "bugs"
- improved performance
- updated website and continue doing so as needed

### Security Enhancement

- improved overall security
- improved ability to fight spam in comments

## One Stop Technical Support

2Bear Studio provides one-stop website - related technical support to small business. Under your contract, Jerry Wang will basically become the main web developer of your website. He will examine your site inside out...on an ongoing basis. That means when you have new requests or bugs to fix, it will be easy for him to jump in without spending extra time to learn about the website. Jerry says he wants to be your IT department, but without the high costs associated with IT staff. Services provided by 2Bear Studio include:

- WordPress website security enhancement & integrity check
- Virus & malware scan. Clean up in case infected
- Comprehensive backup
- Performance tuneup
- WordPress core update, plugins & theme update

- Free WordPress consultation (reasonable amount of time)
- Web hosting / renew
- Domain hosting / registration / renew

### **A Constantly Improving Website**

2 Bear Studio has catapulted Horse Lover's Math to new heights of performance over the past several months. Deborah attributes the ongoing improvement of Horse Lover's Math to Jerry's keen eye, constant ideas and creative ways in which he makes things run a little smoother. She sums up the value of 2 Bear Studio by simply stating that without Jerry she wouldn't have a store. "He's an honourable person, and that's rare...I look forward to working with him for years to come."

## **Contact Information**

To learn more about how 2Bear Studio can help your business to succeed, come on over to see us at [www.2bearstudio.com](http://www.2bearstudio.com) . Or contact us at:

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