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## WES shows in Scotland

Posted by chestnutmare - 2007/07/06 23:42

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Am I just not finding the ads or does there seem to be a lack of advertising up in Scotland? The WES summer show is on next weekend - July 15th at the new Oatridge equestrian centre near Edinburgh but its not been added to the events or advertised elsewhere. I've added a quick note just to let people know about it. Western riding is getting more popular but some people are put off when they don't know who else is doing it/where they can compete etc etc so why are those in the know not passing on the word of mouth when the main events are organised?? Maybe I'm just missing it - but then if I'm not seeing it who else is missing it?? Does that make sense? the same thing happened with the Spring show!

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## Re: WES shows in Scotland

Posted by CatG - 2007/07/07 00:09

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Hi Chestnutmare - have you contacted your wes area rep to see why it's not been advertised?

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## Re: WES shows in Scotland

Posted by chestnutmare - 2007/07/07 00:17

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No but I will be mentioning it to the organisers at the show.

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## Re: WES shows in Scotland

Posted by CQH - 2007/07/07 06:47

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Why are you not finding the ads ? it is on many web sites for example Western Riding Scotland, WES, British Reining and Riona Quarter Horses, Kayreen Jones and her team work very hard to let everybody know whats going on ! entry forms can also be downloaded from Western Riding Scotland, hope this helps you.

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## Re: WES shows in Scotland

Posted by chestnutmare - 2007/07/16 12:14

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I appreciate your comments and from your reply I'm getting the feeling I may have offended some. That was not my intention at all. If you do a google search for western riding in Scotland it is page 3 before the sundance website comes up then page 4 before the western shop shows. The show had not been posted on the western shop or western scene so it would prove very difficult for someone new to the sport to find this information. The other web site western riding scotland didnt show in the first 18 pages & I gave up looking after that. WES didn't show up either. I've read the forum on the two separate web sites with similar names. I think the more publicity the better. What would be beneficial would be to get some web site optimisation going so the sites are coming up in the top 5. Although I've had quarter horses for 25 years I'm fairly new to western riding but would like to get involved more. It would be great if we could generate more interest and in doing so have more shows and clinics up here ;)

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## Re: WES shows in Scotland

Posted by CatG - 2007/07/17 00:25

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I think the problem is that website optimisation costs a lot of money - or a lot of knowledge from people who are building these websites for free. You have to know what you are doing to come up in the top three pages of google etc. Most of the websites are built by people who are trying to promote the sport but are not necessarily webdesigners. You have to get the website search-engine friendly, with the right meta tags, keywords and content to stand a chance with the search engines. There are companies out there who charge a fortune to do all that because that is their field of expertise.

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However, the more you link to the bigger sites, the more chance you have of being seen. It is a minefield and I have spent the last 8 years learning about it. Not helped by the fact that we are in direct competition with the singer, David Gray and he gets much more special treatment than David Gray the western trainer.... :-

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## Re: WES shows in Scotland

Posted by CQH - 2007/07/17 07:00

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Try <http://www.freewebs.com/westernridinginscotland/index.htm>, this is the website of Kayreen Jones it tells you every thing that is going on in Scotland, CatG's post say's it all these are people who are trying very hard to promote the sport but it will take time to get it all right.

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## Re: WES shows in Scotland

Posted by Don Quixote - 2007/07/17 15:23

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Hi

As regards sites being found on the web yes it is a minefield and can cost quite a bit if you choose to pay for an SEO specialist. A decent web designer will create an optimised site from the start, or at least as well optimized as it can be. There are many ways to improve things not all of which cost.

It would also help if any sites created looked as good as they should (good example is this one, a good one that is) There are a few which have been created using free website generation tools that come with free hosting packages etc . These sites will never feature in google prominently enough to work as far as finding new converts to Western riding. They are generally found by people who already know the url anyway.

It seems it is a bit of chicken and egg here in the UK and Scotland in particular. We dont have the numbers so dont have the budget to spend on quality well constructed sites but we need such sites to drive things forward. Story of western riding in general though it seems. Not enough trainers or western trained horses to for newcomers to give it a try not enough shows for people who do try etc etc.

A simple tactic to drive people to website and events would be to utilise gumtree.com. If you create a gumtree posting with carefully thought out keywords in the title you can pretty much get your event into the first page of google if not in the top three!!!. This is especially the case for area specific listings and niche subjects.

Getting things posted on other equestrian related sites would also help as well as the traditional methods of advertising ie local tack shops ,vets ,etc etc.

If anyone would like help to promote their event in terms of google (and its free!!) feel free to pm me.

Incidentally chestnut-mare is my other half and she felt she had to say something after seeing all the effort put into such shows and such relatively poor attendences. John from our yard puts in plenty of effort in helping out as do all those that organise these things is just seems a shame to go to all that effort for around 13 people to compete .

Neither myself or my partner are what i would call competitve but it would be nice to have some regular localish events to go to, and that cant happen until enough interest is generated .

Meant to ask did anything develope in regards to adding some fun type classes to encourage the youth to get involved ie barrel racing?

One last thing CQH it was not possible to download the entry forms I tried !

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## Re: WES shows in Scotland

Posted by Coalburns - 2007/07/17 20:32

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Now I'm confused, in fact that confused I've had to join in, something I don't normally do.

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I don't know a great deal about what I'm doing with computers etc but have worked out, CQH is right, click on the web address given and then click on Show Schedules, scroll down and 'hey presto' there are the schedules.

Kayreen does a brilliant job in Scotland with shows and clinics well advertised, you just have to go to the links page on this website and there are plenty places to look!

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### Re: WES shows in Scotland

Posted by CatG - 2007/07/17 22:49

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I'm off to look at gumtree.com - haven't come across that one before.....I will report back. :D

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### Re: WES shows in Scotland

Posted by chestnutmare - 2007/07/17 23:13

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Hi Coalburns. Yes it is a bit confusing but you've kind of hit the nail on the head. You can find things through the links on this site but first you have to find this site. Like I said its about page 4 on google before you find it then if you look on the events page the event is missing. The next show in Scotland is in September and it isn't listed. I do believe as I've said before that the reps up here do a grand job but with a little more support the sport could be promoted to a wider audience.

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### Re: WES shows in Scotland

Posted by Don Quixote - 2007/07/18 00:17

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Im off to bed ....was going to post but thought better of it! ::) instead a quote

"Have patience with everything that remains unsolved in your heart. Try to love the questions themselves, like locked rooms and like books written in a foreign language. Do not now look for the answers. They cannot now be given to you because you could not live them. It is a question of experiencing everything. At present you need to live the question. Perhaps you will gradually, without even noticing it, find yourself experiencing the answer, some distant day".

Letters to a Young Poet

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