

## Successful Horse

Welcome to Successful Horse, a website designed to be a resource for it's visitors through informational and engaging articles. This site offers a blog under the title "Trainer's Corner" providing regular articles on training and the ability for visitors to make their own comments on these articles therefore adding to the site's content. Spam protection is employed through security images where visitors must correctly type the characters they see on the screen.

An event calendar keeps interested parties up to date on clinics and other activities while a regular newsletter is composed right from the site's backend administration interface. Visitors may subscribe or unsubscribe themselves from this list automatically and existing website content can easily be added to a newsletter publication.

This site includes the ability to show customised web forms to the visitor and is currently using this feature to provide a satisfaction survey. The results of this survey can be emailed or saved to a csv file for use in a spreadsheet.

Also provided is a simple online store allowing visitors to collect items into a shopping cart and pay for their purchase all at one time. In this case, a payment processor was already available and we integrated the website into this existing functionality. Paypal is another excellent option for small quantities of online sales.