



Top tips to improve your membership landing page conversion

Using these simple techniques you can ensure your membership offering is simply explained and overcomes some of the key barriers to conversion. These same techniques have contributed to a 30% uplift in membership sign ups for a recent client project.

Use impactful imagery

Adding a powerful image will strengthen your message. Try not to use stock imagery. Aim for a powerful, real image. If using a person, try to choose one making eye contact with the viewer.

Design tips

Optimise the image file size to ensure loading times are as small as they can be

Guide the users attention with design techniques

The use of white space around an area of importance will allow the eye to focus on it.

Design tips

Icons like 'Checks' can help communicate what's included or highlight a valuable benefit within a list.

Use Social proof

The feeling of belonging to a community is a central theme for many membership organisations. That's why endorsements and testimonials from your existing members are important tools to help build trust.

- Use real imagery and quotes of current members.
- To add impact to a logo grid of your organisational membership, combine it with the human element of a member testimonial.
- Consider any well known members or specialists to be featured on your join page
- Consider embedding Trustpilot into your page if you'd like to showcase your positive ratings

Design tips

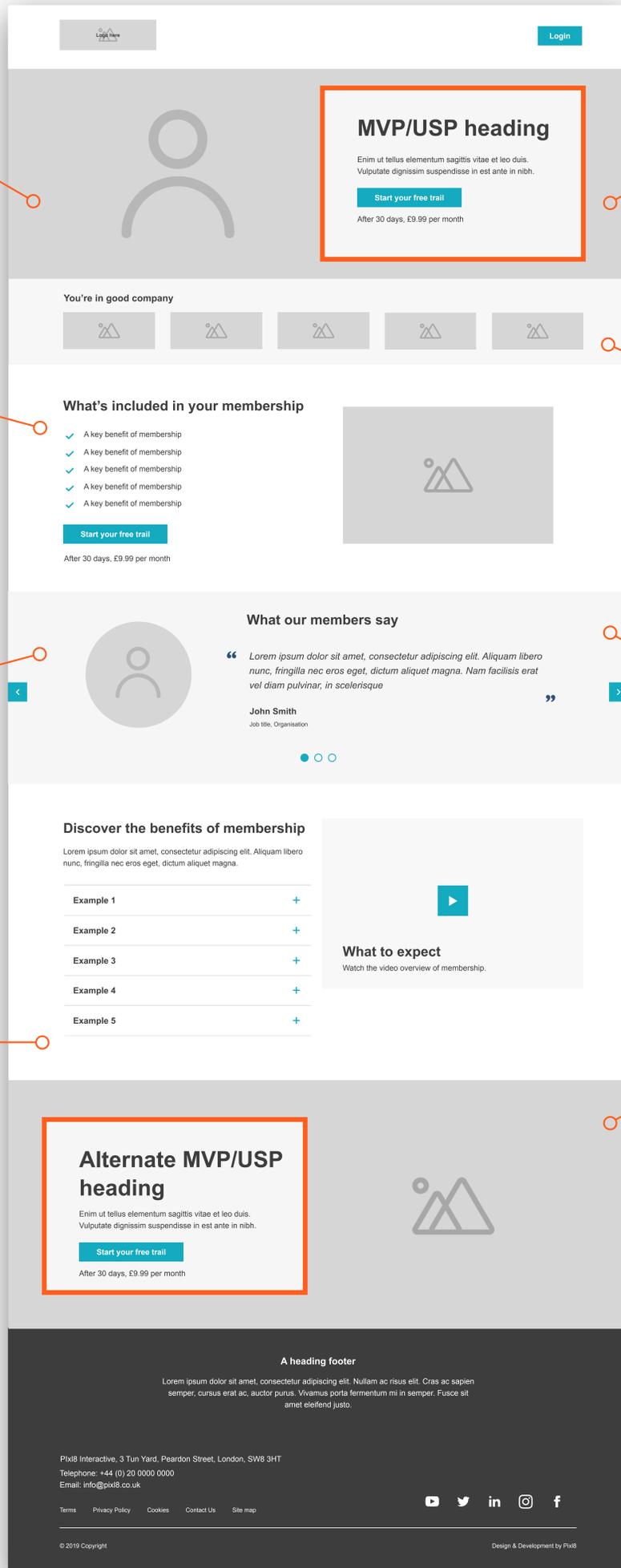
Use expandable panels to allow users to delve into more detail as needed, whilst keeping your page tidy

Help them understand

Whilst membership benefits and services are often complex and numerous, it's best to simplify things on your join page. It's important to provide prospective members with the information they need to make their decision, but not too much to distract them from it. To make sure your messaging is clear and concise, we suggest to focus on the top 3-5 benefits.

Design tips

Provide transparency around pricing and commitment, so users don't leave the page to look for this information



MVP/USP heading

Enim ut tellus elementum sagittis vitae et leo duis. Vulputate dignissim suspendisse in est ante in nibh.

Start your free trail

After 30 days, £9.99 per month

Hero your Member Value Proposition

When new users visit the page, the benefits of your membership should be clear straight away. Use the most prominent area of the page to explain just that: your Member Value Proposition (MVP).

Design tips

Supporting the headline with a short paragraph that details what you offer, who you're offering it to, and why it's valuable. Finishing with an eye catching Call to Action (CTA)

Build trust

On your join page, you want to provide prospective members with a point of confidence that encourages them to join your organisation. If you are running a corporate membership scheme, a grid of customer logos can be a good way to build trust.

Design tips

Short, choice statements can have more impact than long wordy testimonials

One page, one purpose

Try to limit yourself to promoting one purpose on a given page to give it as much impact as possible. Complicated syntax or mixing key messages can dilute your MVP and distract readers. Avoid competing call to actions like "sign up for our newsletters", or "connect on social media".

Design tips

Video testimonials can be more powerful than written ones. Why not plan ahead and record at conferences or events throughout the year?

Driving home your message through repetition

Your CTA should always be visible on screen - don't shy away from repeating it. Emphasising it at different parts of the page is good practice, as it increases the chances of your users converting. Try to top and tail the page with your CTA as a very least, but we also encourage you to experiment with variations of your MVP messaging to see what works best.

Design tips

Consider using a persistent CTA that sticks to the screen on mobile, or follows you down the page on desktop.

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Website: www.pixl8.co.uk
 Email: info@pixl8.co.uk
 Phone: +44 0207 7204545
 Twitter: @pixl8group