



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.



Design tips

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

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

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

Guide the users attention with design techniques

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

Design tips

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

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

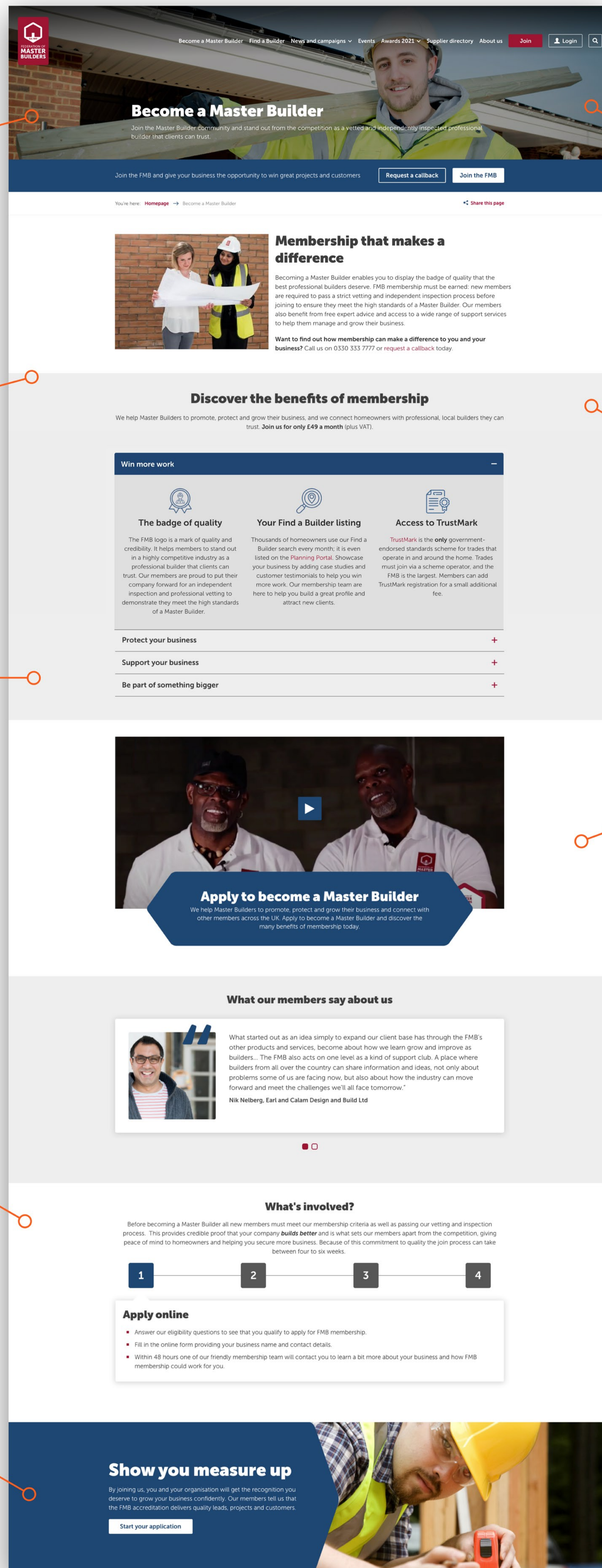
Use expandable panels to allow users to delve into more detail as needed, whilst keeping your page tidy

Providing clarity on the process

Using tabs or interactive steps like this can help breakdown what the next steps are and sets clear expectations on the application journey for a potential member

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.



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

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

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

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

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

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

Rapid results:

Since launch in November 2020

30% more visitors to this page

60% faster site speed



Your digital ambitions delivered. And then some.

Take the next step of your digital transformation journey and get in touch with us so we consider your best options with you and your team.

Want to hear more?

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