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Client Satisfaction through our Quality Team Work

Attract and Retain Members on Your Membership Site

You may be a person who wants to be successful by having a handsome and attractive amount of profit generating, your own membership website or you could be the person who already have built a membership based web site and now looking for the tips and tricks which clues you that how can you attract and retain the valuable members to multiply the outcome of your profits to retain the site itself into existence. I hope that you already know that how to select the niche market and then how can be build the structure of your website, what are the tools and contents and etc. So with which ever kind you belong I am now going to tell you the considerable points which I have learnt through experiences that what steps must be taken being membership site business man and those tips which must be under your considerations always.

1. You must have a specific niche whose demand and need has been realistically analyzed and examined.
2. Your site must have been designed and implemented properly and its interface will user friendly and attractive. Nothing confusing and annoying will be visible to the visitors.
3. Membership site must have been tested for the response time and traffic load so that any stress and conjunction could not annoy the users.
4. Free and paid content both will be separated sophisticatedly so that free content itself can attract the visitors and then user can evaluate the paid content and move towards signups.
5. Availability of updated content and content generation and collection sources are the main aspects which generate revenue for you, so you must value it too.
6. Keep your existing members in touch and gain their friendship level by contacting them continuously and listening their views and desires.
7. Price your products and memberships wisely and honestly by taking care of the market and for becoming the maximum benefactor of your member's money.
8. Give member what they want and facilitate them with new options and tools and some free / gift packages.
9. Reward top contributors and oldest members and give them honor.
10. Be clear, fair and straight forward with your clients and let them feel that they are valuable part of your membership based community.
11. New members should be involved for the participations at personal level, it is the best way to gain their trust and make them happy.
12. Have a look on the competitors that what they are providing and how they are dealing, and then go a mile extra than them.
13. Arrange some events and physically or virtually and get your members involvement.
14. There must be help, support or contact option for your members so that they can seek for their queries and desires.
15. Use of affiliate marketing can benefit you and as well as your members too and it also improves your membership site's visibility.
16. Dedicate some resources for the search engine optimization (SEO) so that your search engine ranking can be increased and you become more visible to attract more members.
17. Always surprise your customers through new changes, updates, layouts, strategies and a lot more ways.



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18. Take feedback of your members and make strategies according to the desires of most.
19. Offer discounts to your existing members to retain them.
20. Money is not always the consideration point rather customers / members are more valuable which pays you so keep them happy.
21. Provide samples of your products / content to attract the people to buy.
22. Always be specific and never vaguely describe the things on your membership site.
23. Keep user updated whenever your membership site achieve some mile stones or hit some measureable pull off.