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Membership Sites and Software Applications

If you are going to read this article it shows that you have an interest in membership sites and you also need to know the impact, usability and availability of such software applications which can help you to create maintain and run your membership web site(s). Let's take a look on the following two sections where we are going to explore both topics to some extent.

Overview of Membership Sites:

You may be aware that what a membership web site do but for some further clearer point of view we have described it below:

A web site which offers the people to become its member to get some benefits through their participation (active or passive) being a sort of a specific community member is called membership site. A member could be offered certain bunch of functionalities, benefits, products, articles, reading materials (Paper or paperless), products, purchase discounts, games, software, music, videos, other downloads and etc.

A membership site could also offer their services free of cost but most of the memberships have some charges and there could be different packages to attract the customers for couple of time spans. Mostly the longer time period membership is charged with less amount of money in comparison with the short time membership plan. The members pay that particular amount as membership charges once, monthly or yearly basis to have access to the membership benefits. A unique username and some password is issued to the user to access their online account area on that particular website.

Huh! There is lot more to say but I don't want to bore you, and as the scope of article also limiting us to move towards the next section which is going to tell you about the software applications usage in such membership web sites.

Overview of Software Applications:

If you are an IT personal then you will definitely have idea about the software applications role in creating, maintaining and executing the day to day tasks of some membership based websites through some software application but I believe that following information is going to benefit the IT personals as well as the non IT personals.

If you are managing your membership based web site through some software application then it can add following benefits and eases to you;

1. It allows you to manage the membership pages and the content to display or hide.
2. It provides you control of the accessibility and maintainability.
3. It helps you to control the delivery of your product or content to the members.



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4. You can manage the products, contents and their availability to specific members for certain time durations.
5. You can manage the online payment options by letting the member move to some payment site and then getting back to their particular membership area.
6. You can manage the rights and permissions for the users on different areas of your website.
7. You can automate different processes and actions which you need to perform on regular basis.
8. Different themes and colors can be applied just through one control point.
9. Different menus and options can be assigned and removed to and from the user's area.
10. Number of concurrent members and the usage history and trends can be measured to further optimize the business plans and policies.
11. Membership periods start and expiration can be controlled and monitored through such applications.

Here we have seen, what a membership site concept is and also explored that how the usage of some software application can benefit and what functionalities a software application can normally offer in terms of the administration point of view. There are a lot of software applications available in the market which are providing above mentioned and many more facilities to their users which own the membership sites. Many solutions on different cost levels are available in the market and some free of cost solutions are also there.

We have explored some available and renowned software applications which are used to manage membership site in our article "Software Application for Membership Sites".