



Designing pages that deliver results

Getting the most out of
ReadyMembership

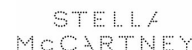




Creative Director

Luke Holderness

Luke has extensive experience in building teams to create and design better websites, resulting in products that have a positive impact for both the organisations and their users. Luke is a champion of user experience, personalisation and simpler business processes with 18 years experience in the membership sector.



The Bar Council
Integrity. Excellence. Justice.



What we'll cover

High Value Pages

Tips to create your
own

Key components

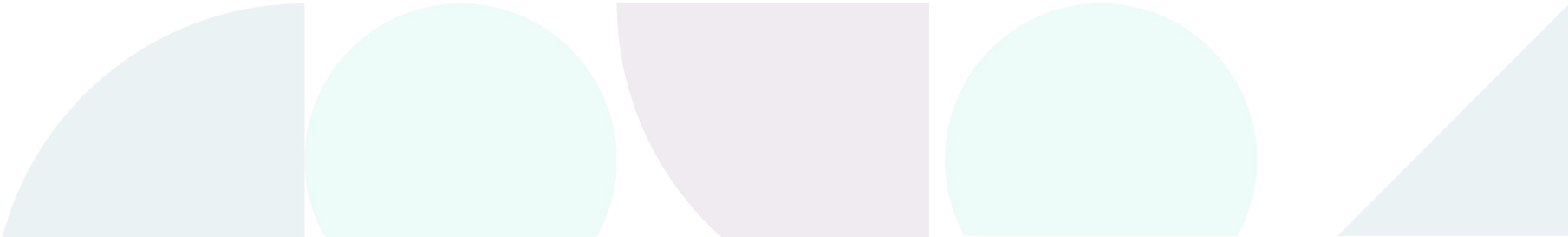
Inspiration



High Value Pages



Knowing your high value pages

- What is a high value page?
 - How to identify your high value pages?
 - Why are they important?
- 



Key Components of Successful Pages

Building blocks for pages that convert

Clear value proposition

Effective headings

One page, one purpose

Social proof

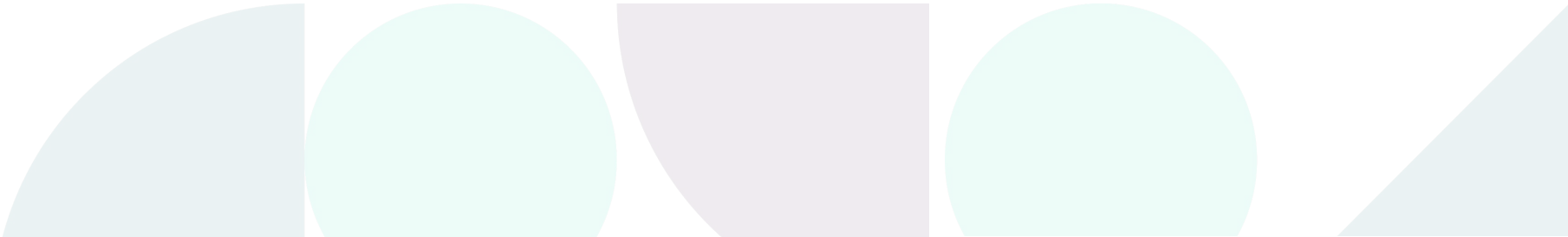
Use of repetition

Design techniques



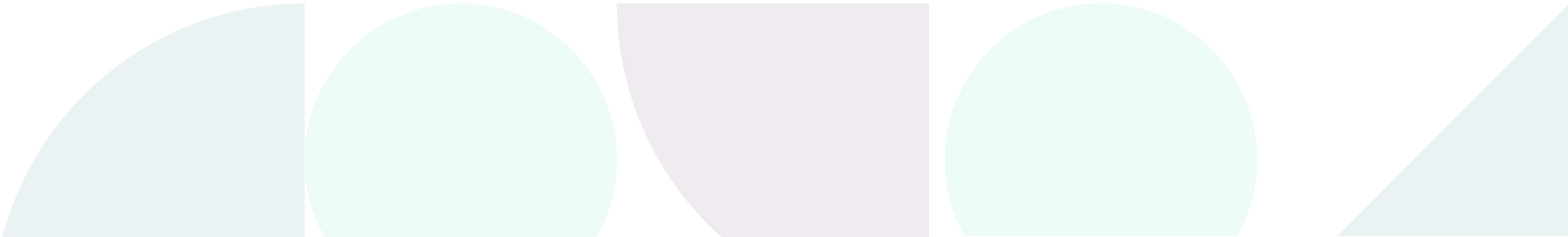
Defining your value proposition

Use the most prominent area of the page to explain just that: your Member Value Proposition (MVP). To make sure your MVP is as persuasive as it can be, consider:

- Using a compelling headline that describes your Unique Selling Proposition
 - Supporting the headline with a short paragraph that details what you offer, who you're offering it to, and why it's valuable
 - Adding a powerful image that strengthens your message
 - Finishing with an eye catching Call to Action (CTA)
- 




Effective Headings

- Heading 1 optimal character length 20-70
 - Only one H1 per page, use full range of headings in order. Shouldn't need to go beyond H4 unless very long/technical content
 - Employ Strong Verbs, Verbs bring action to any sentence or phrase.
 - Bonus Accessibility and SEO benefits
- 

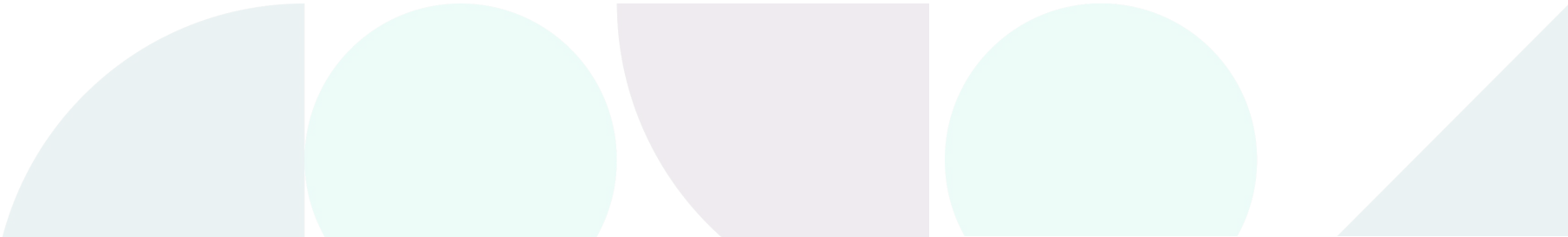


One page, one purpose

- Try to limit yourself to promoting one purpose on a given page
 - Mixing key messages can dilute your MVP and distract readers
 - Avoid common distractions
- 

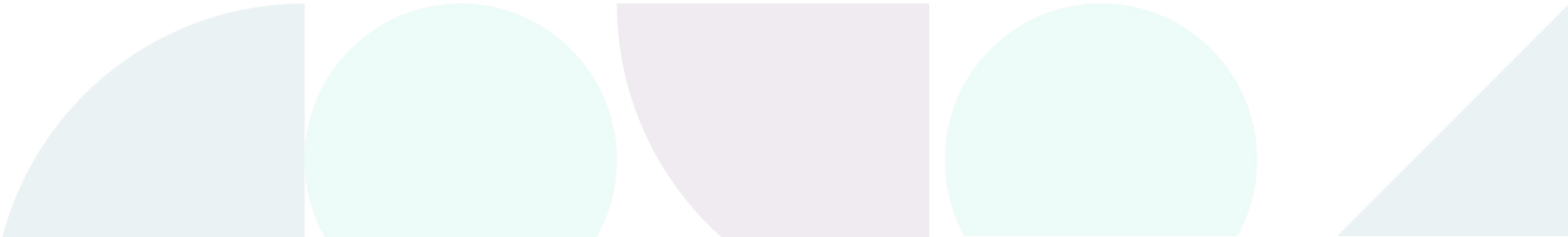


Social proof

- Customer grids
 - Testimonials
 - Trustpilot Score
 - Video interviews
- 



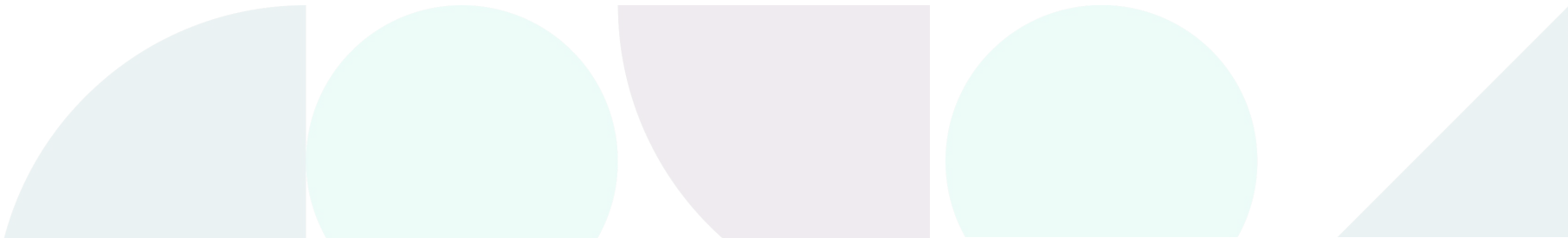
Drive home your message through repetition

- Use repetition
 - Don't be shy to repeat your CTA, it should always be visible on screen
 - Top and tail the page with your CTA at the very least
 - Experiment with variations of your MVP messaging to see what works best.
 - Use repetition
- 



Design techniques

- Use encapsulation to draw your users' attention to the most important areas of your page
- Use colour and contrasts to give your CTA standout
- Guide your users' attention towards a focal point - your key message or CTA - by using direction cues
- The use of white space around an area of importance will allow the eye to focus on it.





Get inspiration

Xero

Accounting software SAAS model.

[View example](#)

Accounting software for managing cash flow

Feel in control with Xero's powerful cash flow predictions and custom-built real-time analysis of business performance.

[Try Xero free](#) | [Contact us](#)



Manage your cash flow

Gain full visibility into your cash flow, predict future trends and manage your business more effectively.

Get paid faster

Reduce your accounts receivable and improve your cash flow by offering your customers early payment discounts.

Protect the future

Use your Xero data to create a cash flow forecast, identify potential risks and plan for the future.

Join over 3.7 million subscribers

Features

Cloud-based accounting software

Real-time financial reporting

Bank reconciliation

Multi-currency support

Mobile access

Integration with other business systems

24/7 customer support

Secure data storage

Regular software updates

Compliance with industry standards

Customizable user interface

Advanced security features

Scalable pricing options

Integrations

Bank of America

Chase

Wells Fargo

Marathon

Bank of Montreal

TD Bank

Capital One

Citigroup

Bank of the West

Bank of Hawaii

Bank of Alaska

Bank of California

Bank of Oregon

Partners

Microsoft

Oracle

SAP

NetScout

Blackboard

Canvas LMS

FutureLearn

FutureLearn

FutureLearn

FutureLearn

FutureLearn

FutureLearn

FutureLearn

Support

24/7 customer support

Live chat support

Video tutorials

Webinars

FAQs

Knowledge base

Community forums

Partnerships

Referrals

Affiliates

Partnerships

Referrals

Affiliates

Security

256-bit encryption

Secure data storage

Regular security audits

Compliance with industry standards

Advanced security features

Secure data storage

Regular security audits

Compliance with industry standards

Advanced security features

Secure data storage

Regular security audits

Compliance with industry standards

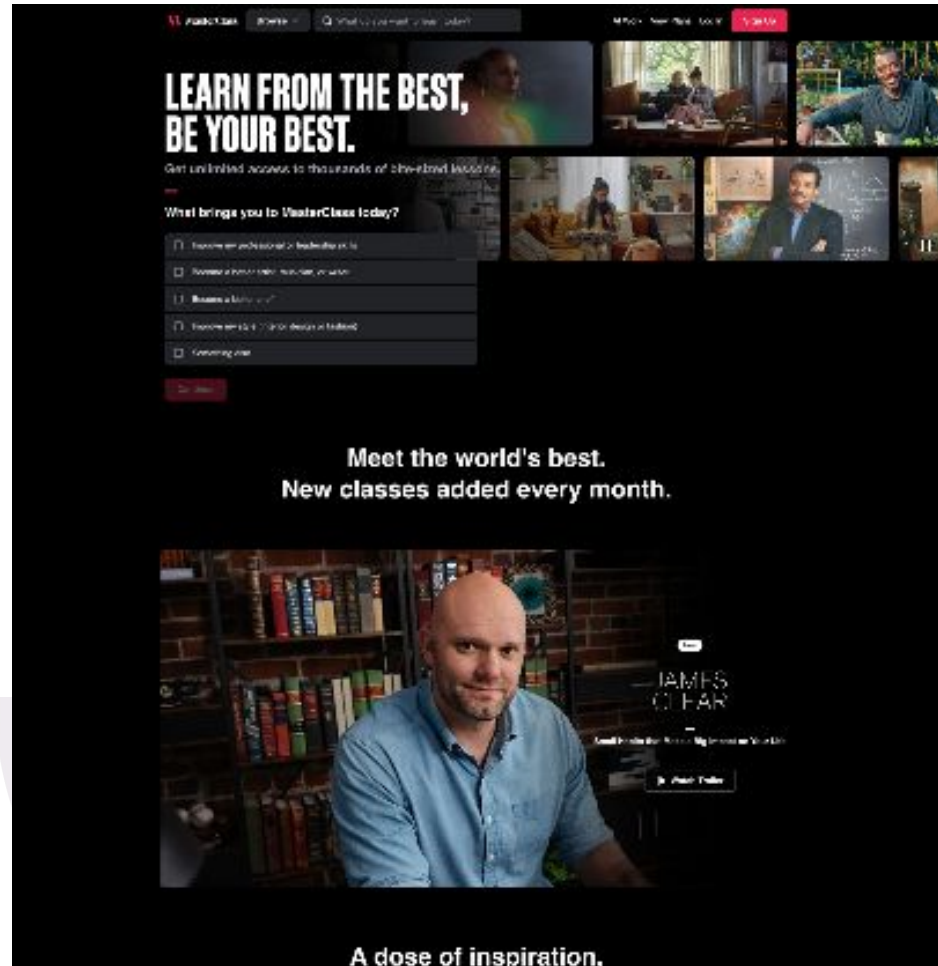
Advanced security features

Automate everyday business tasks

Masterclass

Online lessons and classes from very well know instructors.

[View example](#)

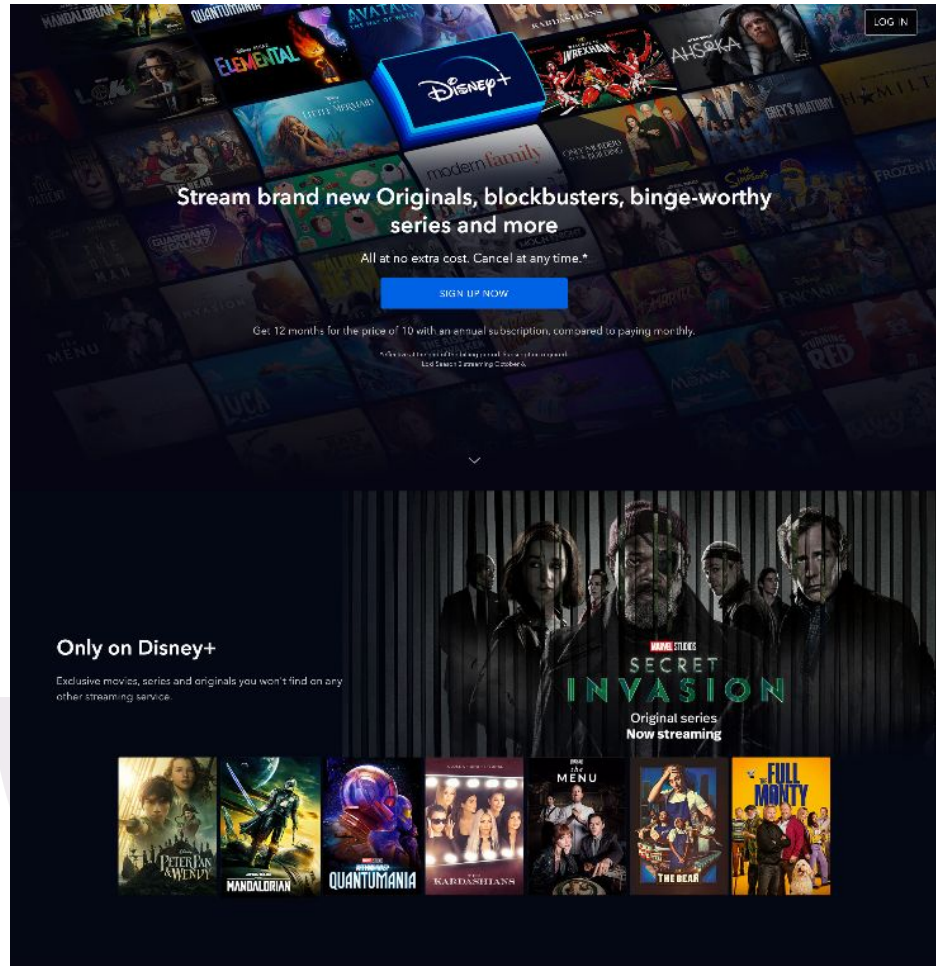


The image shows a screenshot of the MasterClass website. At the top, there is a navigation bar with the MasterClass logo, a search bar, and a sign-in button. Below the navigation bar, the main headline reads "LEARN FROM THE BEST, BE YOUR BEST." followed by the sub-headline "Get unlimited access to thousands of live-and-recorded lessons." A section titled "What brings you to MasterClass today?" contains a list of checkboxes for various reasons: "I'm an entrepreneur or business owner", "I want to learn a new skill or hobby", "I want to learn a new language", "I want to learn a new profession or career", and "I'm looking for a new hobby". Below this, there is a section titled "Meet the world's best. New classes added every month." featuring a video thumbnail of James Clear, author of "Atomic Habits". The video thumbnail includes the text "JAMES CLEAR" and "Small Habits Big Results: My Secret to Success". At the bottom of the page, the text "A dose of inspiration." is visible.

DisneyPlus

Online entertainment and streaming service

[View example](#)



Stream brand new Originals, blockbusters, binge-worthy series and more

All at no extra cost. Cancel at any time.*

SIGN UP NOW

Get 12 months for the price of 10 with an annual subscription, compared to paying monthly.

Only on Disney+

Exclusive movies, series and originals you won't find on any other streaming service.

SECRET INVASION
Original series
Now streaming

PETER PAN & WENDY
MANDALORIAN
QUANTUMANIA
KARDASHIANS
THE MENTOR
THE BEAR
FULL MONTY

SkillShare

Online learning from creative experts

[View example](#)

SKILL
SHARE

Team Plans

Get One Free Month of Skillshare

Explore thousands of hands-on creative classes with one inspiring membership.

Start learning now

Continue with Facebook

Continue with Google

Continue with Apple

or

First name

Last name

Email address

Sign Up

By clicking on sign up, I agree to Skillshare's Terms of Use and Privacy Policy. I understand that my account creation is subject to Skillshare's review and I agree to provide my personal information and to accept Skillshare's Terms of Use and Privacy Policy.



Learn from Creative Experts

Skillshare classes are taught by industry leaders excited to share their tools, techniques, and professional journeys with you.



1h 15m

YouTube Success:
Script, Shoot, & Edit



1h 15m

Music Fundamentals:
Explore & Create Your



1h 12m

Find Your Style: Five
Exercises to Unlock Your



1h 43m

Design Great Stuff: How
to Make Merch with

Udemy

Wide ranging low cost online courses

[View example](#)

Prices as low as \$16.99 | Get your first course
Ends in 5h 56m 17s.

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Course Title	Price	Rating	Level
The Complete Python Bootcamp From Zero to Hero	\$19.99	4.5	Beginner
Automate the Boring Stuff with Python Programming	\$7.99	4.5	Beginner
100 Days of Code: The Complete Python Pro	\$19.99	4.5	Intermediate
Machine Learning A-Z	\$19.99	4.5	Intermediate
Python for Data Science and Machine Learning Bootcamp	\$19.99	4.5	Intermediate

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Learners are viewing





Checklist

- Value proposition
 - Effective headings
 - One page, one purpose
 - Social proof
 - Driving home your message through repetition
 - Use design techniques to focus attention
- 

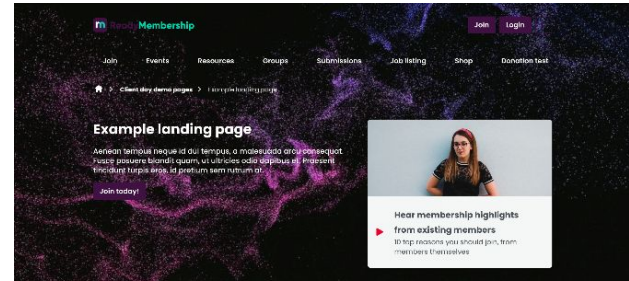


**Building your
own**

Example 1

- Landing pages
- Use full width setting
- Sections to add areas of interest
- Two column widget
- Sponsors widget for logos

<https://demo.readymembership.com/client-day-demo-pages/ex>



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[Join now](#)

A small investment for the many benefits of membership

There are many benefits of membership and many are listed below. In a nutshell, membership offers you more information for \$, in an easy to digest format, than you'll find anywhere else. And don't underestimate the value of the connections you'll make with other members by joining us.

- Discussion Forum
- Webinars
- Discounts on event access
- Free access to members-only events
- Downloadable resources
- Access to over 100,00 members
- Free classified ads
- And much, much more!

[Join now](#)



An expanded benefit

As a new member, you'll gain access to our members-only content, including our exclusive members-only content. And don't underestimate the value of the connections you'll make with other members by joining us.

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An expanded benefit

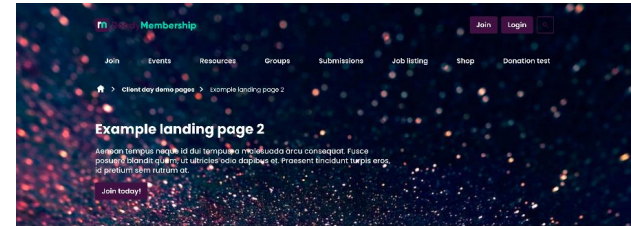
As a new member, you'll gain access to our members-only content, including our exclusive members-only content. And don't underestimate the value of the connections you'll make with other members by joining us.



Example 2

- Landing pages
- Use full width setting
- Sections to add areas of interest
- Expandable panels
- Video
- Inline forms
- Stats
- Announcements

<https://demo.readymembership.com/client-day-demo-page.html>



Get immediate access to all the resources

Join in less than 5 minutes from start to finish.

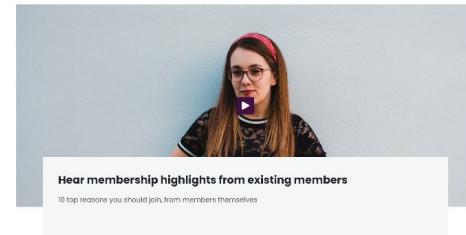
[Join now](#)

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Reason 1	+
Reason 2	+
Reason 3	+

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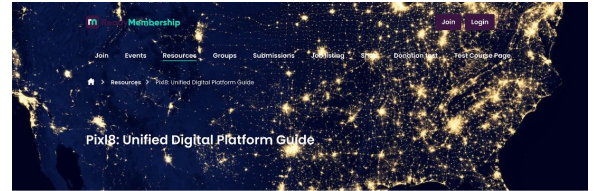


Our impact in numbers

Resource page

- Content library to manage sidebar CTAs
- Global settings and inline
- Rules to personalise

<https://demo.readymembership.com/resource/digital-platform-guide.html>



News 04 Feb 2022 by Scott Cole

Example heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non tempus mi, ut lobortis nunc. Nulla in sollicitudin tortor. Vivamus vitae venenatis neque. Ut fermentum lorem. Suspendisse nisi justo. Commodo ut lacus sit amet, ultramcomper sociis magna. Quisque sit amet metus vulputat, tempor dolor et, tempus massa. Phasellus in vestibulum dui, eu exarum est. Integer et vestibulum magna, vitae vulputat leo. Donec ipsum ipsum, vehicula vitae sagittis efficitur, sagittis et massa. Sed vitae elementum magna. Nam ac turpis tortor. Curabitur molestuada aliquam moris, et pellentesque leo pretium ac. Nam turpis quam, consectetur et risu quis, quentil hendrerit odio. Aenean tempus neque et dui tempus, a molestuada arcu consequat. Fusce posuere blandit quam, ut ultricies odio dapibus et. Prossant tincidunt turpis eros, sit pretium sem rutrum or.

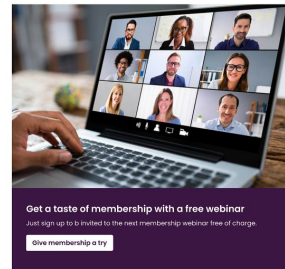
Example heading

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Example heading

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Author



Scott Cole

Head of Content, Hub
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9 Hours

34 Minutes

51 Seconds

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Thank you

Any questions?

