**How to make your membership site grow**

*It’s easy to make your membership site grow you just really need to focus on getting the users in, it’s great because you can literally build your membership site over time, month by month you can add more content, but what you need to do be doing is make sure you are growing the amount of content which will in turn grow the traffic which will then help with growing the subscribers.*

***# Growing your content***

*You need to research what is popular in your membership sites niche. Research and come up with content ideas which answers questions your members are asking, keep everything relevant and up to date and try and break new grounds when it comes to choosing content. Include web apps, tools, software which could be useful to your members, upload videos, even include a platform for users to upload their own videos or just have users email you there video and you can publish it on their behalf. You can grow your content by letting users write it for you, create a forum or message board of some sort and let your users discuss the topic on the forum this will grow the content basically for free.*

***# Growing your traffic***

*When It comes to growing your traffic you really need to make sure you are covering all aspects of online marketing, make sure your building up a relevant list of subscribers that will be interested in your product, make sure you are building up twitter followers and Facebook fans, make sure you are publishing unique content on your websites homepage to help with search engine rankings and make sure you are building relevant back links from article directories, even just writing 1 article about how your website can really help with something then spin that article and submit that same article but spun professionally maybe 20-30 times to different article directories.*

*Also run a small ad words campaign, or even a Facebook ads campaign, or even have them both running at the same time as this will help a lot more for getting a mass amount of subscribers pretty quickly.*

*If you run a small search engine marketing campaign you will be able to see what keywords are being used to come though to your website, you can then focus on these keywords for on page optimisation then and you can actually also target your premium content around just these keywords.*

*# Growing your subscribers*

*Keeping your subscribers growing is the most important aspect of growing your membership site, you need to keep the premium subscribers happy by giving them the answers that they need, giving them the insights, the secret hints, tips and how-to’s that no one else offers, giving them little goodies here and there, run contests, give them prizes, make them loyal to your brand! Make them share the website socially themselves because it’s that good, offer a service which is better than your competitions and you can’t go far wrong! Offer fantastic customer service to your subscribers and they will recommend you for free!*