**Your Membership site Starter's Checklist**

You need to make sure you are following the simple membership site checklist before launching your site to the world. This will then ensure your membership site gets the best possible amount of sign ups once you have launched and it will make sure you haven’t missed anything important out.

**# Make sure your domain name is easy to remember**

Making sure you have a domain name that is easy to remember is essential as your members won’t come back if they can’t remember the name.

**# Make sure your website design is simple and easy to use**

Make sure your website is easy to read, easy to navigate and most importantly easy to sign up to! You need to focus all the content down to the sign up button; you need to make sure the users sign up before leaving the site. If they are leaving you need to find out why they are leaving, you will have chance to tweak things over time, for example; Change the price, change the text/wording a little bit on the sales letter/landing page etc..

**# Become the king of blogs!**

Make sure you have a few posts ready to post in your blog before launch; the best thing to do is actually stock pile a load of content just to drip feed in here and there and when ever is needed! Post content in your blog to build up your search engine rankings and also use some of your blog posts that you have written to post as guest posts on other blogs that are in a similar niche, this will help you get traffic and potential customers and back links, which will help with search engine rankings.

**# Consider what you want to release to your subscribers**

Make a list of all the content you plan to release to your subscribers, content including videos, images, free desktop backgrounds, free music files, free ebooks, free website designs, free music or software downloads. Think of everything that if you where a user of the website, you would want for free... apart from a Lamborghini or Ferrari obviously.

**# Set aside discounts and gifts for early members**

Early members who sign up to your site, make sure you treat them well, ‘start as you mean to go on’ basically, if you treat the first members right it will help everything in the future go smoothly as the last thing you want is people to not be impressed strait away and give you bad reviews within your chosen niche

**# Make sure it works**

Sounds stupid but seriously make sure your website is valid XHTML and CSS and make sure there are no spelling mistakes, there are no problems with anything including but not limited too; the payment processing, the accessing of the content and the downloading of the products.