5 MUST-HAVES FOR A *Stand-Out* ASSOCIATION WEBSITE

Contact Us | Relevant Content | Valuable Information

In order for your Association website to make an impact, it must be visually appealing, but more importantly it must provide real value to your members. It should be a resource that members come back to routinely.

When members log on, your site needs to be easy to navigate and organized so members can intuitively find all the information they need. Like all good websites, it must prominently display your organization's contact information, as well as a contact form and links to your social media sites. It also should be mobile friendly (responsive) so it displays well on every device visitors view it on, and it needs to feature relevant, up-to-date content that you are able to update as needed.

1. Member Log In
2. Member Directory
3. Events Calendar
4. Join Us
5. Advertise Here

When it comes to Association-specific content, here are the top five components every Association website must include:

Member Login: Your members need to access password-protected information that is exclusively for members only, such as their member profile, resource library, & billing information. Make this link easy for your members to spot. Easy log-in access is helpful to your members and can reduce support-related calls to your Association.

1

Member Log In

Log In

Member Directory | Member Log In | Events Calendar | Join Us | Advertise Here

2

Member Directory: This is where members will find your most important asset – the listing of members and their contact information. Ensure the link to find members' businesses is prominent. It should be one of the first things visitors notice when entering the site.

JOIN US

Invitation to Join: Be sure to prominently display a membership invitation for prospective members to apply online. A "Join Now" button is a simple and effective call to action to include on each page. When prospective members click to join, make a quick and compelling sales pitch to seal the deal at the top of the page, with the online application just below it.

Join Now »

4

UPCOMING EVENTS

3

« JULY »

Sun	Mon	Tues	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	

Events Calendar: Because Associations often are social groups, be sure to add a mini event calendar on your home page. If your Association does not hold many events, open the calendar up for members to submit their company events, outings, & fundraisers.

ADVERTISE HERE

5

Don't miss out on marketing your business online.
Click here »

Advertising: Consider selling banner ads that run on your website; it provides your Association with an easy source for non-dues revenue. To maximize the number of ad impressions, banner ad placements should appear in the upper half of the pages on your website. Not only will you appreciate the revenue stream, but your members also will value the opportunity to showcase their business.

When you add all of these components into your Association website, it's sure to stand out & make an impact, on both current and prospective members.

GrowthZone
smarter association software

1 800.825.9171 www.growthzone.com