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SPEAKERS

Elaina, Katrina Scarlett, Stephanie

Katrina Scarlett   00:01

So to get started with this particular Office Hours call, we are focusing on some best practices for optimizing and streamlining your main page. So when I say your main page, oh, that was not the button I wanted to press two seconds here. I really wish this overlay on good 'ol Zoom here would go away, so I could get at the tabs that I want. Alright, so and that's not what I want, either. So we're talking about optimizing your MemberVault main page. So the page that people land on when they first come to your MemberVault site, whether they're already a subscribed or purchased user, or if they're just a visitor to your site. Perfect, so I decided chat that I wanted to make sure it was not the people waiting to try and get into the room here. So for this, we've actually kind of covered some of these things in the past. But I think when we last talked about this stuff, I think it was back in like, Oh, my gosh, maybe May or June of last year. So it's been quite a while since I've gone over these kind of best practices. So I wanted to bring them up again, because I'm seeing some consistencies in some of the things that were happening in the past that new users are doing that make it maybe a little bit more difficult for people to engage with your main site, but maybe not as optimal as possible. So I actually want to highlight our MemberVault marketplace account first, just kind of really as the example because we've definitely tried to use this account as not only a place to share trainings and resources with you, but also as a strong example of things we suggest doing in your own MemberVault account. So keep in mind, just like with your website, if you have a traditional website, that is essentially your first impression, right? When somebody visits your website, that's their first impression of you and your business if they don't already

know you personally. So you want to have a good, cohesive, consistent type of experience for that person, that's going to give them a really great impact right when they first join your website. So I am not a graphic designer. So I'm not going to get into like nuances about branding and colors. And you know, designing images and stuff. This is going to be more practical general tips, but things that, you know, I'm seeing quite a few people doing and then it's causing concerns or confusion for their users. And they're reaching out to support being like, I don't understand why people are having this trouble. And I'm realizing it's because they're doing something on their main page that's maybe creating this confusion. So the first thing that I really want to highlight is the welcome area here. Now the welcome area is optional, you don't need to use it if you don't want to. We've got quite a few MemberVault sites that choose not to use it. But it's also a great way to give people an introduction to your site, your business, who you are, what you do, what you know, who you serve, all that kind of jazz, if you don't use your welcome area, and I'm just going to quickly collapse this, then essentially, when somebody first lands on your MemberVault site, they just go right into seeing what your available products are. So if you're leading people from say your website over to your MemberVault site, they probably already have a strong context of who you are, what you do, who you serve. And so maybe you don't need to use the welcome area for your MemberVault site in that particular case. If you're leading organic traffic to your MemberVault site through things like Facebook post, and Pinterest, and social media ads, etc, then it's very likely somebody landing on your MemberVault site is being first introduced to you through members through your MemberVault site, right? They haven't gone to your website first. Maybe they saw your Facebook ad and they clicked over. Right. So in that case, there is definitely a bigger use case for wanting to use the welcome area because it's going to set some great context for people. The two things that I really want to highlight here with your welcome area is that you're welcome area is meant to be short and sweet. It's meant to be something that only really fills the top half of your MemberVault site when looking on like a regular screen size. So I'm on a pretty standard 15 inch laptop monitor at the moment. It fills half my screen. I get a good piece of information here I see a nice welcome image introducing the team. And then we can see that there's more below right we can see that then we get introduced to our available products. What I see a lot of people doing is not not just using the welcome area as a place to add like a lengthy bit of context in terms of written content, but they're using it almost to basically replace like their about page on their website or you know, the main page on their website. And they are making an extremely long welcome area. So I want to kind of use again, the MemberVault marketplace as our good example. And I'm going to muck around with Maxxi brown site here to show us what not to be doing or things that don't necessarily fall in line with these best practices. So I'm actually going to refresh Maxxi Brown here for a second because I did make some changes. So this is pretty much what you're gonna see if you visit the Maxxi brown MemberVault demo site right now. Same thing, our welcome, our welcome area is about

half of the page, we've got an image which in this case is a gif, you can have a welcome video if you want. And then we have a very short piece of like introductory written content here. Now, when we're talking about people using very long welcome areas, in terms of almost basically creating like a whole, trying to create essentially a whole web page with their welcome content, they end up adding, you know, multiple paragraphs, and I'm really I'm just gonna copy over here, some really quick Cupcake Ipsum. If you've been on the calls before, you know, you know that I like to use examples of baked goods and stuff. So cupcake Ipsum is my favorite because it talks all about cookies and doughnuts and such. But I'm just going to add that in there to give us some extra long copy. So we can see what happens. Now when we come back to the Maxi brown site, and we hit refresh. This welcome message takes up the entire page. And so it's not that long, it falls just below the screen break. But some that I see go even twice as long as this. So somebody has to scroll a significant way through this main welcome, or this first welcome area to eventually get to your available products. And when things fall below the screen break, a lot of people don't know there's more to look at. So somebody might land on your MemberVault site, let's just say we're pushing Facebook and Instagram ads to this Maxxi Brown site, somebody could land on this site and see this and be like, I don't know where to go. And I don't know what they're trying to lead me to and and essentially just abandon the attempt and close out on the website, right, because they don't know to scroll below to actually find the products that you are trying to share with them, especially if you're running an ad for for a particular product. But you're leading them to your main page, because then you're making them have to find the product you're promoting in your Facebook ad. And that is going to create even more friction and probably cause people to just bounce from your MemberVault site because they don't know where to go. And it doesn't necessarily look like there's more for them to engage with on this page. So rather than trying to use this as an, you know, a replacement for maybe like your about page or to give like your full bio, or all that kind of stuff, we highly, highly recommend keeping this short and sweet, still being very methodical in the information that you're sharing. But keeping it so that ideally, if anything, you're welcome area, if it doesn't feel, let's just say, you know, doesn't go past this screen break. And to clarify, the screen break is is the spot down here where people stop seeing what's on the page and it caught and then they have to scroll to see more. That's the screen break essentially. So in this case, if we refresh this, and let's just see where this brings us now. So now it's a little bit longer. But we can see that there's more below it. So if we landed on this page as a visitor for the first time, and we scroll below, we get to our available products really quickly, right. And we know if this is our first visit to this site that there's a bit more below here because we can see that something stops and something else continues. So even if your welcome area is not like two to three, you know, pages long and multiple, multiple paragraphs. If it falls below the screen break that could be causing people to not continue with engaging on your site and checking out your products because they don't know that there's stuff below it. So keep

that in mind. Don't try and use the welcome area to replace like a website. That is something I do see quite a few people doing. And I think that's going to in most cases, what I do see happen is it kind of miss, not misleads people, but it confuses people when they land on the site because they again, just don't know that below. There's really products for them to be engaging when they think it's really just a website with just information to read and then they leave once they've read that information. So that's the main thing there. With your images for the welcome area, I've seen a few people recently who have like done very large images in terms of like portrait style images, like maybe like a book cover, for example, or a full blown like Pro, you know, full body image of themselves. If you're using a full landscape picture as well, that will also cause your welcome area to potentially go below the screen break in your on a regular on a regular screen size, right. So even though you might have short copy, the image itself could actually cause that increased length of your welcome area. So you want to try and find something from a image, video size and a length of copy, that's going to help keep your welcome area, kind of in the mid range of your site, so people know that there's more below for them to engage with. Also, when talking about scrolling, and things falling below the screen break, always be looking at your site from a mobile experience, too. If you don't test your site and your products on a mobile device, yet on a regular basis, when you're creating things, please, please, please get in the habit of doing that. Because the mobile experience is can be very different. In the case of your welcome area, your image and your video, all false, or your written copy and your image or video all come into one column, they don't be they don't have being side by side like we see here. So what you see as maybe just a bit of a scrolling experience on a desktop may actually be a fairly significant scrolling experience on a mobile device, especially if we're talking about a phone. So definitely check on a mobile device to and test your own site and your own products on your phone. Because that is potentially how maybe as many as 50% of your users are engaging with your MemberVault site. Okay, so that one's a little bit long winded. So I'm going to move on from there. The next that I wanted to cover and of course, I can't get good old, oh, zoom, if only your little thing you would go away, and I could see my tabs here, which I can't. So I'm just gonna go and do this, because I can't get to the tab that I want. So in coming back here to the MemberVault Marketplace, the next thing I want to talk about is your actual product images. So if you see here, we've actually done some updating here, because we had a few updated images and some products that we replaced and just rejigged a little bit. And so you'll see that all of our images are equal in size, one's not longer or sorry, taller than the other, the system in terms of the framework of MemberVault will condense everything to be the same width, regardless of the size of the image you upload. But it doesn't automatically resize the height. So we do see a lot of people that have like some slimmer product images like this, and other ones that are much longer more like a square sized image, which makes the visual experience a little bit more scattered for people because there's not that consistency across the image

sizes. So here we have six products that are available when you visit the MemberVault site as an actual visitor, not logged in as a user and all of our images are the same size, same height. So there's great consistency. In our Maxxi Brown account, we pretty much have the same thing from an image perspective. But there's even I would say even better consistency from the visual standpoint of these images. So similar colors, similar type of font, similar aesthetics overall. I often see people doing product images that are radically different from one another, like completely different branding completely different fonts completely different, you know, design scheme as a whole, that can also really throw people off. It's, it's just that initial visual experience that makes people go ahhh, and can actually just derail them from continuing to look further at your products and what you're offering. So consistency, not only in image size, but consistency in the overall image design doesn't mean that you need to use the same template for every one of your product images. Although some people really like to do that. And it does work. It just means having a consistent aesthetic, whether that be in the colors, the background, the general layout, etc. All of that is going to help draw people's eyes and keep them on your site versus you know, think of when you walked into a room where there was a horrible paint scheme or crazy wallpaper that you know gave you a headache. You can't wait to usually get out of that room, right. So that's what you're trying to avoid. You want there to be that consistent visual experience that keep somebody wanting to be on your page. Now, from there, the next thing I want to highlight is on our product descriptions. And there's two things here that I really want to highlight. Before we move into our open Q&A, the length of your product description matters. And I say that because between the image size and the product description, the size of this product's block this product square, if you want to call it, that's what's determining the size of the product is how large your written copy is for your description, and the size of your image. If in your settings you have and let's go under here to branding. If you have your product size set to flexible, then each products block is going to be a different size. And it's going to match the size of that particular product content for the image and the product description. So if we look here at Maxxi Brown. Maxxi Brown, here, we'll see that I made this particular product description quite longer. And this account is set to have the product blocks show in a flexible format. So we ended up getting and we only have the four products here available. But if we had, you know, six or seven, we would have a very scattered block view, right, we would have very asymmetrical look, which can really throw people off as well too, when trying to review what is available to them. Also, when people are logged in as a user, let's just say this account has 10 products, and I'm somebody who has access to all 10. If all of the product descriptions are different lengths and and the account is set to have them show in this flexible format, I'm now looking at 10 products that are even more scattered, right this this first initial view is visitors just for products. So it's not a huge concern. But to somebody who's seeing 10 products in this kind of scattered format of all different lengths, in terms of you know, some being shorter, or some being longer, that

could really throw off the visual experience for them as well. So with that, if you want to have longer product descriptions, or if some are going to be longer than others, like say, you know, we have this long one, then maybe this one's two paragraphs, etc, you can set your product size, setting instead of flexible to uniform. And when we do that, and let it save, we'll just refresh really quickly here. Now we see that these product blocks fit the same size, so or match the same size. And what they do is they take the product with the most content, so the biggest product description and the biggest image, and all other product blogs now match that product block size. So that's why we see all this white copy. Right. So for example, if somebody reached out to support earlier, I think on Monday of this week, and they had a ton of copy in the description for just one of their products. And they had three products available on their site. And I kid you not we needed to scroll probably a good three to four full scrolls until we got to the bottom of the copy that was in the description for that longer product, the issue they were having is that they were having visitors or users reach out to them and say I can't figure out how to get in and see more about this product, I can't figure out how to get to the buy button, because they weren't scrolling all the way down to the bottom of the page to be able to even see these buttons, because these products just had nothing but dead whitespace between their short descriptions and then matching the length of that one really, really long product. So people were thinking that like, there was nothing for them to engage with. And it was just written content to read. So uniform is great. However, if you have some products or even just one product with a ton of written copy in it, it's going to create a ton of dead whitespace in those other products. So overall, the best practice when it comes to this is trying to keep your product descriptions, the same approximate size across your products. So if we reset this one really quickly, I'm sorry. And we kind of saw that a bit with the MemberVault Marketplace. But if we set reset this description really quickly here, back to what it was before. And refresh this page. Now we see that they're all approximately the same size. This one's a tip shorter, so it might have like one extra line of white cop or whitespace there. But for the most part, these are short and sweet and very consistent in sizing so none of these products I have a crazy amount of whitespace after them. So it makes for a very consistent and enjoyable visual experience. Now the fourth and final best practice I want to give that falls into line with this whole product description discussion is avoiding using sales copy in your product description. That is not what the product description is for. The product description is intended to really just give a quick overview or enticing statement about this product that is going to compel somebody to either click the Learn More button and go into the product to get more information, or to engage with the product if they already own it. So let me clarify that a little bit further, because you might be wondering why it matters. So not only will adding sales, copy into your product descriptions, create for a you know, a longer product block experience here and you know, perhaps disorganization on your main page, or lots of white space for the other products. But it's also seen by people who own the product. So let's just say and I'm

not going to do it just for the sake of timing and stuff here. But if I was to log in as a user into my Maxxi Brown site here, and I own all three of these products as a user, if you've put your sales copy in your product description, I still see that even though I've already bought your product. So quite often what we're having what people are bringing up to us as a concern and support is that people are going to engage with their product. And even though they're signed in as a user, they don't think that they own the product yet, or that they can access it, because they're still seeing tons of sales copy in the description of the product, even though they've already purchased it. And if it's longer sales copy again, meaning that they have to scroll, they might not even be seeing the fact that all they need to do is click the View product button, because they're getting so lost in the fact that they're being hit with continuous calls to action to buy a product that they've already purchased. So same goes for the product image, I've seen product images, where people you know, they put like a big banner across it that's, you know, buy now for you know, $99 or whatever or you know, click here to buy, etc. that product image doesn't change. When somebody purchases your product, they don't see a different version of your product image, or a different version of the product description, those two elements are consistent to the visitors experience and the users experience. So if your product image has, you know, buy today, or only $9.99 until April 15, or, you know, various references to the purchasing process, or that purchasing offer, your people who have already purchased that product, continue to see that message every time they engage with that product, even when they're inside the product going through the content, they're still being hit with that buy today only $9.99 or whatever it might be. So again, your product description should be neutral. It should be a statement one or two sentences, that is going to give a little bit more context and entice somebody who doesn't yet on the product to click learn more and read more information about the product. That's where your sales copy should be in the teaser message area that is shown on the product page, which is when they click learn more. And we don't really have any here in this particular product. But that's where you want to be putting your sales copy. Right. So what's on your main page is just a really short, sweet enticing statement to get those visitors to click learn more if they're coming to the product from the main page. Or if somebody already owns the product, compelling them to engage with it, right. So it's a neutral statement that really just build excitement about that product and context to get somebody to open it up, whether they're a visitor and potential purchaser, or whether there's somebody who's already purchased and is coming to your site to start actually engaging with the content, not for sales copy, though, especially long form sales copy, because that's just going to make for a very difficult viewing experience for the people who visit your site. If you want to have you know one or two short statements here about the purchase price or something like that. Obviously, I'm not going to say you can't. But don't be surprised if that does cause confusion for your audience who's already purchased the product that they're still seeing those calls to action to purchase, even though they already have. So I'm going to hold off there and

wrap up those best practices. Let me stop sharing the screen because I saw that there was a couple chats. And I just want to make sure that we get any questions that have already come in. answered. Perfect. So let's see here. Carlos says, Thank you, Katrina. I'm working on that today. Perfect. So I love when my topics end up being really timely for people. I know that happened last week with the challenge topic, a couple weeks ago, and we covered memberships that was super timely for people too. So that always makes me happy to hear. Stephanie says do you have suggested image shot sizes? Oh, and Karem, Karem to the rescue right after says the size that we are using with clients that want the banner image is 950 by 250. And so I think, Karem, when you said banner image, you're going with the actual product image, right? That's what you're suggesting there instead of versus the, the welcome area image. I think that's what you're suggesting there. But I just want to show people here really quickly, I'll go back into Maxxi Brown. And I keep moving along. And I'm going to assume that the screenshare worked and you can see the screen. But if we go here under the welcome area, you can use this tooltip right here. So wherever there is this question mark, you can click on that to get a bit more information. And you'll see here that we suggest 900 by 900 for the welcome area image. I will be honest, I typically, and I believe Karem might be suggesting the same thing, I'm not too sure. Something you know, in that area of 800 to 900 for width, and slimmer in terms of your height. So you know that 450 or something like that that works? Well, if you're just doing an image, I'm not I can't remember off the top of my head what this image is, but I think it's closer to like 900 by 500, maybe. So it's not a full square, which would be 900 by 900. But it's it's more of that rectangle size, and it works really well to fill this space. I say in a lot of cases, you might want to play around with this. For example, when I was creating the welcome area for my MemberVault site, I only wanted a really short piece of content, written content in this space. And so I actually kept playing around with the size of the gifs that I use in my welcome area because I wanted it to be relatively on point and match the size of how much written copy I had put in. So there's not necessarily a magic number here, I would say play around with it till you get something that you like on an average screen size, and again, mobile. But we do try and provide suggested image sizes throughout. And if you go to a product, I just want to highlight this just in case. It's not something you've really played around with yet. But under the product image area, here, we're within the product image area here, we suggest 1280 by 486. As Karem was saying, you can definitely do something smaller in size, this, the space itself is basically going to fill too and I'm getting a little bit nerdy here in terms of dimensions and stuff. But the actual space that is used to display your product image is actually more about 640 by 243, like two for about 240 or so. But in using an image that's double the pixels, you're going to get a higher resolution, what we were finding before is that people were doing exactly like 640 by 240, or whatever it was. And then they were wondering why their pictures were looking a little distorted on bigger screens. So if you up the pixel size, you're going to get a bit better quality, but it's still going to fit within this container really nicely.

But you can do even slimmer, if you want, I actually think that these ones might be closer to 400 in terms of height, versus the full 486. In my own account, I use 1280 by I think 350 or maybe 380. So you can play with the height a bit. But I wouldn't really play with the width that much. And then same thing when you come in here to module, we provide you with the suggestions here 1200 by 200. Same thing in my own account, I actually do it more so that it's truly just like a really thin banner at the top of each module. And I think I use 1200 by 100 for my module images, because I'm not actually putting a lot of written content in my module images. In some cases, there's actually no written content in my module images. And I just do it for a splash of color more than anything. So again, you can play with it. But that can often be you know, something that's going to improve the aesthetics is trying to have that consistency. among the various things. So let's see, let's go back to chat, I'm sure Karem piped in a little bit there, too. Let's see ba ba, ba, ba, ba Ba, oh Starr says exactly one of mine is too long. So I think you're probably talking about the product description. Yeah, that's actually probably I would say, the most common, I hate to use the term of mistake, because it's not a mistake at all. But because you can definitely have longer product images if you want. But I would say that that's kind of that one inconsistent factor that can really throw people off when they're visiting your main page is just having, you know, especially one product that has a super long description, while the other ones are relatively short. I've seen some accounts where people have like no product descriptions for some product descriptions, and then the ones that they do have product descriptions for are almost like novels, so it's very inconsistent in that case. Carlos says I'm trying to change the color of the logo background area, but I don't know where to edit it. Um, so the the background area of where your logo is, that's, that's attached to the header color. So you'd want to be going under appearance and branding, and it's attached to the header color. If your actual logo itself has a different background color, like in the actual image, you're going to need to correct the image then or change the header color in your branding to match whatever that logo background color is, unless you're using a logo that has a transparent background, and then it would reflect your header color. Um, so Stephanie says meaning welcome area size. Yeah, so we recommend 900 by 900. But against definitely, you can definitely, you can definitely play with that. Karem then responded that I meant the welcome area, image banner style. So Karem was saying that she goes along with 650 by 250. So just doing more of a rectangle, thinner rectangle size for those for those images in your welcome area. But again, it's all going to be a matter of your own preference, and also a balance with your written copy. Right. So that's why I say there's really no magic answer, because what I would probably recommend for like Elena's account is different than what I would recommend for Carla's account is different than what I would recommend for like, maybe Stephanie's account, right? So, um, you know, it's really going to be a matter of the image itself, plus balancing it with any written copy that you're including, um, bah, bah, bah, bah, bah, let's see. And then Karem also said, for product image, what MV suggests inside the product setup, like

you are just saying, Yeah, so. So the 12 of 1280 by 486? I think it is, I can't remember off the top my head. Elena says Katrina, would you please restate the four best practices from today? You bet sunshine. So the first one is to keep your welcome area modest in size so that your copy and the image keep your welcome area above your screen break. So you again have kind of that break at the bottom of your welcome area. So people can see that there's more to engage with below the welcome area, rather than having to, you know, continuously scroll to get to your available products. So you want that welcome area to end before or above the screen break. The other one is to have consistency, or number two, I should say, is consistency among your images, both in size. And in overall aesthetics. Again, they don't have to have the exact same background and that kind of stuff. But you know, consistency and branding colors, fonts can go a long ways versus making every image completely unique to one another because that literally is like walking into a room with four different types of wallpaper, and can really throw people off and caused them to just kind of turn away. And then number three was the product descriptions, keeping them consistent in size, and then playing around with that flexible and uniform setting to see what gives you the best the best experience on the main page in terms of how people are going to see your products laid out. And then subsequent to that number four is not including sales, copy sale, call sales calls to action on your product images or within your product description. Because of the people who have already purchased products from you are still going to see those same things. So they will still see the same image that has sales copy written into it, they're still going to see the calls to action written within your product description, even after they've purchased it. So you just want to make sure that you're not causing confusion and making people think that they don't have access to something that they've already purchased. I actually see that come up quite quite often in a support for support request. Starr said yes product description, I'm going to make them matchup. Yeah, honestly, even if your product descriptions are, you know, longer in the sense of being like five to six sentences each, even just that consistency, the product blocks themselves may be a little bit longer but then there's consistency between them and you don't have one that's super long with the one next to it that has a lot of dead whitespace You know, it just it presents a much more visual experience from a consistency standpoint and just makes everything feel balanced. I'm Baba by Alina says I'll ask my question verbally when you're ready, perfect one for this topic. One slightly different topic. Perfect. Love it. Let me just go through these chats a little bit more, Elena, and then we'll get to your question. Karem says the goal is that image on the welcome area doesn't go below screen break. Yep, exactly. Perfect. Actually, I think that gets us there. Awesome. Okay, Elaina, my friend, you are up on deck and everyone else can be formulating what questions they want to ask after.

E   Elaina   36:02

Okay, can I share my screen?

Katrina Scarlett 36:04

Yes. Let me give you screen sharing privileges one second. You should be good to go now.

Elaina 36:14

Okay. Yes. Let me get the right one. So we're not looking. I was gonna say yes. So I want to make sure you're not showing us like your banking details. Yeah, no, it's okay, perfect. So here, actually, let me just make this smaller because we don't need all of this. Oh, that didn't work very well. Nevermind. Okay. So mine are different sizes. And I'm going to continue playing with those. And this is, of course, I'm in my own preview. You know, we're seeing things that aren't even up and running yet. That's my question is this one. So this is Soul Path Alchemy 101 is actually my sub hub, which Woohoo, I finally got together, love it live or about to go live. And so here's the question that my team has. So I understand the difference between the description is everybody sees it the teaser, only people who haven't purchased see it. And the welcome message. I'm sorry, the teaser is for people who have not purchased the welcome is for people who have so I understand that. So when we're looking in the preview right here, we see these to learn more and sign up. So are we seeing the view only for this is the view of people who have not who do not own this product? Is that correct?

Katrina Scarlett 37:26

Right. So you're currently looking at this page from the perspective of a visitor. Okay, if you if you were logged in as a user, right, right, if you scroll up, you probably you might have an odd Yeah, sorry. Just scroll up on your screen there because it looks like I think you've scrolled Yeah. So okay, cuz you've closed up your welcome area. That's where it is. So, yeah, so if you

Elaina 37:49

are welcome area, this picture is too big. So that's okay. Yeah. So, um, technically preview is going to, it usually defaults you to the view of somebody who already is logged in as a user and has Okay, two products. So if you scroll back down, it might just be that Yeah, so all of your products, Let me see if this will work. Sometimes it works. It's all a matter of the cookie-ing. And if you've got lots of tabs open and other like extensions on your browser, it might not do what you want it to do. So it's okay. Yeah, I wouldn't worry about it too

much. Okay. It can be a bit finicky. But there you go. So but it did it. Okay. So here, we're seeing view product. So that's, so we can chat is somebody right? You can say, Okay, I got it. That's that's the question I the first question that I had from them. Because I saw as I was on with you, I saw them having a communication about this. And I was clear, they didn't get what I said yesterday about, you know, the different views

Katrina Scarlett 38:47

Right. So when you see when the easiest trick to keep in mind is that when you see the term, learn more, right to brought the two buttons, learn more, and then your call to action button, if that is somebody seeing that product who is not either logged in as a user, right? So they're visiting the page as a visitor, or they are logged in as a user, in which case, they'll see their name in the top right corner, like where we see preview, right? They don't own that particular product.

Elaina 39:16

I got it.

Katrina Scarlett 39:17

Now two - that we've added in the product percentage complete. Right and bar, right. That's another indicator that that is a product somebody has access to.

Elaina 39:29

Right, okay,

Katrina Scarlett 39:30

you don't you don't see the percentage complete for the product if you don't own it.

Elaina 39:34

I got it. Okay, so percentage complete. Okay, great. Now, can we go back to let's see if I can figure out how to get out of this. Okay, I want to go back to here. Yep. So this is the welcome page. Welcome. Whatever we call it, yeah. Welcome deal.

Katrina Scarlett   39:51

Yes.

Elaina   39:52

How do I get them from here to this new thing I have which is here which is really where I want them to go. Next, right, this is my sub subscriber hub. Yeah. So would you suggest we have one or the other? Or have both? Like if I'm going to have a subscriber hub? Should I not have a welcome page?

Katrina Scarlett   40:12

No, I think you can still have that welcome area. But the thing is, is what you're using those call to action buttons for, right, right. So right now your call to action buttons are doing something else. And so you just want to that's, that is the purpose of the call to action buttons is to lead them to the next thing, you want them to look at the primary button. So the one that you're pointing at right now the primary button is can only be led to another product. So it is a default drop down menu, you can set the terminology for that button. But you can only connect it to a product that is marked as available for people to go and look at. So okay, I would be updating that button to say, join our subscriber hub or whatever you want to call it, and linking that button to that product. When they click that button, it's going to take them right into that Products page. Or you can say you know, scroll below to see what products are currently available or something like that, and just tell people what you want them to do. That's the biggest thing, if you don't tell people what you want them to do, if it's not clear to them, or if it's not, if they're not overly you know, savvy working with pages online and kind of exploring themselves, they might just, you know, get overwhelmed and leave the secondary button that falls below that is the one that says Who is the spirit of quiet star that that button can go to any link. So you could link it to a product page if you wanted to. But you could also link it to like an external web page, your about page by an app.

Elaina   41:51

That's what that is, is an external about page. Okay, so, alright, so I'm just trying to understand now that I have a sub hub how it works, right? a subscriber hub so. So when someone when we give somebody this URL up here, it comes to this page? Yes. So we could give them the URL directly for this product? And it would go right there. Correct. But it's going to go inside the product. Right? So it's going to take them to the product page, not your main page. right. So you are promoting a specific product, right, the most user

friendly, customer friendly way to lead them is to take them right to the product you're asking them to purchase or to join. Got it? Right, you don't? Yeah, I just, you know, you just and if somebody is brand new, it depends on how we get them here. Because we're also trying to, of course, capture their email in the process. So I know that's partly like for my tech person behind the scenes, because we're using Ontraport. But I'm just trying to understand for the user, from the users perspective, if they got dropped in here, and obviously they would be able, because when I make this smaller, they'll be able to see that thing underneath there didn't this thing, right? And so what we, I have this setup that everybody who is a MemberVault user has access to the subscriber hub is that the way that should be done There's no right or wrong, okay, but in most cases, it's your free content. So rather than making people opt in, if they've already joined something else, you can give them automatic access. Okay, so they can join anything, including can they join at this level, so let's say, like, I know, I'm in a preview, but let's say they got in here, they came here with this URL. Hmm, there's a, there's up here to something show up asking them to join, how to sign in, you have to join a product, there's no way to just openly join your MemberVault site. So you need to lead them to a product for them to join and become a user. So when they come to the welcome portal, they're not going to be able to sign in until they're in some product or they have access to some product correct. Right. Okay to they need. That's, that's what creates a user account for them. Right? Either you manually creating an account for them and giving them access to a product or just creating an account for them. But right otherwise, when they first come to your site, they're a visitor and an account is not created for them until they join something that act of joining their first product is what creates their user account. Thank you.

Katrina Scarlett   44:31

You're very welcome. Does that help?

Elaina   44:34

It's it's those invisible things that I can't wrap my head around sometimes.

Katrina Scarlett   44:38

No worries.

Elaina   44:38

I had one all this time and now I do. Right. So that's kind of the the subscriber hub. Okay,

right. Yes, I have one more question. And this subscriber hub, which is a freebie. I'm confused about what the URL of the signup option is supposed to be. I'm gonna stop sharing because okay, because we don't need to go there. Right. Because you can do this on your own. So there are three options. And if I do none of them, then I won't go live. So could you go there? And let's talk about what the options are. Yep. So it honestly there's there's really only three options, none just means that the progress close people can't join directly through your membership site. Link is what you particularly Elaina are already using, because you typically drive people to your checkout pages in Ontraport. Right? So link is when you want somebody to be able to click the buy button for your product, but go and buy it somewhere else. ThriveCart, Ontraport. SamCart, your website, whatever, right? Oh, sorry. Okay, so yes, so I don't want anything to actually be. Other people might saw that you continue. But I don't probably want anyone signing up for anything right inside of MemberVault. Correct. Other than all that, that's, I can't answer that for you. I can't answer that for you. But that's if that is the case. If you want them joining through an opt in page on your website, or an opt in through an Ontraport landing page or whatever it might be, then you would use link so that when they click that Join button, that's where they opt in. Okay, okay. Yes, they use Form. Form is your free opt in allows users to sign up for product. So Form means it's a free opt in, and they can opt in by providing their name and email address right within MemberVault. Okay, and then is it possible then to hook that up to Ontraport, I'm just trying to figure out why one would do one or the other for a free product, I understand all the rest of them Well, honestly a lot of it's going to be is going to be preference, right I use, it's hard to speak to your particular use case versus others. But honestly, if you're going to, let's just say you're going to have, you know, a if you're thinking about the user experience, which is always where your motivation should be coming from, right, what makes it easiest for the user to join, which sometimes means you have to let go of the own your own preferences, I mean, that in general, not just you, Elaina. But if you're, for example, having you know, a call to action on your website for people to join your subscriber hub, and on your website, you're leading them to member of all MemberVault, they read about the subscriber hub, and they click join. And now they're taken to an opt in page through Ontraport, you're leaving, you're leaving them all over the place to get to something, right, which makes it frustrating, the more clicks they have to make the bigger chance they're going to abandon that process. For example, I talked to somebody the other day who was disappointed that their Facebook ads weren't converting in sales. Well, their Facebook ad led people to a sales page on their website, which then led people to MemberVaults product page, which then was linked to a ThriveCart checkout page that came through on a Facebook ad literally had to go four different places to then buy and then wait for a welcome email to then go back to the second place they went Got it. Right. So it's up to you, you can have people opt in through your website directly and funnel them into MemberVault URL into your subscriber hub and just give them that automatic access. But you can also have it available under form as

forum signup type, and people can join directly through MemberVault. Okay, really just a matter of what path you want your people to go through. Right. And I know once before we talked about using a consistent pathway into MemberVault so that, you know later when they're looking for their various products and all that stuff. There's an easier route, but it sounds like the welcome page is almost like you said earlier, it's it's optional. It seems in my case, it might be kind of just redundant. I mean, it's nice that it's there. It could be Yep, it could be depending on what you're you're starting processes for people, right how people are coming to your business, and then eventually learning about your products if you're leading everybody to your website, and then you're making them go to MemberVault, but then you're leading them somewhere else to sign up. And that doesn't really make sense, right? But if you're collecting that subscriber that, that purchase or that opt in directly through your website and or Ontraport pages, and then giving them access and MemberVault and telling them how to log in, then that's a lot more streamlined for your user. Yep. Okay. Thank you so much. You are more than welcome. I see a few more questions. So I want to make sure we get to those because we're almost at the top of the hour. So if you have more questions on that Elaina, you can always shoot me an email. Okay. Right. Thank you so much. Just really helpful. You're more, more than welcome. So let me stop sharing here so I can see the chat properly. Starr says for the buttons do you have insights on what word works best Enroll now? Join here by sign up, Um Starr, I don't actually have data on that, too. To be truthful, it's not really something that I think we've ever really, you know, focused on from a conversion standpoint, short and sweet is pretty good, because you want to make sure that that button doesn't take up too much space. And of course, too, if it's on a mobile screen, then it could cause the button to be multiple lines. Honestly, I think playing around with it and doing things that fall in line with the product itself, and maybe even show some of your personality is helpful.

Katrina Scarlett 50:39

Like for me, I very typically do just like Buy or Sign Up or Join Here, I'm usually more cheeky about it, and I do something like Yep, I'm in, Let's Get Started or like, Let's Go or something like that, I try and put a little bit more personality into it. That doesn't necessarily work for everybody's audience. But I would play around with it, I don't really think that there is a magic answer to that, because I really don't think that somebody is making their purchase decision. Or their opt-in decision based on what the button says. They're making their decision based on what the sales copy says in your teaser message area. That's where the, that's where the decision is made. If they're going ahead and clicking the Enroll now button, the Buy Now button, they've already made the decision to join what's in that button is not going to change their mind. They're making their decision based on what information you've given them. And if you've done a good job of making that benefit driven, so that they understand how it's going to be a benefit to them the

outcomes that they can expect how it's going to make their life better or easier. And not just focused on like this is everything that's included, here's a bullet point, if you've really made it benefit driven copy so that somebody can be pulled in to see why this will make things better for them. And they can see that positive outcome, they're going to make that decision to join well before they even read what's on the button and half of them won't even read what's on the button. So I wouldn't get too lost in what you put in the button. Have fun with it if you want. But I would focus more on what is in your actual written copy, because that's what's going to convert somebody to a buyer, not what the button says. Teresa, so if we use the form, for a free product, how do we link those users to our email provider. So if you've already connected your email provider to your email list, or sorry, to your MemberVault account, then that will to some degree happen automatically. MemberVault will automatically communicate a new subscriber to your email list or to your email service. If you are integrated to your service within MemberVault. Depending on the service that you are using, you may have the opportunity to connect each product to a specific list or form. So for example, Active Campaign, you can connect a product to a specific list or form. And that's a setting within every product. Just below your your teaser message area, you'll find that setting, if you are with AWeber, you can pick a list if you're with ConvertKit, you can pick a form. And you want to make sure you have those settings in place for each product because that's the pathway that a brand new contact will be added to your account. For example, if I'm connected to Active Campaign, and I don't connect my product to the to a list or form under those Active Campaign settings within my product, then when a brand new user joins, they will get added to my Active Campaign account based on the connection that MemberVault has to Active Campaign, but they will not be assigned to a list which means they are not added as an active contact. They are instead a an inactive contact because they've not yet been added to a list. And they will not be able to have tags applied to them. And they will not be able to enter automations or receive emails. If they are already an active contact on my email list. That's that setting in my product is not as is not as important because they're already on a list. They're already an active contact. But if the person is brand new to my email service, and I haven't put them towards a specific form or list, then it's very likely we're going to stay in unconfirmed status or inactive status and not be able to get the information I'm trying to send them. So again, if you're connecting your email service to MemberVault, we will automatically add them to your email service account. But they're very well maybe a setting within your product that you need to set in order to tell the system what list or form you're attaching them to. In some cases like for example, with MailerLite, that option isn't given within the product. So instead, you need to use actions to assign a tag, in which case MailerLite, they call them groups, and then make sure that they're being assigned to a group within MailerLite that way. So it depends on what the email service is. But in general, we will add them, we just don't add them to a specific list or form unless you've made that setting within your product if you have that

opportunity. Um, Karem says, Oh, perfect Karem, you're a rock star, she gave a great link to our article about triggering an email in your email service using actions. Stephanie says she has a question, Stephanie, if you would like to unmute yourself, go ahead, my friend, we can have about another five or 10 minutes here before we end the call for today. So go ahead.

S Stephanie 55:50
Awesome. Katrina, I sent you an email about this, too. So if I dig in, and it's complicated, then we have it electronically when you poke it out? Perfect. This has been a super helpful. I was so excited when I got my welcome area done. And now I'm realizing I have too much content.

Katrina Scarlett 56:09
I'm sorry.

S Stephanie 56:11
No, I think that's really you bring up some really valid points. And that brings up my my big question. So I signed up with, with you guys with the with the Lifetime Lite plan right before it expired, I was very excited about that. Because the type of work that I do crosses in a couple of different paths. And the numbers of number of people that can be members, and use my product was a really nice sweet spot. And what I found is, I have used my welcome area as a way to connect the various business offerings that I have as like a one stop shop, so people understand it. So I'm an author, I'm a professional speaker, and I also own my own boutique PR agency to help authors and speakers and small businesses kind of get up and running and focus on marketing initiatives. Yes, but I think that the reason my welcome area is so long is because I'm using it to explain how it's merged. And I'm just curious, if there's ways to have a secondary admin or a secondary option connected to a plan that you have that uses the same people if as long as it's the same person like I, you know, I own all of that, right. So that the user experience if my agency, you know, the people who would opt in to my online offerings or membership offerings through my PR and communications work likely aren't in alignment with the people who are interested in my, my book and my speaking and how that is integrated. I'm just curious if that's an offering or something we could explore.

E Elaina 57:47

So we so every MemberVault account is a single MemberVault site. So just to clarify that there's no like sub sites or like having one account, but multiple MemberVault sites under it. So you wouldn't be as like under your Lifetime Lite account, that would be one MemberVault site. Now, I will say that if you could, if you wanted to always create a secondary, or tertiary site, if you really wanted to, then you would be managing two or three different MemberVault accounts. We do offer a 50% discount off of a paid plan, should you already have a paid plan. So like as a Lifetime Lite owner, you would automatically qualify for 50% off a secondary account should you wish to upgrade that to a paid plan. So that's an option, maybe not the your most ideal option. From a perspective of trying to manage, essentially, I would say three businesses, right, three brands, three businesses, within one account, if there's not a ton of overlap between the audiences, which it sounds that there might be for you, Stephanie, it can actually be quite tough and confusing for people, if you're, like you said, leading them all to the same place. But then you have like a variety of different products. You know, one's a bit of book one's about PR, like, it's, I could see that being confusing for people.

Katrina Scarlett 59:13

So what some people do, who have a similar scenario, which works really, really well is they don't actually lead people to their MemberVault's site as the landing point. So I'm going to try to get it I'm going to try and express this in a way that hopefully does not sound super confusing. But what they will do is they will use their website or separate landing pages for those contexts, right. So like, let's say people come to Stephanie's website, they can click on you know, book, PR and sorry, what was the third? Your book?

Stephanie 59:55

Um, it's really those two.

Katrina Scarlett 59:57

Yeah. Okay, so those two are good. Yeah. They could click on like book author stuff or PR stuff, right? And then they then they go to basically like a sub landing page that tells them more about what you have available. And those explanations or those landing pages, then could link to the products in MemberVault. But those products you would have as invisible, so that only the people who are seeing them are the people who are being led, they're out of the context that you want them to be. Right. So we have actually quite a few users that come to mind to do this. They don't show any products on their MemberVault site, like if you went to their main URL for their MemberVault site, it's blank,

it's like you just see the branding, but it's blank, there's no available products, because everything is being essentially controlled in terms of who sees what, based on their traditional website. So when they you know, pick the book option on your website, you could give them a rundown of the various products you have available. And then when they click, you know, the buy now or whatever, that could lead straight to the product in MemberVault. And then they'll see all the information and they can join right there. But that's probably for most people like that's their gateway, right? That's the way of how they're controlling who sees what, rather than leading them everybody automatically to the MemberVault site where there might be like, seven different things for them to look at all in different, you know, segments of your business, which could be really confusing. That would be my recommendation. Okay. Yeah, if you're doing if you're wanting to do it within one account, right. The other option, of course, is is to look at dividing it between, you know, maybe two accounts, and then anything that you know, extra that comes up just deciding if it makes better sense to put it under the PR account or under the you know, author book account. But that then becomes a second account for you to manage, right, that's a second group of users for you to manage. Whereas in this case, if you're kind of using your website to be that gateway of how you lead people to the most ideal products and MemberVault, for them, and what they're looking for, you're still funneling everybody into the same MemberVault account, you can still segment them based on what they have purchased and what they've joined. And they can still eventually see other products that you have offered, right, you can lead them to additional products that they might like from within the first product that they purchase, for example. But they're all within the same account. So even though you're basically gateway paying for two different businesses, you're still managing them within one MemberVault accounts.

Stephanie   1:02:47

That makes total sense. Thank you.

Katrina Scarlett   1:02:50

You are more than welcome. I hope I I hope I didn't cause too much confusion or overwhelm there. And it's hard to explain what I don't have a strong example to show.

Stephanie   1:03:01

Not at all, makes total sense.

Katrina Scarlett   1:03:03

Perfect. Well, if you have more questions about that reach back out. But I will take a peek at your email too. And if any other thoughts come to mind, I will I will circle back on that too. Okay. Awesome. Thanks, Stephanie. It was a great question. I'm sure that that brought a lot of good ideas to other people, too, who may be having the same type of scenarios come up, because I know a lot of people once they start one business and get into the online world, another one tends to come about not long after. Yeah, yeah. Yeah, exactly. I'm, I'm a culprit of that too myself. Perfect. So a bunch of people have had to jump off just because we are past the three o'clock hour and they have other commitments, which is totally understandable. But before we wrap up the call, I know some of those questions took a little bit longer to answer, but I'm hoping that they were beneficial to everybody who is on the call. However, if you have questions yourself, and you haven't had the chance to ask them, please, please do let me know because I do not want to wrap up the call if you still have something that you would like to bring up. Um, so I'm going to give a couple seconds here of awkward silence so you can type your question or unmute yourself. It's not as awkward because I'm not on camera today. But when I am on camera, it's really awkward. But if there are no other questions, I will say you are welcome to email me at hello at member vault.co. Should any questions come to mind or that you didn't get to ask on the call, whether it be timing or whether it be? You just weren't. You didn't feel it was the right time or you weren't comfortable asking it. You can always send me an email and as paid users you have access to chat support from right within your MemberVault account. And then of course there's always the fabulous Facebook Collaborative which is probably and I will say this from a mountain top every single time one of the most supportive and collaborative groups in the world of the Facebook universe and probably all online groups I should say, because I'm biased. But it is truly a fantastic group of like minded users who are supporting one another. Karem even says best community ever. Honestly, we have people in there who continue to engage with the account with the group, offer advice, offer suggestions, inspiration, help people with support questions, or how to do something, and they're not even using MemberVault right now themselves. So like, it is such a great community of people. So if you're looking for pure life support, inspiration, guidance, all that jazz, that is the best place to go for that kind of interaction. It is not the best place to go. If you are looking for account specific support. We do come into the group and we try to answer questions as best as possible, especially when tagged but it's not as easy for us to support you on account specific questions or use cases or troubleshooting. So for accounts, specific stuff, you're always best to come to us through chat or email support. And yeah, I think that's all so my friends. Thank you so much for your time today. Hope you all have a wonderful rest of your week. Have a great weekend and we will see you back here next Wednesday. 2pm same bat time same bat channel. Bye all.