6-month Membership Testing Plan
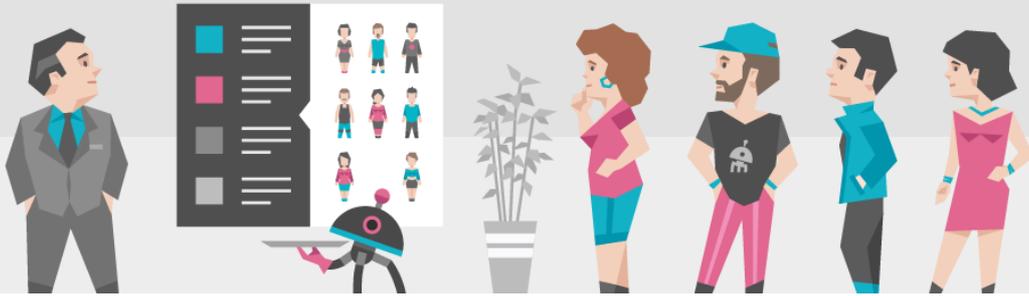
Here's an example of the types of test you could run and what you could learn over the next 6 months:

MONTH 1
First impression test
Ask users to see what they think about your site at first glance. Do they understand what your company does and who you do it for? Do they get the sense that they could trust you judging by your design and messaging?

MONTH 2
Education test:
Ask users to learn more about what you can offer them. Where would they start on your site? How do they read your blog and are the CTAs useful? Do they perceive the information to be valuable or just fluff?

MONTH 3
Product perception test
Ask users to tell you what they think your membership includes and what they will get in exchange for their recurring payments. How do they read your sales page? Is it clear? Is it too long? What is resonating with them specifically?

MONTH 4
"About you" test
Why should users trust you and your brand? Ask them to find more information about you and the results you'r program has given other customers. See how they navigate the site, what they pay attention to and learn what works and what doesn't.

MONTH 5
Pricing clarity test
Ask users to see if they understand your pricing packages and structure. Are they confused or do they know exactly what they would get with each tier? Then ask them very specific questions about your money back guarantee and membership terms and see if they find the information in the FAQ.

MONTH 6
Competitive research test
Ask users to search on Google for a similar site to yours and see how they perceive your business in their own words. Then ask them to click on a result that looks compelling and see how they compare your site to this one.