

Registered users and subscribers means more first party data for your organization and higher ROI across the board. Registering users can be difficult to master on your own, so here are 10 tips to grow that most valuable user base.

Offer a value exchange

Offer your site visitors something they're willing to exchange a registration for. Whether it's personalized premium content, early access to events or tickets, a special celebrity opportunity, giveaway, or other, creating value behind a registration or subscription is the first step in turning an anonymous user into a registered user.

Match forms to registration drivers

Picture this: you're consuming content about how snowglobes will launch the next zombie apocalypse and you're ready to give your email to sign up for updates. Suddenly you're taken to a generic registration form that has nothing to do with what you were just consuming. You may even feel like you've been taken to the wrong form.

Be sure your forms are tied to whatever content is driving your user to register in the first place!

Keeping the form above the fold

This is strictly a user experience consideration. Adding an extra step where a potential user must scroll down to find your form, means one more reason they will abandon the registration process. Make it easy and keep your forms above the fold.

Providing in-line entry validation

Speaking of user experience, there's nothing more frustrating than hitting submit only to see your form return with several bright red error marks. Provide in-line validation where possible for fields such as email to minimize registration irritation at having to re-fill fields.

Utilize a pop-up window

The dreaded pop-up! Hear us out. For registration forms on desktop, this can prove valuable in keeping customers on the page where they were looking to access content, a product or service and were prompted to register. This is a possible solution to tip number two above!

Take only what you need

It's more important to get a visitor to register than to collect every single piece of information at once. Consider limiting form fields to just two or three pieces of critical information.

A/B Testing

Sometimes it's not just a matter of how much you ask for, but rather how you ask for it. Try different phrases when asking for registration information. Test forms to the left or right of the screen. Test form field labels within the field, on top and on the side. Splitting these tests ensures you find the best practice for your specific audience.

Use social proof

For social networks it's easy to say "Hi John, your friends Betty, Carl and Sue are attending this event with 5,380 others, would you like to attend?" But that doesn't mean it's not possible for your site to do the same. Advancements in data analysis means you are able to segment like-users and leverage that "group-think" mentality. This is an advantage for companies looking for an edge in registration.

Consider social login

Many businesses already take advantage of social network logins. These digital giants come equipped with myriads of user data so dropping in a "Log in with [insert social network here]" saves users time and allows you to quickly capture their data.

The obvious downsides to using social login include inaccurate data (I bet you can think of at least one person on your network who uses a nickname in place of their real name), as well as loss of data (if for example a social giant were to have a sudden shut down of their software.) Keep this in mind when deciding on social login as a registration tactic for your organization.

Let your data work for you

Similar to number nine, use data analysis and audience intelligence to pull from your current pool of registrants. What affinities and behaviors stand out among them? Do they have certain interests? Do they view certain pages before registering? Have they returned to your site x-amount of times?

Analyze your data to find patterns among registered user segments and use it to target your anonymous visitors, ensuring you're working to convert those users who are more likely to register in the first place.

Read next:

**Best Practices
for Online Registration**