

WELCOME TO OUR

LIVE WEBINAR



MAXIMIZING REVENUE THROUGH
DIRECTORY MEMBERSHIP MODELS

Unlock exclusive content

Join our community today for access to exclusive content!

Subscribe now

Already a subscriber? Log in

WEBINAR PRESENTATION



OUR SPEAKERS



JAMES CHUBB
CEO & Founder



GABRIEL MILITÃO
Marketing Specialist



LARISSA DEVIGILLI
Marketing Manager

Upcoming Webinars




25
Jun

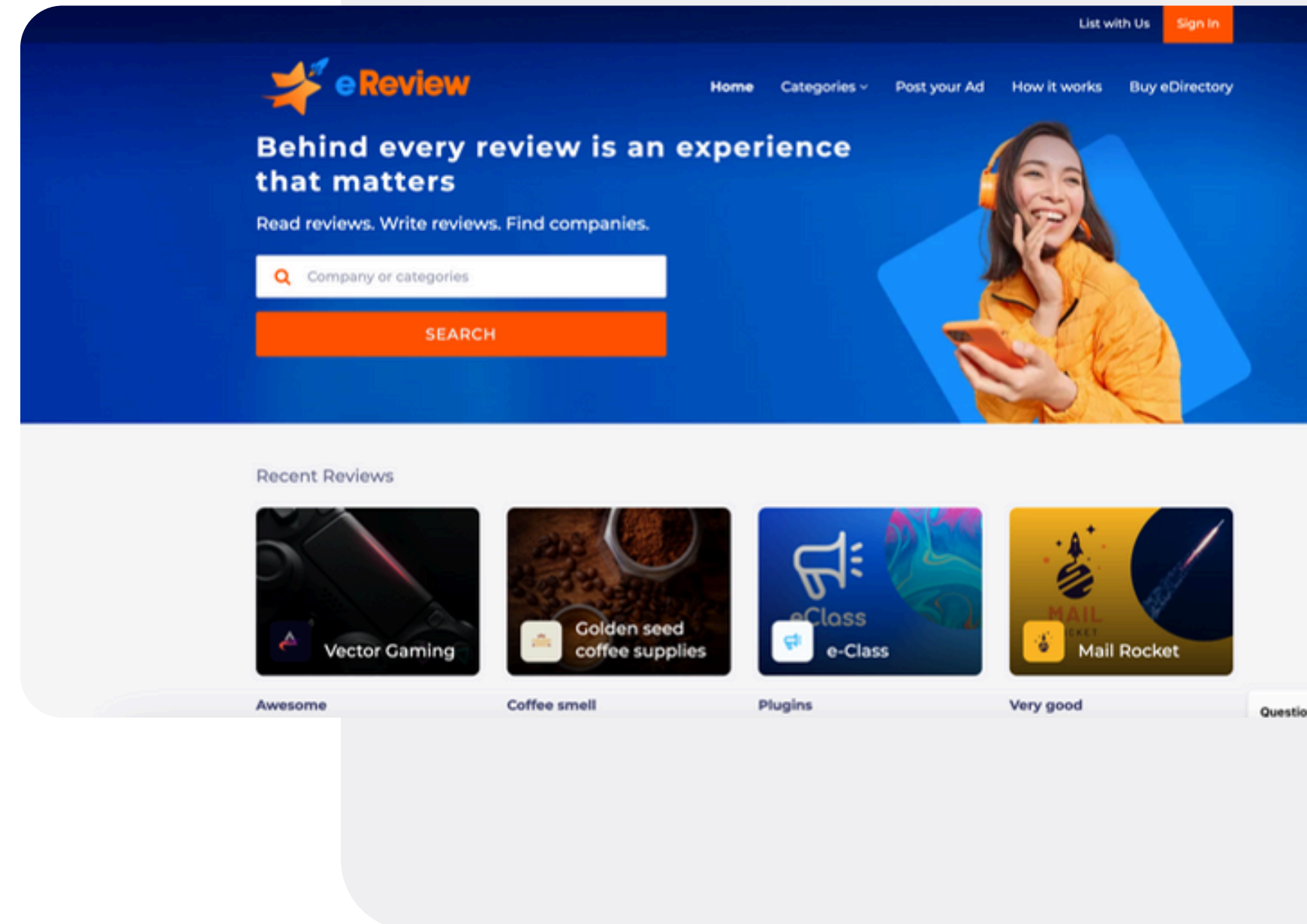
Leveraging AI for SEO and Content
Marketing in Online Directories

BACKGROUND ON EDIRECTORY:



- ✓ System to build Directory style websites
- ✓ Used for Lead-gen sites, Vendor Directories, Local Guides, Membership sites and more
- ✓ Highly customizable
- ✓ Create Native iPhone, Android apps
- ✓ SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo! 



FEEDBACK TOOL

Got any feedback? Submit your feature ideas, vote on suggestions from the community, and help improve our product. Top ideas will be featured on the "Ideas in Action" board, where you can track their progress.

ideas.edirectory.com

NEW

Canva



eDirectory



Feature suggestions



Ideas in action



Changelog



Support center

Have something to say?

Have a great idea to make our product even better? This is the place to share it! Submit your feature suggestions and vote on ideas from other community members. The most popular and impactful ideas may be approved and move to our "Ideas in Action" board, where you can track their progress.

TODAY'S TOPICS

DISCUSSION OUTLINE

- ▶ Benefits of Members-Only strategy
- ▶ Ranking locked content
- ▶ Key membership features
- ▶ Paywall tools
- ▶ Showcase membership strategy examples
- ▶ Path to Success



Benefits of Members-Only Strategy

- **Direct Revenue:** Monetize your best content
- **Increase perceived value:** Exclusivity makes content more desirable
- **Incentivizes better content:** Paid users expect quality, driving up standards
- **Reduce reliance on ads:** Clean design, no clutter



Membership models provide **2X more revenue stability** than ad-based businesses (Source: Subscription Economy Index, 2024).

Essentials

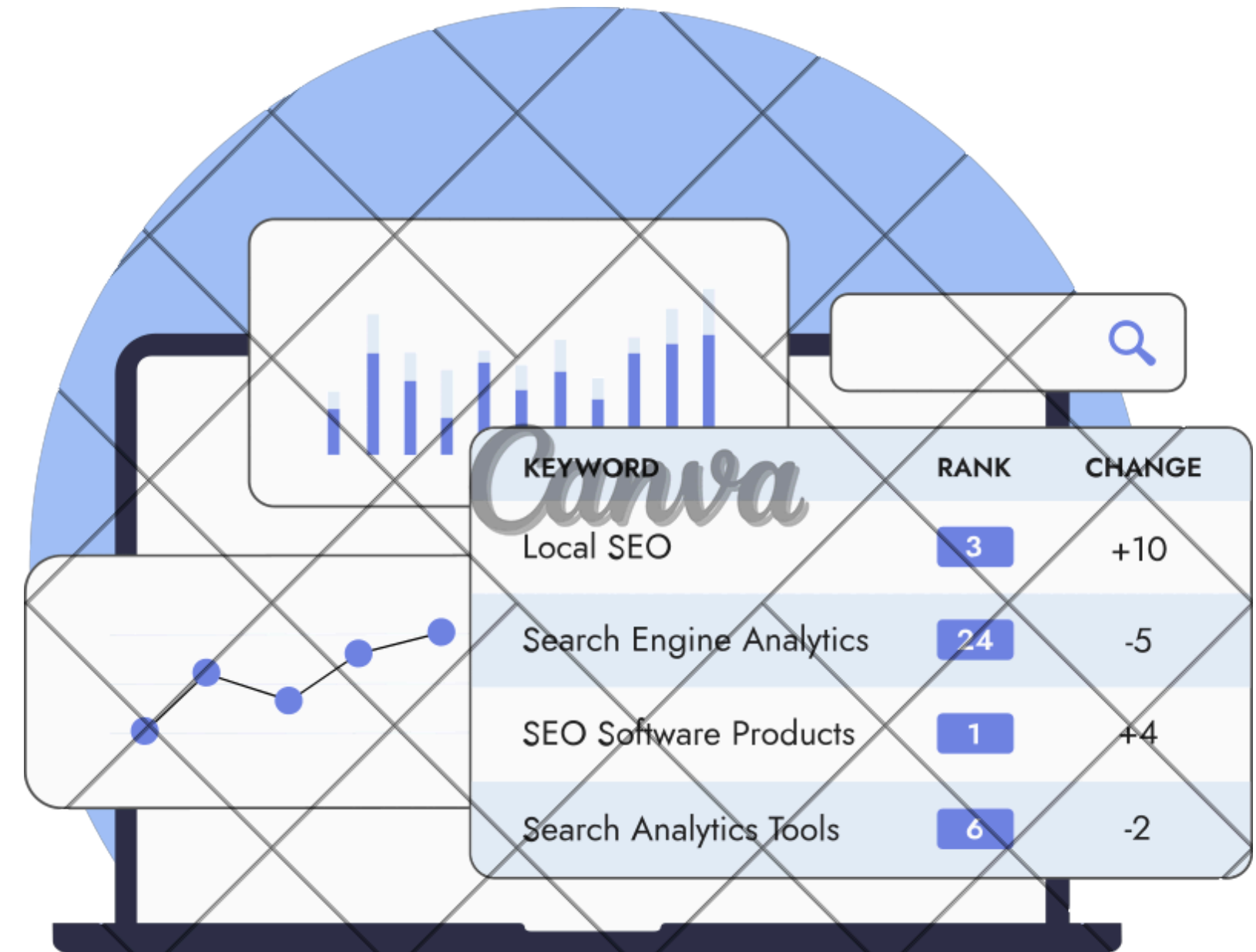
RANKING LOCKED CONTENT

SEO-Friendly Restrictions

- Search engines can still index your locked content's titles and descriptions, helping you maintain visibility and rankings.

Conversion Through Curiosity

- Lock high-intent elements like phone numbers, email addresses, or map views. These are action triggers — users will upgrade to unlock them.



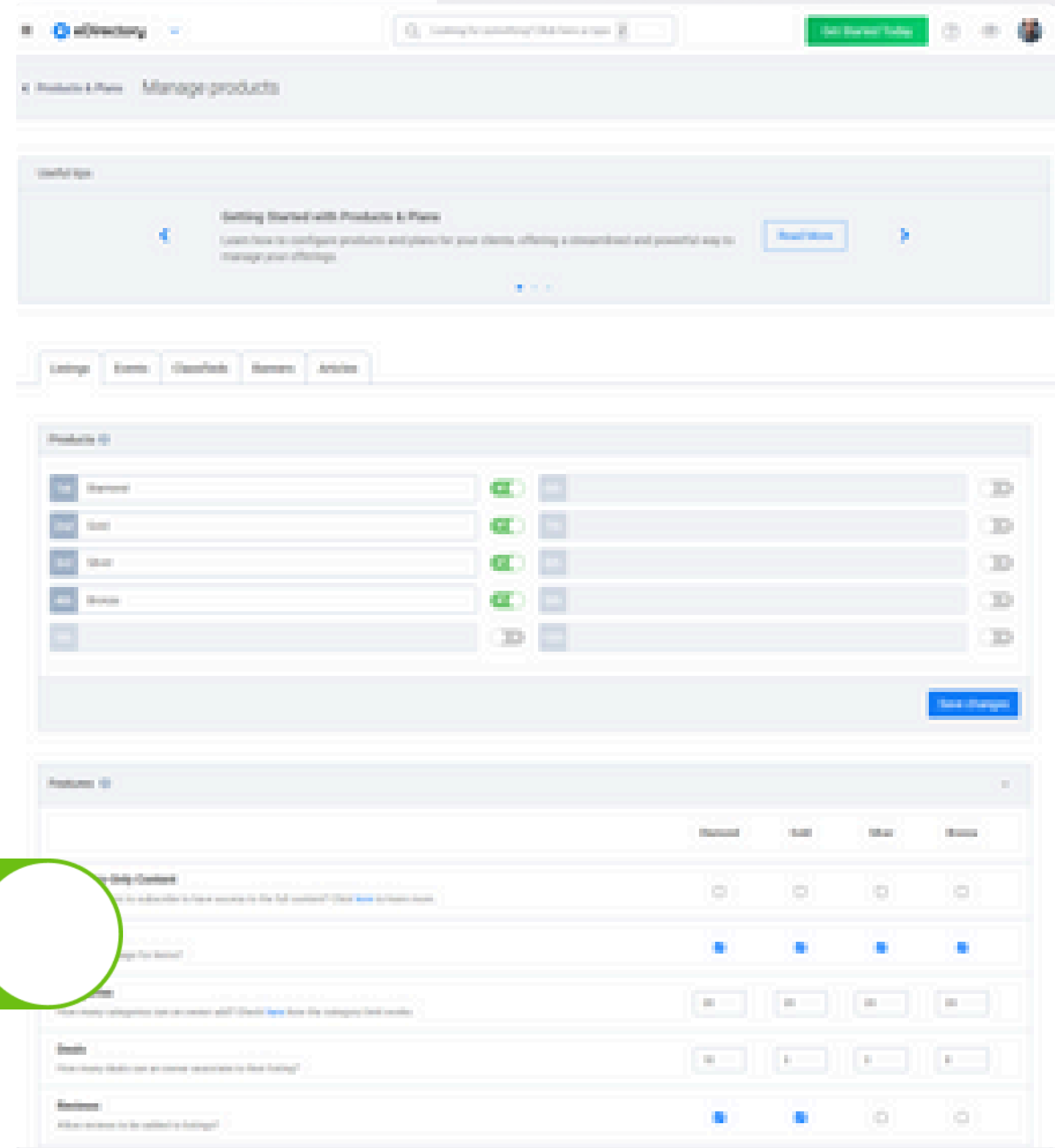
!! Even though the full content is gated, Google still picks up the structure and metadata. So you don't lose SEO value, you actually increase it by turning organic traffic into paying members.



Key Membership Features

IN EDIRECTORY

- **Products & Plans:** Modular membership products, such as group listings, events, classifieds, articles, and banners, are included in the products
- Define billing cycles (monthly, yearly), and free plans
- **Paywall toggle:** Restrict specific content to logged-in paying members





Members-Only

CONTENT ACCESS

- You can restrict access to:
 - Listing details
 - Events
 - Classifieds
 - Articles
 - Blog posts



Diamond	Gold	Silver	Bronze
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Members-Only Content

Require visitors to subscribe to have access to the full content? Click [here](#) to learn more.

Choose which user levels (e.g., Registered, Paid Members only) can view these sections. Enables **premium content paywall** strategy.



Use the Paywall Toggle

FOR CONTENT

Each blog post or article has a
"members-only" toggle. Ideal for:

- Insider industry articles
- Premium resources (PDFs, research, reports)
- Early access announcements



These are great for
upselling content access
in lower-tier plans.

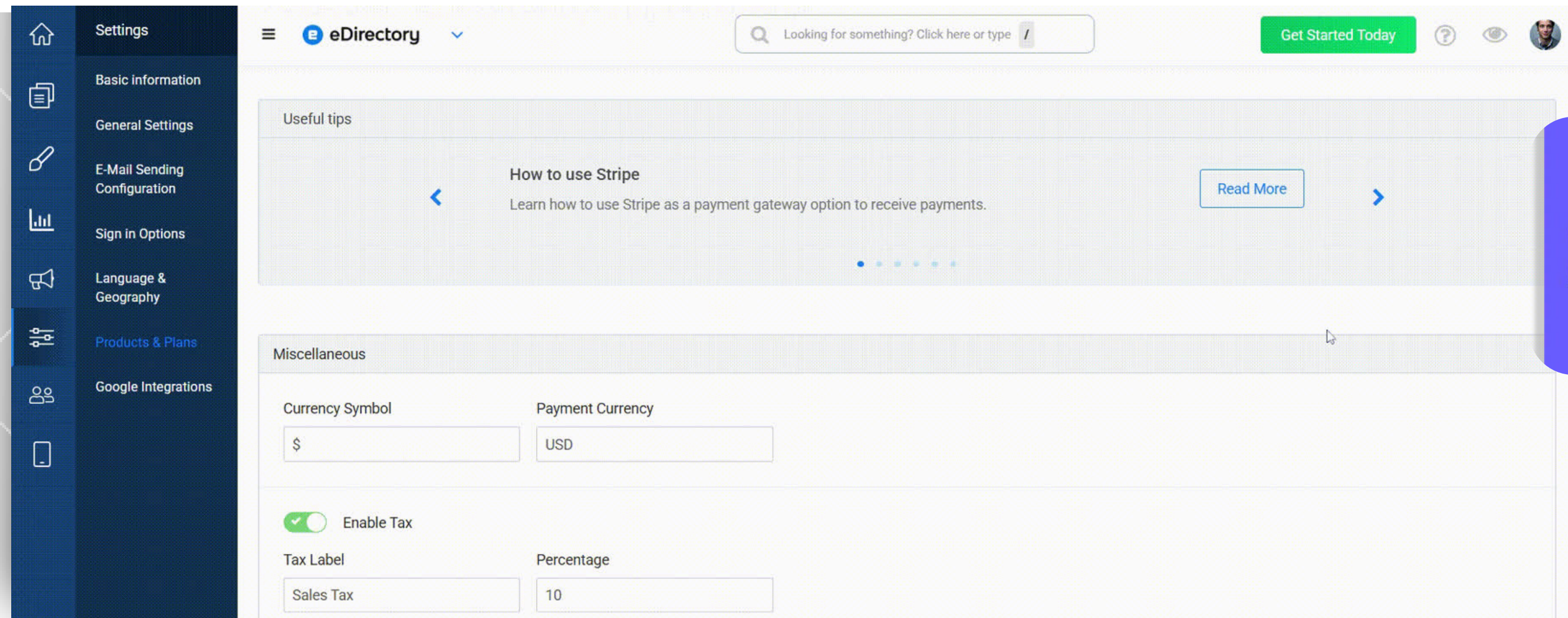


Configure Payment Options

Go to **Site Manager > Products & Plans > Additional settings & payment gateways**

Enable recurring payments for subscription plans

Stripe supports free trials, coupon codes, and full membership lifecycle automation



The screenshot shows the eDirectory Settings interface. On the left is a dark blue sidebar with icons and labels for various settings categories: Settings, Basic information, General Settings, E-Mail Sending Configuration, Sign in Options, Language & Geography, Products & Plans (highlighted in blue), and Google Integrations. The main content area has a header with the eDirectory logo, a search bar, and a 'Get Started Today' button. Below the header is a 'Useful tips' section with a card titled 'How to use Stripe' that includes the text 'Learn how to use Stripe as a payment gateway option to receive payments.' and a 'Read More' button. The 'Miscellaneous' section contains two rows of settings: 'Currency Symbol' (set to '\$') and 'Payment Currency' (set to 'USD'), and 'Enable Tax' (checked) with 'Tax Label' (set to 'Sales Tax') and 'Percentage' (set to '10').

stripe

STRATEGY IN ACTION

Definition of Members- Only Access Types

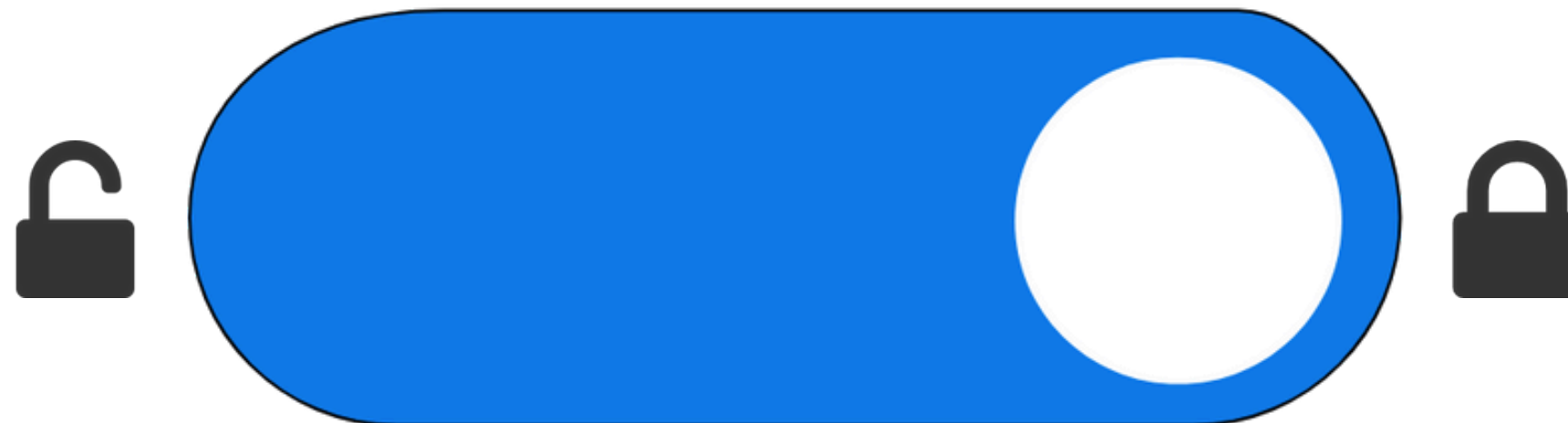


Hard Members-Only Access

- **Definition:** All or nearly all site content is locked behind a paywall.
- **Best for:** Premium knowledge bases, trade associations, niche industry directories, and exclusive communities.
- **Example:** Wall Street Journal – full access requires a subscription.

HOW TO IMPLEMENT IN EDIRECTORY

- ▶ USE **SITE-WIDE MEMBERS-ONLY ACCESS**
- ▶ MAKE LISTINGS, ARTICLES, EVENTS, AND BLOG CONTENT PRIVATE
- ▶ USE SITE-WIDE MEMBERS-ONLY ACCESS

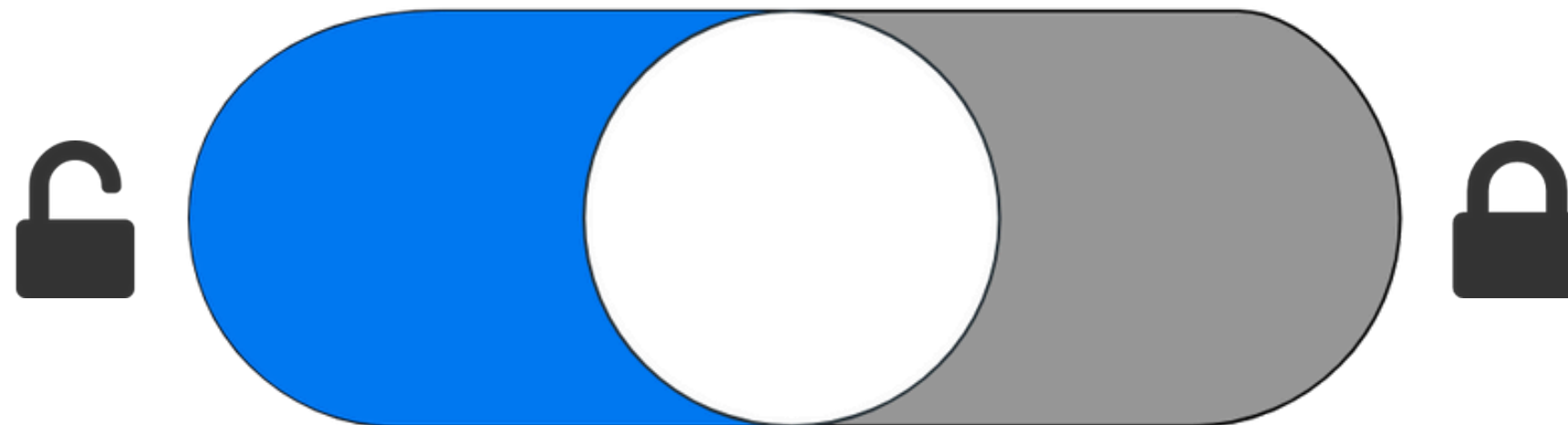


Soft Members-Only Access

- **Definition:** Free access to limited content; premium material is paywalled.
- **Best for:** Directories with editorial content, blogs, or educational material.
- **Example:** NewYorker.com – read 1 article/month for free.

HOW TO IMPLEMENT IN EDIRECTORY

- ▶ ENABLE **PARTIAL ACCESS PER MODULE** (E.G., RESTRICT ARTICLE DETAILS).
- ▶ USE THE **PAYWALL TOGGLE** ON INDIVIDUAL ARTICLES OR BLOG POSTS.
- ▶ USE THIS TO **UPSELL YOUR MEMBERSHIP PLANS** INSIDE CONTENT.

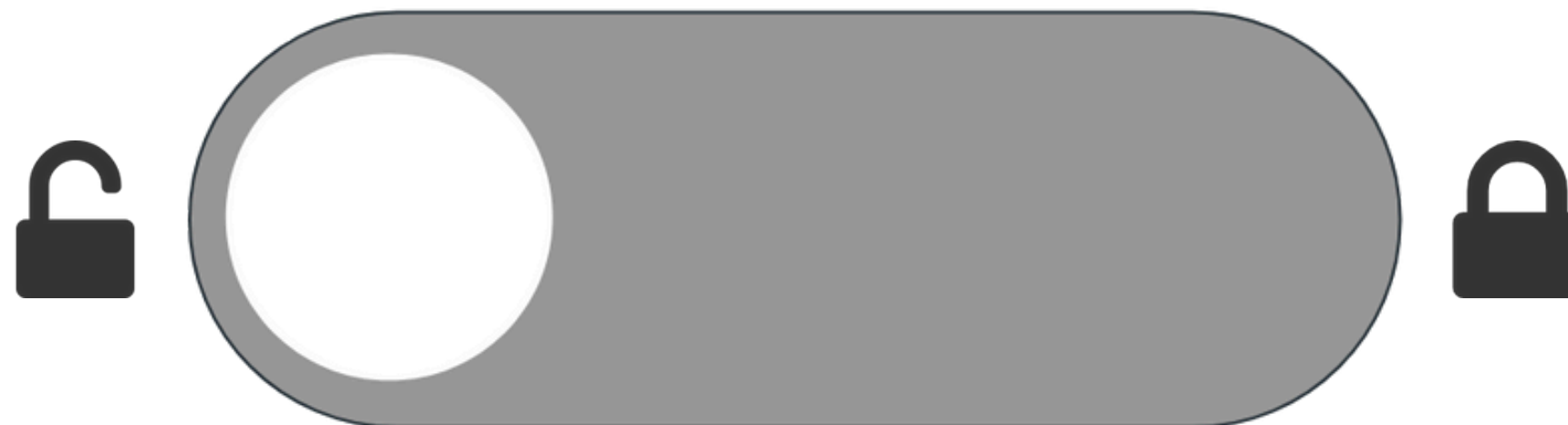


“Freemium” Model

- **Definition:** Offer basic content/features for free, premium for a price.
- **Best for:** General-interest directories, professional associations, B2B platforms.
- **Example:** LinkedIn – free networking, paid insights/tools.

HOW TO IMPLEMENT IN EDIRECTORY

- ▶ CREATE A **FREE BASIC PLAN** WITH LIMITED LISTING FIELDS.
- ▶ CREATE **PAID PLANS** WITH VIDEO, FILES, SOCIAL LINKS, WEBSITE URL, AND RICHER DESCRIPTIONS.
- ▶ OFFER **FREE BLOG/NEWS**, BUT LOCK HIGH-VALUE **DOWNLOADABLES OR REPORTS**.





IMPLEMENTATION CHEAT SHEET:

Strategy:

Hard access

Soft access

Freemium

Hybrid

Modules to Use:

Site-wide + All modules

Blog, Articles, Events

Listings + Blog

Mix of all above

Suggested Use Case:

Exclusive communities or B2B

SEO-based or editorial sites

Free visibility leading to the upgrade funnel

High-traffic, diverse content sites

Path to Success

HOW MEMBERSHIP SITES SUCCEED

Promote upgrades with value, not pressure

- “Get 3x more exposure,” “Feature your business on the homepage”

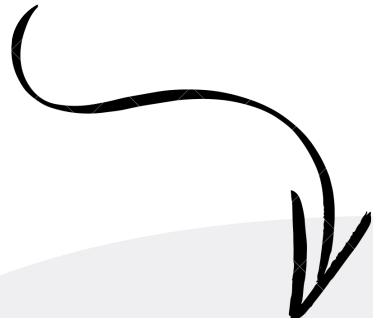
Show member progress using data

- Views, clicks, leads generated

Reputation & Trust signals

- Verified badges, reviews, “top rated” labels



- 
- ▶ **CLEAR CTA ON EVERY LOCKED MODULE**
“Unlock contact info”, “Get full access”
 - ▶ **OFFER A LOW-FRICTION ENTRY POINT**
\$5 trial, first listing free, etc...
 - ▶ **ADD COMMUNITY FEATURES**
Forums, Q&A, live chats...

QUESTIONS?





CONTACT US

If you are interested with our service
you call us below.



Site :

[eDirectory.com](https://edirectory.com)



Email :

sales@edirectory.com

support@edirectory.com



Phone : +1 800 630 4694



Whastapp: +1 (571) 235-9293





THANK YOU



Have suggestions for future presentations?

[Leave a comment!](#)