1. Added onto exisiting Today's Media website

2. Membership area. Login area with dashboard and content archive to browse, select and download articles each month.

3. 15 new articles are added each month by Today's Media and subscribers log in to view new articles and download their monthly quota.

4. Packages based on how many articles you want a month: 2, 3 or 5. Free tier so you can sign up and view the achive but can only download three sample articles.

5. Regsitration process - simple as possible. Payment system - monthly rolling subscription fee.

6. Monthly selection and download of articles - Key area of focus - wanted to make it as simple as possible, taking into account that they have to liase between busy departments to choose and select their monthly quote.

7. This requires some kind of email solution to manage this process - customer database - whether that is in Wordpress, a plugin, or external. Automated email notifications.

8. The archive - envisage it could be Woocommerce, with each article as a product - digital, downloadable product. This would mean we could make use of the built in categorisation or products - seperate into areas of law, filter by keyword and marketing objective. The other key area of the design.

# Overall structure

Website

Public area

Login area

Database

Store user/account info

Send monthly email

Possible email notifications for other actions

Wordpress user?

Mailchimp/Hubspot

Or combination/equivalent

# Site map

Todays Media homepage

Events

Publications

**Today's legal content landing page**

Clear description of Todays legal content
Benefits highlighted
Copy based on solving their needs
Clear description of packages
Free tier option - limited number of samples included
Big, clear 'sign-up' CTA

**Registration page**

General details
Chosen areas of law
Choose package
Direct debit information

**Registration success**

We have sent an email to

*samplemail@law.co.uk*

To activate your account please check your inbox

**Confirmation email (off-site - inbox)**

Confirm your registration to join Today's Legal content

Welcome to Today's Media

Click here to confirm your account and start browsing our legal content archive.

**Account confirmed**

Success.

Thankyou - your account is active

Sign in to browse our archive and download your first articles!

**Login page**

Dedicated login page

Maybe the login will be on the landing page

**Dashboard home**

Main dashboard area
Membership only
Latest montly articles
Content archive

**Your articles**

Download area where articles can be downloaded and edited

Order history where all previously ordered articles can be accessed and re-downloaded.

**Add-ons**

Unique content
Social media
Training modules

**Content marketing resource**

What is content marketing?
How you can use content marketing
Linkedin tutorials
Blogging best prectice

**Account**

Account details
Package details
Upgrade package

# Monthly content delivery

## Notification and selection

**Notification email**

This months articles are ready to download

Option to login, or open 'Quick select' page.

**Quick select page**

So cc'd contacts can quickly click a button, see the months new articles, and reserve the articles they want.

**Selections made**

When departments have made their selections, main account holder receives notification email informing them that articles have been reserved.

## Selection and download

**Dashboard home**

Click on chosen articles.

When monthly quota has been met, download button becomes active.

Click download take to download page.

**Your articles**

Download area where articles can be downloaded and edited

Delivered as zip, or individually as word docs or pdfs.

Landing page

Legal content Landing page

Events Landing page

Publications Landing page

Membership area

Dashboard

Content archive

Legal content

Supporting pages

Valuable content

Sales funnel

Registration page

Registration success

Account confirmation

Login (login form on LP)

Dashboard home

Content archive

Your articles

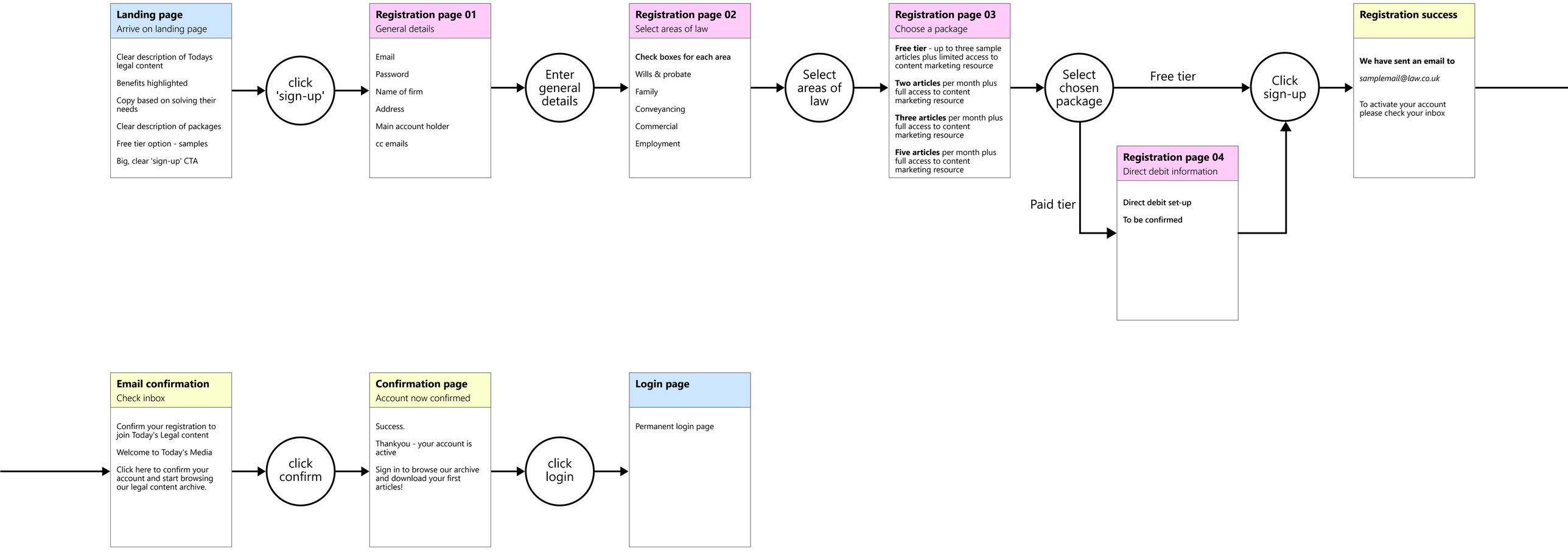
Add-ons

Useful content resource

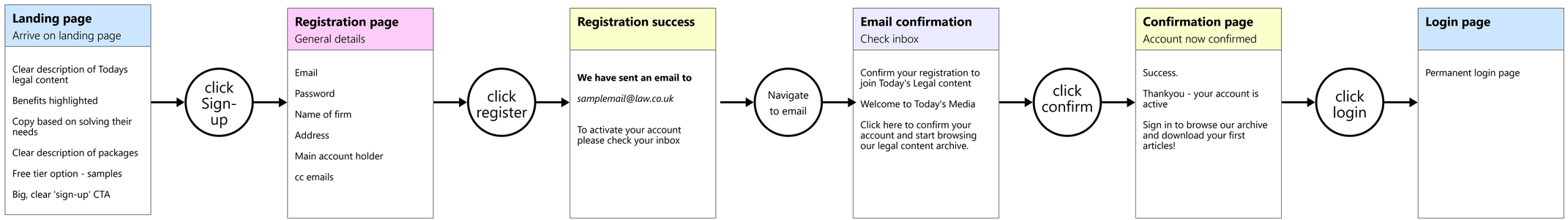
Account

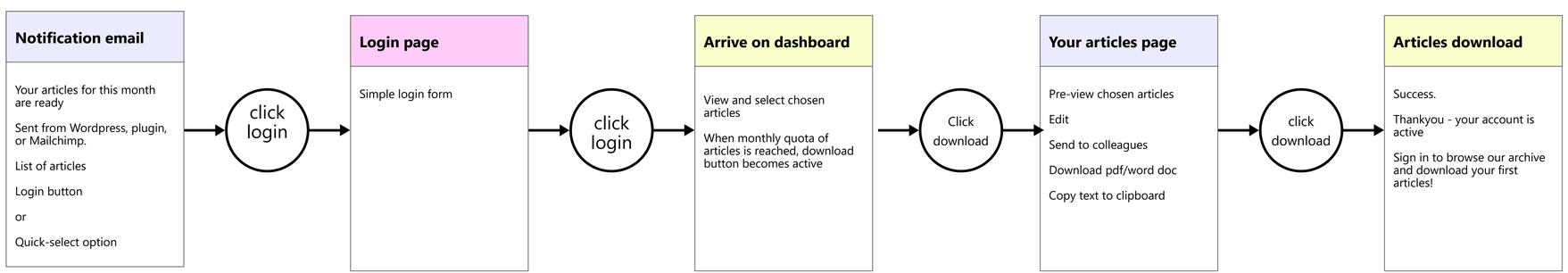
Password/cancel

# New user registration



# New user registration - simpler




# Monthly notification - Login - select - download