Getting Started Guide

Getting Started as a Pro Reseller

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Version 1.0 (09.30.07)

Trademarks Used in This Book

1. Introduction/ Logging In

Congratulations on your new business venture! As a Pro Reseller, the possiblities are endless and getting started is a cinch. This guide takes you through the steps to set up your account details and reseller site. At the end of this process, you will have a live, professional reseller site ready to attract customers.

LOGGING IN TO YOUR ACCOUNT

The first step in setting up your reseller plan is logging in.

To Log In to Your Account

1. In the **Customer # or Login name** field, enter your account login information.
2. In the **Password** field, enter your account password (remember that all passwords are case sensitive).
3. Click **Secure Login**.

ESTABLISHING YOUR PAYEE ACCOUNT

Your Payee Account tells us how you want to receive your commission payments. Payee accounts include contact information, tax information, and preferred method of payment. Your storefront cannot be made until your Payee Account is set up.

To Set up Your Payee Account

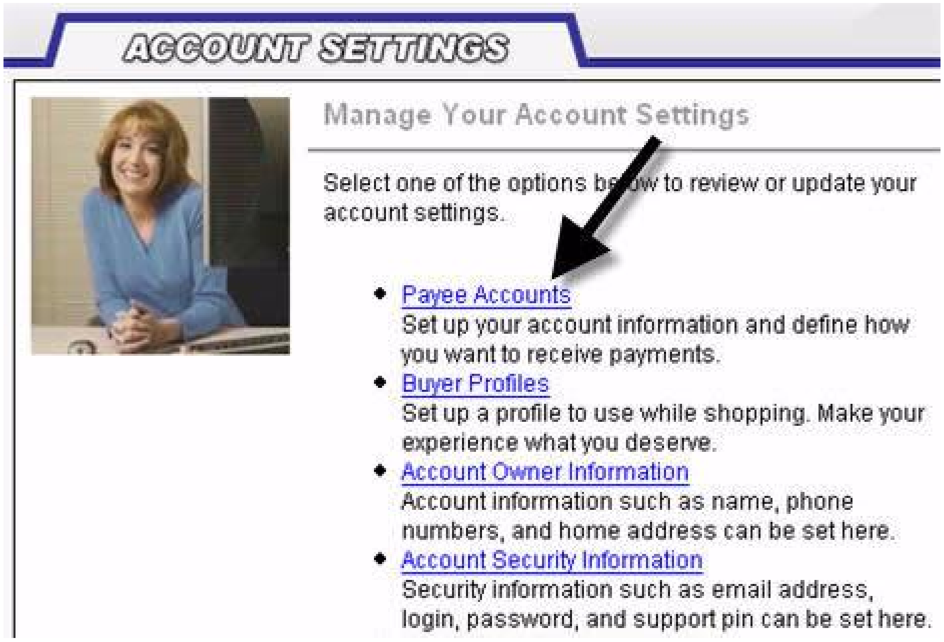
1. Log in to your **Account Manager**.

NOTE

The Account Manager is where you manage account administrative functions and details. This is also where you launch any applications or manage products that were purchased in this account.

The Reseller Control Center is where you manage your site content and activity.

2. In the **My Account** section, click **Account Settings**.
3. On the **Account Settings** page, select **Payee Accounts**.



4. On the **Payee Accounts** page, click **Create Payee**.
5. Enter your payee details and click **Continue**.
6. Review the payee details, and click **Submit**.

Linking Your Payee Account to Your Storefront

Now that you have specified how you want to receive your commissions, you need to link those details to your Reseller plan and storefront. You manage your Reseller plan settings in the Reseller Control Center.

▸ To Specify a Payee for your Storefront

1. Log in to your account at www.resellercontrolcenter.com.
2. From the **My Settings** menu, select **Payment & Tax Information**.
3. Select the name of the Payee Account and click **Apply**.

2. Setting Up Your Pro Reseller Plan

Your Pro Reseller plan is now ready for customization. To finish setting up your plan, complete the Setup Wizard as described below.

SETUP WIZARD

You can exit the Setup Wizard at any time with or without saving the information.

Contact Information

This information is used if we need to contact you about your reseller plan. You will specify sales and product support contact information in the Storefront Options section.

This contact information is not available to your customers.

▸ To Add Your Contact Information

1. Expand the contact information section.
2. Enter your business contact information in each field as labeled.
3. Select **Yes** or **No** for each of the reseller notification options.
4. Select **HTML** or **Text** for your preferred email format.

5. Click **Next** to move to the next section.

All fields marked with an asterisk (*) are required.

Legal Contact Information

Legal agreements to which your customers agree when purchasing products from your reseller store must include a mailing address to which your customers can send notices. We recommend that you use our business address (provided in the fields by default). If you choose to use this address, we will contact you with any legal issues that require your attention.

However, you may enter a different address or post office box as your legal contact information. If you purchased privacy for your domain name, you may also use the applicable privacy address here.

▸ To Add Legal Contact Information

1. Expand the legal contact information section.
2. Enter your legal contact information in each field as labeled.
3. Click **Next** to move to the next section.

Commission Payment Information

In order to receive commission payments from your reseller storefront, you must associate a payee account with this reseller plan.

If you do not have any payee accounts, or you need to create additional one(s), see Establishing Your Payee Account on page 4; then return to the Payment & Tax Information screen and select your payee account.

▸ To Set Commission Payment Information

On the **Payment & Tax Information** page, select your payee account from the list and click **Apply**.

Product Pricing

The Setup Wizard allows you to quickly and easily set the pricing for all of the products in your reseller store.

Using this feature requires that:

1) You intend to offer all products available in your reseller store, AND

2) You want to set the pricing for all of your products as a dollar amount or percentage above suggested retail pricing.

If you prefer to manually compile your product selections and define the product pricing, click **Next**. When you have completed the Setup Wizard, you can go to the **Products & Pricing** page to customize your product selections and pricing.

▸ To Set Product Pricing

1. From the **Price Point** list, select your preferred price position.
2. Enter a percentage or dollar amount to set your price above or below the suggested retail price, and click **Set Pricing**.
3. To move to the next section, click **Next**.

Storefront Options

You can customize the following options relating to information that your customers will see on your storefront.

The options currently default to our recommended settings and information, but you may customize any of these options to suit your business.

▸ To Set Storefront Options

1. In the **Display Name** field, enter the company name you want to display on your storefront.
2. Under **Support Options**, select your preferred method for handling support requests.
3. In the **Support Email** field, enter the the email address that you want support emails sent to, or leave the default email address to let us handle support requests for your store.
4. Under **Default Name Servers**, select the option you want to display as the default.
5. To move to the next section, click **Next**.

Email Marketing

You can customize the following options for sending email communications from your storefront. These settings control how and from where your email messages are sent.

▸ To Set Email Marketing Options

1. In the **"From" Email Address** field, enter the email address that you want purchase confirmation email messages to come from or leave the default address to ensure consistency with your support email options.
2. In the **Event Notification Emails** section, enter the email addresses at which you want to receive notifications of orders or transfer events.

3. Under **Marketing Emails**, select **Yes** or **No** to allow us to send marketing promotions to your customers on your behalf.
4. To confirm all your storefront settings, click **Save.**

3. Managing Your Reseller Customers

You've got your reseller account created, so now it's time to make sure that you will have everything you need to monitor your customers' needs and make sure that they're met.

Purchase Confirmation Email

After each purchase, your customers will receive a receipt via email, containing information about the purchase for their records. You can set the 'From' address that appears in this email.

To Set the Purchase Confirmation Email Address

1. From the **My Customers** menu, select **AutoResponder Email**.
2. To use the default address of support@securepaynet.net, click **Use Default**.
3. To specify a different email address, enter the full email address in the text field.
4. Click **Apply**.

Event Notification

In addition to using your Reseller Control Center to track your customers' purchases, you can also opt to have notifications sent via email indicating when customers complete purchase, or choose to transfer a domain from your storefront to another registrar.

To Enable Event Notification

1. From the **My Customers** menu, select **Event Notification**.
2. To enable email notification for completed orders, check the box under the **Notify?** heading, then in the **Email Address** field, enter the destination email address.
3. To enable email notification for transfer away requests, check the box under the **Notify?** heading, then in the **Email Address** field, enter the destination email address.
4. Click **Apply**.

Support Options

Part of the responsibility of having customers is making sure they're taken care of. In the Support Options section, you'll choose whether you'd like us to handle your support, or if you'd prefer to provide it yourself.

To Specify Support Options

1. From the **My Customers** menu, select **Support Options**.
2. If you want us to handle your support requests, select **Let us handle all support requests**.

3. If want us to handle support for transfers, check **Enable Transfer Concierge to handle support.**

NOTE

You can still specify that you want to handle hosting support for your storefront by checking **I would like to handle hosting support**.

4. If you want your company to handle support, select **I would like my company to handle all support requests**.

- To use your contact email address and phone number as provided during setup, check **Use my contact Email and Phone number**. Your information will display to confirm it is correct.
- In the **Support URL** field, enter the full email address for the Web site where you will be providing support.

5. Click **Apply.**

Default Nameservers

When your reseller customers purchase domains through your storefront, you can choose the default option offered to them for setting their nameservers. Parked nameservers mean that the domain points to a parked page, which indicates that the domain is registered, but not yet pointing to an actual site. Hosting nameservers mean that the domain will point to an established Web site (for example, “google.com” is set with hosting nameservers that link the domain with the actual Google® Web site).

To Select Default Nameservers

1. From the **My Customers** menu, select **Default Nameservers**.
2. Select the default status of the nameservers for newly registered/transferred domains.
3. Click **Apply**.

Discount Customer List

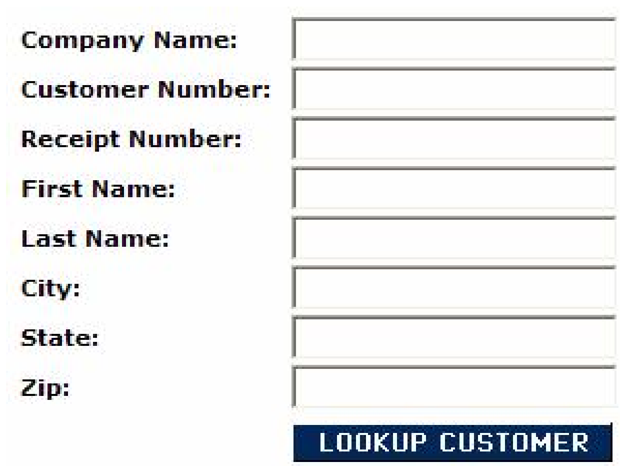
As you develop your customer base, you can opt to provide some of them with discounted pricing. You can enable or disable this option at any time through your Reseller Control Center.

‣ To View the Discount Customer List

1. From the **My Customers** menu, select **Discount Customer List**.
2. The list of customers currently receiving discounted pricing displays.
3. To remove a customer from the list, click **Deactivate Discounted Rates**.

Customer Search

Through the Reseller Control Center, you'll be able to search your customer database for specific customers based on a variety of criteria. You can even look up a customer by the receipt number of their purchase.



‣ To Use the Customer Search Tool

1. From the **My Customers** menu, select **Customer Search**.

2. You can search using any or all of the following criteria:

- Company Name
- Customer Number
- Receipt Number
- First Name
- Last Name
- City
- State
- Zip

3. Click **Lookup Customer**.

You can also display your entire customer list by leaving all of the fields blank, then clicking **Lookup Customer**.

Now it’s time for the fun part - designing your reseller storefront!

4. Designing Your Reseller Storefront

Now that your account details are defined, it's time to design your storefront. In this chapter, you'll learn how to set the colors of your Pro Reseller storefront Web site, add custom content to headers and footers, and change other storefront settings.

Once you have completed customizing your storefront, just click **Go Live** to publish your site.

DESIGN WIZARD

To customize your Reseller Storefront, access the Design Wizard by logging into your account, and from the **Design & Layout** menu, select **Design Wizard**.

Default Settings

When creating your Reseller storefront, you can use one of the pre-built templates to get your site active as soon as possible, just by picking the one you like best and making it live!

To Use a Default Web Site

1. From the **Design & Layout** menu, select **Design Wizard**.
2. To use one of the pre-built storefronts, select the desired storefront.
3. After making your selection, click **Go Live**.

NOTE

If you wish to customize your storefront further, click **Continue** to proceed through the Design Wizard.

Home Page

If you choose to customize your reseller storefront, our Design Wizard takes you through step by step, allowing you to create and refine the appearance of your storefront. The first step is by customizing your reseller storefront's home page.

Main Settings

In the Main Settings section, you select the primary product that you'd like to advertise on the home page, as well as the border color and trim color.

▸ To Customize Your Main Settings

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Home Page.**
3. Expand the **Main Settings** section.
4. Select the primary product for your home page.
5. Select the panel trim color.
6. Select the border color.

NOTE

You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

Upper Panel Settings

You can further refine the color scheme of your home page through the Upper Panel's title, subtitle, strong text, regular text, and background.

▸ To Customize Your Upper Panel Settings

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Home Page.**
3. Expand the **Upper Panel Settings** section.
4. Click **Back** or **Next** to scroll through the available images.
5. To upload your own image, click **Browse**, select the image you want to upload, then click **Upload**.

Your image should be 164x214 pixels in size. Animated GIFs are currently not supported.

6. Select the border color.
7. Expand the **Upper Panel Settings - Images** section.
8. Select the following:

- Background color
- Title color
- Strong text color
- Text color
- Subtitle color

You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

Lower Panel Settings

Next, you can further refine the color scheme of your home page's Lower Panel sections.

▶ To Customize Your Lower Panel Settings

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Home Page.**
3. Expand the **Lower Panel Settings** section.
4. Select the following:

- Background color
- Title color
- Text color

5. Expand the **Lower Panel Settings - Bottom Section** section.
6. Select the following:

- Background color
- Title color
- Text color
- Link color

NOTE

You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

Side Panel Settings

The last part to customize on the home page is your Side Panel. Here you can customize background, text, and link colors, and even add custom items to the panel!

▸ To Customize Your Side Panel Settings

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Home Page.**
3. Expand the **Side Panel Settings** section.
4. Check the products whose text you want to appear in the side panel.
5. To add a custom item, check **Custom Item 1-5** and position it as needed.

- In the **Title** field, enter a title for the item.
- In the **Content** field, enter the text or HTML you want for that item.

6. Expand the **Side Panel Settings - Colors** section.

7. Select the following:

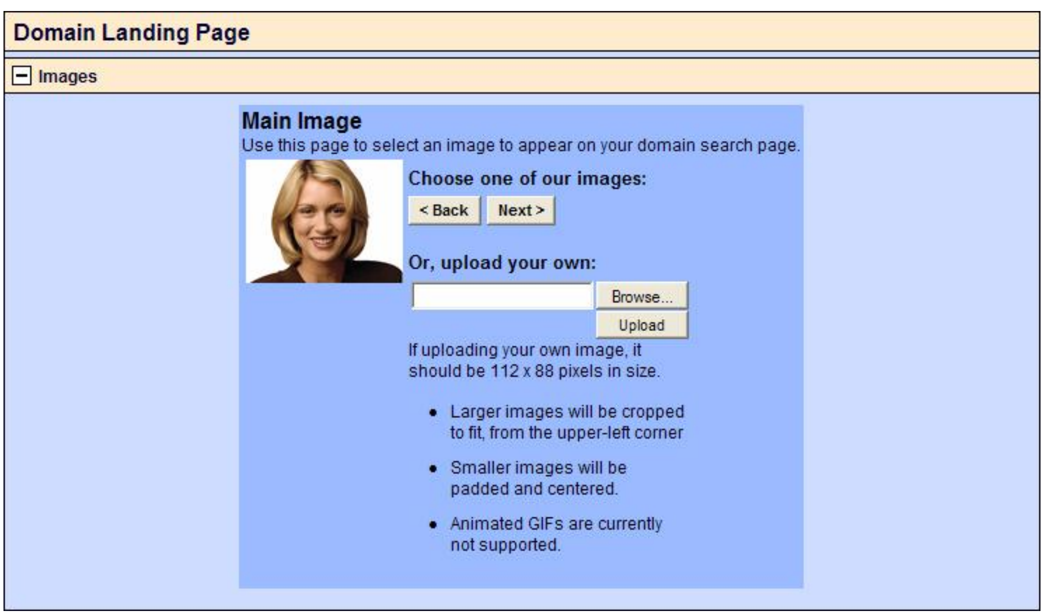
- Title background color
- Left background color 1
- Left background color 2
- Title text color
- Left text color 1
- Left text color 2
- Item text color
- Item strong color
- Item link color

NOTE: You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

8. Click **Continue**.

Domains

The next step in the Design Wizard is to customize your domain landing page by selecting the image you'd like to appear here. You can either use one of the ones provided, or upload your own graphic.



To Select a Main Image

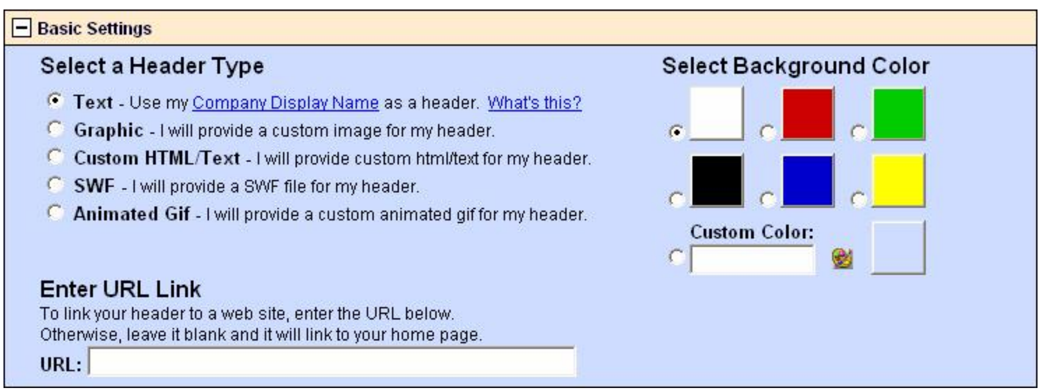
1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Domains.**
3. To use one of the provided images, click **Back** or **Next** to scroll through the images.
4. To upload your own image, click **Browse**, select the image you want to upload, then click **Upload**.

Your image should be 112x88 pixels in size. Animated GIFs are currently not supported.

5. Click **Continue**.

Header

You can display your company name or logo in the header on every page of your storefront. The header of your reseller storefront makes a statement about your site, so customize your header with your colors, your logo, and your name, and even a link!



To Customize Your Header

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Header.**
3. Select a background color.
4. In the **Enter URL Link** field, to link your header to a Web site, enter the full URL.
5. Select a header type:

- Text

Uses your company display name as a header. Select a text color, then select a text font from the list.

- Graphic

  Uses a custom image as a header. Click **Browse** to locate and select your graphic, then click **Upload**.

  CAUTION Custom images must be 780 pixels in width or smaller, and in .jpg or .gif format.

- Custom Text/HTML

  Uses custom text/HTML as a header. In the **Select Custom Text** field, enter your custom HTML or text.

  CAUTION Only certain HTML tags are allowed in the header. The list is displayed just above the **Select Custom Text** field.

- SWF

  Uses a SWF file as a header. In the **Width** and **Height** fields, enter a width and height for your SWF file, click **Browse** to locate and select your SWF file, then click **Upload**.

- Animated GIF

  Uses an animated GIF file as a header. Click **Browse** to locate and select your animated GIF, then click **Upload**.

  CAUTION Custom images must be 780 pixels in width or smaller.

6. Click **Continue**.

Menu Bar

Along with the header and footer of your reseller storefront, you can also customize the navigation menu bar to create a coordinated look.

Menu Bar

To Customize Your Menu Bar

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Menu Bar.**
3. Expand the **Customize Menu Bar** section.
4. Select the style you want to use.
5. Select the following:

- Top color
- Bottom color
- Standard font color
- Mouseover font color

You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

Sub-Menu Bar

To Customize Your Sub-Menu Bar

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Menu Bar.**
3. Expand the **Customize Sub-Menu Bar** section.
4. Select the following:

- Sub-menu bar color
- Sub-menu bar font color

You can further customize your color sections by either clicking the Color Palette icon and selecting a color, or by entering a hexadecimal color code.

Custom Links

To Set Custom Links

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Menu Bar.**
3. Expand the **Set Custom Links** section.
4. In the **Custom Link Text** field, enter the text you want displayed in the lower portion of the Menu Bar. (Do not enter HTML here.)
5. In the **Custom Link URL** field, enter the full URL for your link.

CAUTION The URL must start with http://, https://, or mailto:.

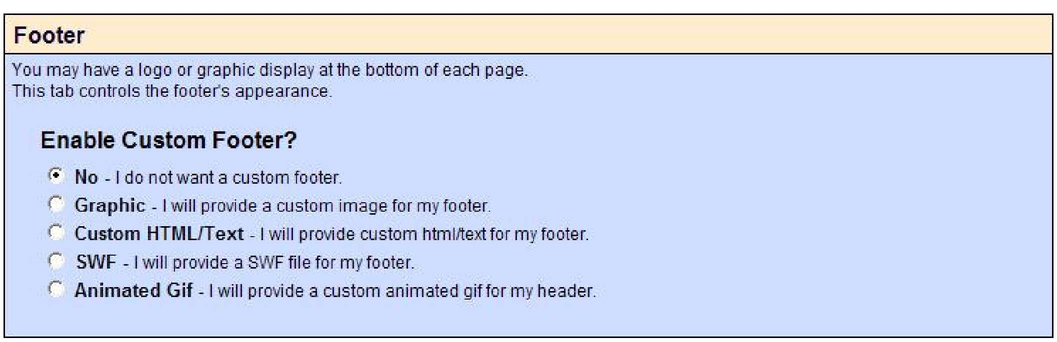
6. If you are not planning on using the provided home page, in the **Custom Home Tab Link** field, enter the full URL of your custom home page.

CAUTION The URL must start with http:// or https://.

7. Click **Continue**.

Footer

You can display your company name or logo in the footer on every page of your storefront. Customize your header with your colors, your logo, and your name, and even a link!



To Enable a Custom Footer

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Footer.**

3. Select a background color.
4. In the **Enter URL Link** field, to link your footer to a Web site, enter the full URL.
5. Select a footer type:

- Text

  Uses your company display name as a footer. Select a text color, then select a text font from the list.

- Graphic

  Uses a custom image as a footer. Click **Browse** to locate and select your graphic, then click **Upload**.

  Custom images must be 780 pixels in width or smaller, and in .jpg or .gif format.

- Custom Text/HTML

  Uses custom text/HTML as a footer. In the **Select Custom Text** field, enter your custom HTML or text.

  Only certain HTML tags are allowed in the footer. The list is displayed just above the **Select Custom Text** field.

- SWF

  Uses a SWF file as a footer. In the **Width** and **Height** fields, enter a width and height for your SWF file, click **Browse** to locate and select your SWF file, then click **Upload**.

- Animated GIF

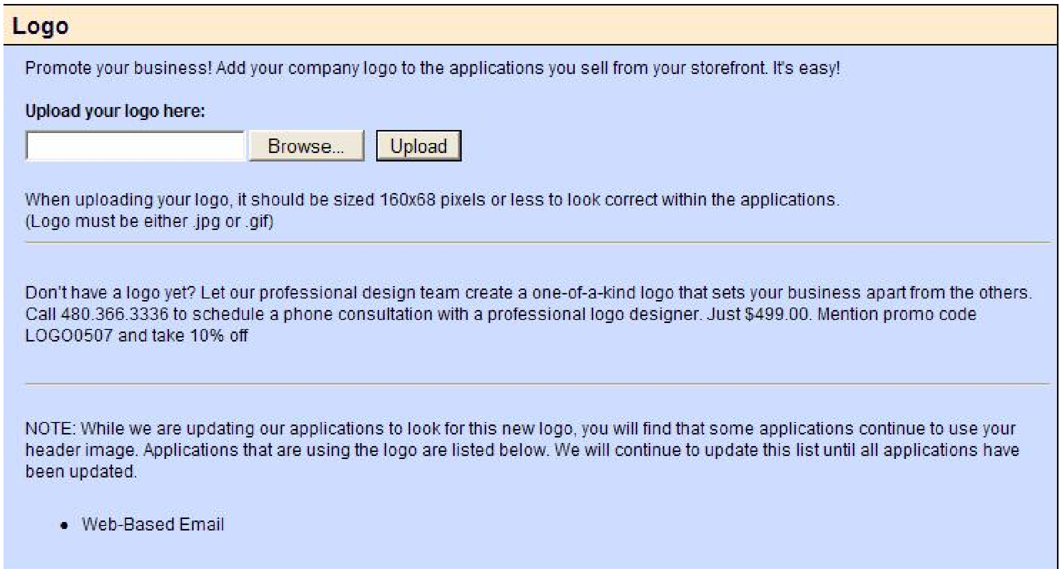
  Uses an animated GIF file as a footer. Click **Browse** to locate and select your animated GIF, then click **Upload**.

  Custom images must be 780 pixels in width or smaller.

6. Click **Continue**.

Logo

Your logo is often the most immediately noticed and/or recognized part of your company's total image. Now you can add your logo not only to your storefront, but also to the applications that your customers purchase through your storefront (such as Web-based Email).



To Customize Your Storefront's Logo

1. From the **Design & Layout** menu, select **Design Wizard**.
2. Click **Logo.**
3. To locate the graphic file for your logo, click **Browse**.
4. Select the file, then click **Upload**.

NOTE

When uploading your logo, it should be sized to 160x68 pixels or less, and must be in either .jpg or .gif format.

5. To preview the changes you've made to your reseller storefront, click **Preview Changes**. If you're satisfied, click **Go Live**.

CUSTOMIZING YOUR RESELLER PLAN

You've designed your storefront, and now it's time to decide what specific products and services you're going to offer, how much you're going to charge, and the support options for your customers.

Company Info Page

As part of your reseller storefront, you can create a page containing information such as your company's contact information, and a description of your company.

This page may describe your reseller business and display such company data as name and contact information. Enter or edit the company information below. Fields left blank will not be shown on your Web site.

Yes! - I would like a FREE Company Info page on my Web site

APPLY ✓ CANCEL ✕

To Create a Company Info Page

1. From the **Design & Layout** menu, select **Company Info Page**.
2. To add a free Company Info page to your storefront, check the box next to **Yes!.**
3. In the **Company Description** field, enter your description, or click **Use Default**. This field supports both text and HTML.
4. To use the default contact information for your Company Info page, check the box.
5. Click **Apply**.

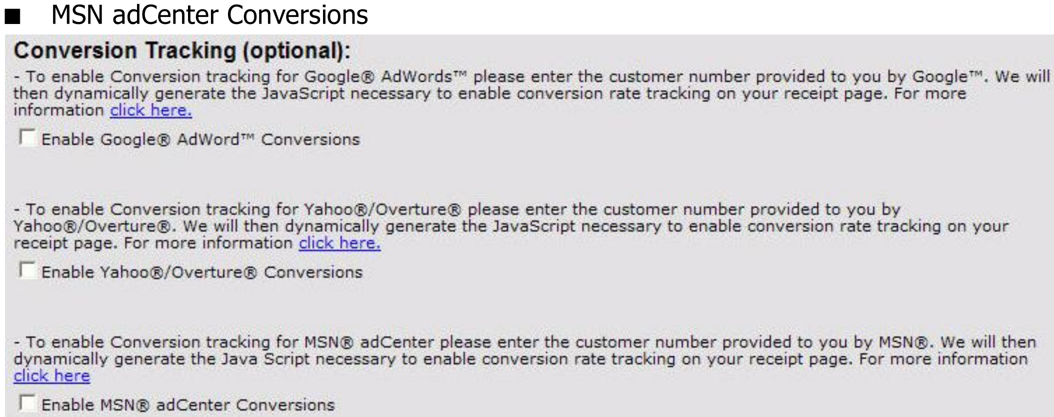
Receipt Info

Part of your reseller storefront's image includes your receipt information. You can customize the appearance of the receipts that your customers receive upon completing purchases through your storefront. Also, receipt information is a great way to monitor conversion tracking (how many people visit your site from a given source and actually make purchases).

To Customize Your Receipt Info

1. From the **Design & Layout** menu, select **Company Info Page**.
2. To enable conversion tracking for your customers' order confirmation pages, check the boxes next to any or all of the following:

- Google AdWord Conversions
- Yahoo!/Overture Conversions
- MSN adCenter Conversions



Conversion Tracking (optional):

- To enable Conversion tracking for Google® AdWords™ please enter the customer number provided to you by Google™. We will then dynamically generate the JavaScript necessary to enable conversion rate tracking on your receipt page. For more information click here.

Enable Google® AdWord™ Conversions

- To enable Conversion tracking for Yahoo®/Overture® please enter the customer number provided to you by Yahoo®/Overture®. We will then dynamically generate the JavaScript necessary to enable conversion rate tracking on your receipt page. For more information click here.

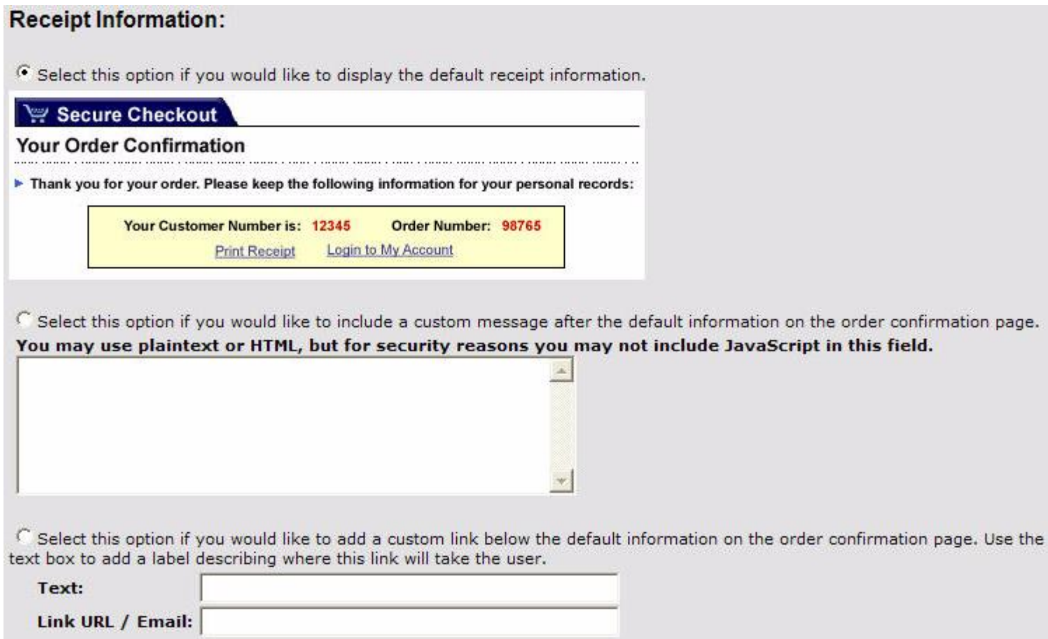
Enable Yahoo®/Overture® Conversions

- To enable Conversion tracking for MSN® adCenter please enter the customer number provided to you by MSN®. We will then dynamically generate the Java Script necessary to enable conversion rate tracking on your receipt page. For more information click here

Enable MSN® adCenter Conversions

3. Select the receipt information you want to use:

- Default Receipt
- Custom Message
- Custom Text



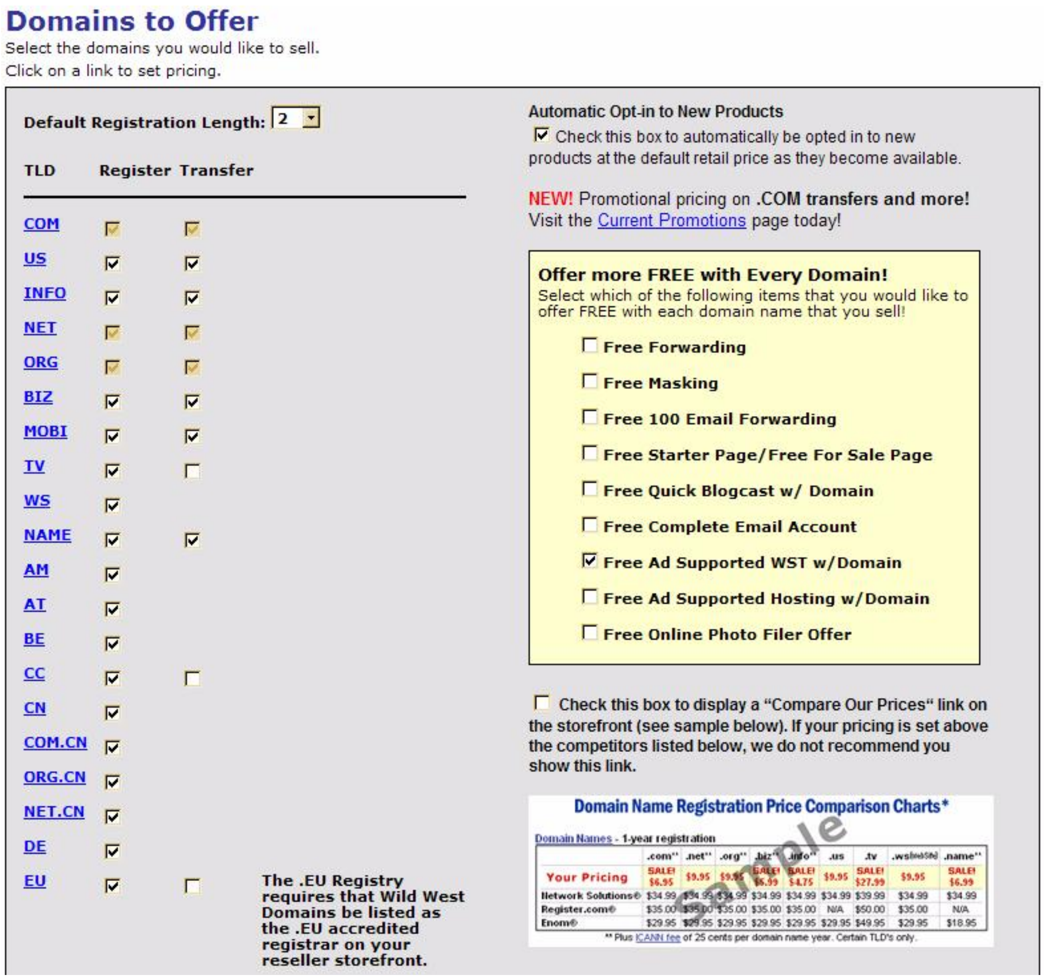
4. Click **Apply**.

Custom Product Offerings

These next two sections take you through selecting individual products and services to sell through your storefront, how to set individual pricing, and feature add-ons with your product offerings.

Selecting Products

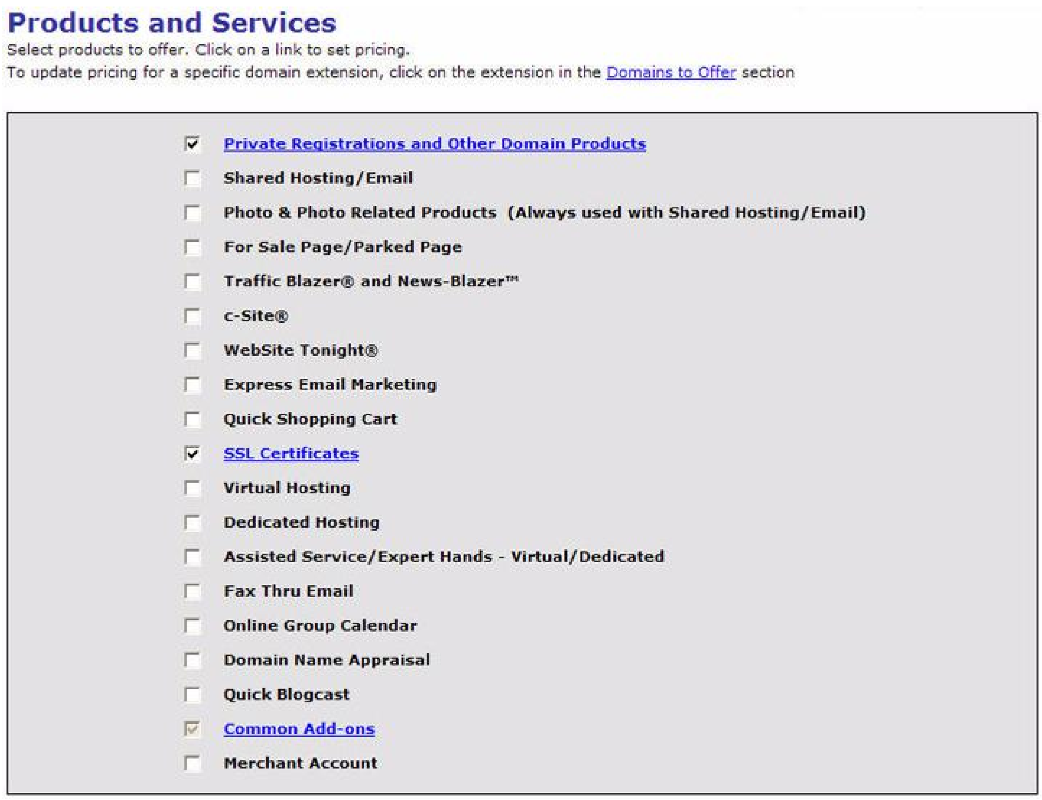
The product offerings are divided into two sections - top level domains, or TLDs (such as .com, .net, .org, etc), and then products and services. Here, you'll also choose what free products you want to make available when customers purchase domains, default domain registration length, as well as choosing if you'd like to opt in to new products and services as they're made available.



▸ To Add Top Level Domains to Your Product Portfolio

1. From the **Products & Pricing** menu, select **Product Offerings**.
2. Check the boxes for the domain TLDs you want to make available for sale and/or transfer.
3. Click on a link to set pricing for that TLD.
4. Check the boxes for the items you want to offer free with each purchased domain.
5. Click **Apply**.

In addition to the many domains you can sell, there are a variety of products and services that you can offer. You can customize your storefront to include all products or only those that you want to sell.



▸ To Add Products to Your Product Portfolio

1. From the **Products & Pricing** menu, select **Product Offerings**.
2. Check the product(s) you want to add.
3. Click on a link to set pricing for that product.
4. Click **Apply**.

Product Pricing

When it comes to setting the prices on your reseller storefront, it's your decision. You can offer prices at an increased percentage of your buy rates, or assign arbitrary dollar values. For convenience, you can download the product price lists into Excel, make all your changes, and then upload it again!

To Change the Pricing on a Product

1. From the **Products & Pricing** menu, select **Product Offerings**.
2. Click on the product whose pricing you want to adjust.
3. Enter the desired price and click **Apply**.
4. Click **Save** to confirm all your storefront settings.

NOTE

When setting your pricing, you can also download the price list to Excel, make your modifications, then re-upload the file. See the graphic below to view the **Import/Export** option.

Current Promotions

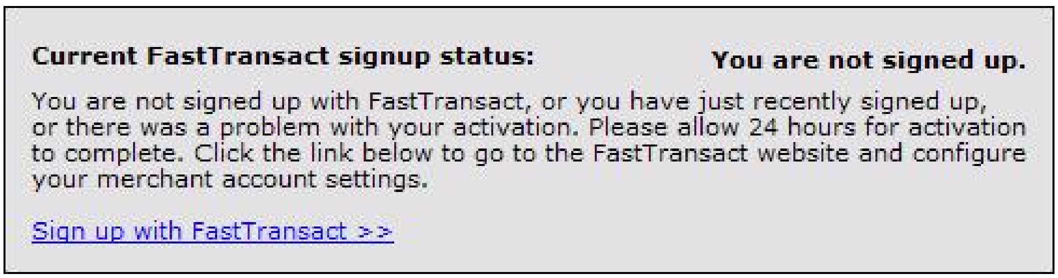
To increase sales, boost commissions and customer loyalty, and improve your client base, take advantage of the Current Promotions options. Here, you can set starting and ending dates, decide which promotion(s) you'd like to offer, and even link them to Marketing Source Codes (which allow you to track which promotions are most popular).

▸ To View Current Promotions

1. From the **Products & Pricing** menu, select **Current Promotions**.
2. Check the boxes for the promotion(s) you want to offer.

Merchant Accounts

To begin offering merchant accounts to your reseller customers, you're required to complete the merchant account sign-up wizard. There's no additional cost, and you'll be paid directly by FastTransact on a monthly basis.



▸ To Offer Merchant Accounts

1. From the **Products & Pricing** menu, select **Merchant Accounts**.
2. Click the **Sign Up with FastTransact** link, and proceed through the steps to configure your merchant account settings.

5. Working with Reports

As you build your reseller storefront's client base, reports are available to you for a variety of things, including tracking your commission, monitoring product sales, assessing renewals, and more.

Commission Reports

An important part of your reseller plan is earning commission on your storefront's sales. The commission report allows you to see how much you've earned from your storefront.

▸ To View Commission Reports

1. From the **My Reports** menu, select **Commission Report**.
2. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. In the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. Click **Go**.

TIP

You can also display a printer-friendly version by clicking **Display Printable Version**.

Sales Reports

Customer sales reports show you which customers are purchasing, and how much they're spending. You can narrow it down by product type, customer type, and order type.

Product sales reports are available as well, and allow you the additional option of comparing two separate sales periods.

Two other reports available are renewal reports (which show what customers are renewing which products), and refund reports (which products customers have cancelled).

To View a Customer Sales Report

1. From the **My Reports** menu, select **Customer Sales Report**.
2. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. In the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. To add a filter to the report, select from one or more of the following filter options:

- Product Type
- Customer Type
- Order Type

5. Click **Go**.

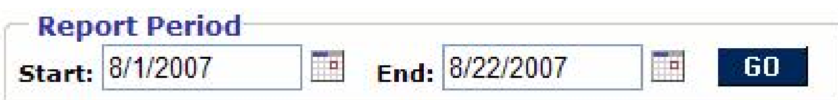
To View a Product Sales Report

1. From the **My Reports** menu, select **Product Sales Report**.

2. Under **Current Sales Period**, in the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. Under **Current Sales Period**, in the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. To compare one sales period with another, in the **Start** and **End** fields under the **Previous Sales Period** heading, enter a different set of starting and ending dates.
5. To add a filter to the report, select from one or more of the following filter options:

- Product Type
- Customer Type
- Order Type

6. Click **Go**.



To View a Renewal Report

1. From the **My Reports** menu, select **Renewal Report**.
2. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. In the **End** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. Click **Go**.

To View a Refund Report

1. From the **My Reports** menu, select **Refund Report**.
2. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. In the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. Click **Go**.

Domain Lookup

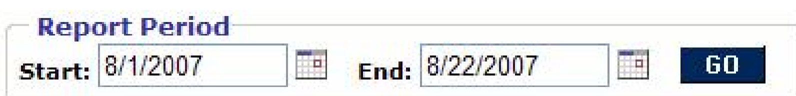
The Domain Lookup tool allows you to search domains to see which customer has registered the domain name.

▸ To Use Domain Lookup

1. From the **My Reports** menu, select **Domain Lookup**.
2. In the **Domain Name** field, enter the first part of the domain name you want to look for (for example, *coolexample*.com).
3. From the dropdown menu, select the TLD you want to look for.
4. Click **Go**.

Domain Registration

The Domain Registration Details allow you to select a report period, and view which domains have been registered during that time.



▸ To View Domain Registration Details

1. From the **My Reports** menu, select **Domain Registrations**.
2. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
3. In the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
4. Click **Go**.

Pending Transfer Report

When customers purchase transfer orders, you can see what domain transfer was ordered, when the transfer was initiated, and its current transfer status.

▸ To View Pending Transfers

From the **My Reports** menu, select **Domain Registrations**.

Marketing Source Code Reports

Part of marketing your reseller storefront is tracking the response from certain sources. By using marketing source codes, you can see where your customers are coming from, which campaign they're following, and how many hits each campaign is drawing.

To View Marketing Source Code Reports

1. From the **My Reports** menu, select **Marketing Source Codes Report**.
2. From the **Report** dropdown menu, select the type of report.
3. In the **Start** field, enter the starting date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the starting date.)
4. In the **End** field, enter the ending date for your report. (If necessary, click the Calendar icon to open a separate popup window with a calendar, then select the ending date.)
5. From the **Vendor** dropdown menu, select a vendor.
6. From the **Campaign** dropdown menu, select a campaign.
7. From the **Source Code** dropdown menu, select a source code.
8. Click **Go**.

6. Marketing Your Reseller Storefront

There are many resources and marketing tools for promoting your reseller storefront.

INTERNAL MARKETING RESOURCES

We put you in contact with other resellers to share ideas and openly discuss what works.

Email Marketing

We can send promotional email messages on your behalf and with your branding, so that the messages appear to be sent from your storefront. Your customers will learn about new products or special promotions and you don't have to do a thing.

Each time we send a marketing email, we'll let you know the details and provide the source code so you can measure results.

To Opt in to Email Marketing

1. Log in to your account at www.resellercontrolcenter.com.
2. From the **Marketing Tools** menu, select **Marketing Emails**.
3. On the **Email Marketing** page, select the checkbox to automatically opt in and click **Apply**.

Marketing Source Codes

Marketing Source Codes allow you to track the origins of traffic to your site, as well as purchases made on your site.

You can create your own Marketing Source Codes for use with your various ads. When visitors click on those ads to arrive at your site, the source code recognizes the ad they clicked on.

▶ To Set Up Marketing Source Codes

1. Log in to your account at www.resellercontrolcenter.com.
2. From the **Marketing Tools** menu, select **Marketing Source Codes**.
3. Expand the **Advertising Vendors** section.
4. Enter the vendor's name and description, and then click **Apply**.
5. Expand the **Advertising Campaigns** section.
6. Enter the campaign's name and description, and then click **Apply**.
7. Expand the **Advertising Codes** section.
8. Enter the source code you want to use, its description.
9. Assign the source code to a campaign and vendor, and then click **Apply**.

Express Email Marketing

Express Email Marketing is an online service that helps you connect with your customers through permission-based email marketing. Express Email Marketing helps you build and maintain a 100% permission-based subscriber list, nurture customer relationships, and grow your business through the scheduled delivery of email newsletters, announcements, promotions, and other targeted email campaigns.

Express Email Marketing is already connected to your customer list, and can be used with the Marketing Source Codes available to you.

▶ To Set Up Express Email Marketing

1. Log in to your account at www.resellercontrolcenter.com.
2. From the **Marketing Tools** menu, select **Express Email Marketing**.
3. Click the **How to Synchronize** hyperlink.

Press Releases

Press Releases are used by businesses to bring attention to new products or changes that they want to make public. With the help of the Internet, even small businesses can now use press releases to send promotions for free or at minimal prices.

Through the Reseller Control Center, you can download prewritten press releases to send as your own. Simply enter your business information in the designated areas and send it out.

To access the press release templates, get tips on writing your own successful press releases, and find examples of PR services, go to **Marketing Tools**>**Press Releases**.

Newsletters/Announcements

Every month, a new eSeller Newsletter is posted in the Reseller Control Center. Newsletters contain updates and new information pertaining to your reseller storefront.

Announcements are periodically posted for updates or new email marketing templates.

You can view current and past newsletters and announcements in the Reseller Control Center by going to **Marketing Tools**>**Newsletters/Announcements**.

Reseller Roundup Blog and Forum

Reseller Roundup Blog

The Reseller Roundup Blog offers in-depth articles on marketing, price testing, promotions and special offers, how to use your free software, and more. The blog provides you with an environment to communicate directly with the reseller support and design team.

You can read helpful information, ask questions and get answers, express concerns or needs, and read other resellers' comments.

To access the Reseller Roundup Blog from the Reseller Control Center, go to **Marketing Tools**>**Reseller Roundup Blog**.

Reseller Roundup Forum

Similar to a bulletin board, the Reseller Roundup Forum is a Web site where members can start discussion threads on topics related to the reseller community. You can browse the many messages already posted or start your own message thread on a specific topic.

The Reseller Roundup Forum is packed with useful information and tips for resellers. To get started using the forum, from the Reseller Control Center, go to **Marketing Tools**>**Reseller Roundup Forum**.

Live Chat

Get the most up-to-date reseller information and tips every week. Join our resident reseller gurus, fellow resellers, and other guests in a live chat.

You can ask questions, get tips and advice, and test your marketing ideas on new and experienced resellers.

Check in the Reseller Control Center for current dates and times to tune in or review past logs. In your account, go to **Marketing Tools**>**Live Chat**.

EXTERNAL MARKETING RESOURCES

The are a number of outside resources that you can use to promote your Web site. We provide information about several of your options, but there are many others out there.

Google® Analytics/AdWords®

Google® Analytics

This free service enables you to track your Web site visitors and interactions. The information you gather can help you gear your marketing campaigns and storefront towards your customers. Google® Analytics statistics are available in a number of easy-to-use formats.

To Enable Google® Analytics

1. In the Reseller Control Center, from the **Marketing Tools** menu, select **Google Analytics/AdWords**.
2. Select **Enable Google Analytics**.
3. Click **Apply**.

Google® AdWords

Google® AdWords allows you to create ads and have them promoted on Google®. You can use keywords to target a specific audience. You only pay for the Adwords service when someone clicks on your ads.

For more information, see the Google® Analytics/AdWords section in your Reseller Control Center.

To sign up for Google® AdWords, you need to go directly to the Google® site.

Forums

The domain and hosting reseller industry is always on the move and very competitive. It is important that you stay on top of things. One way to do that is to read and participate in forums. Discussion forums link you to affiliates and provide information on the latest news and trends of the industry.

For more information on forums, see the **Forums** section under **Marketing Tools** in your Reseller Control Center.

Banner Ads and Links

You can provide banner ads and links that other sites can post to direct users to your storefront. Upload your ads and links now, so visitors to your site can start sending customers your way.

▶ To Use Banner Ads and HTML Links

1. In the Reseller Control Center, from the **Marketing Tools** menu, select **Upload Banner Ads & Links**.
2. Select **Enable 'Link to Us' option in your site footer**.
3. Upload your images or enter HTML text.
4. Preview changes and click **Apply**.

Affiliate Programs

An affiliate program is a site that directs people to your site through specific links that generate commissions for any sales they help you get. Many successful Web stores use affiliate sites to generate sales and promote their sites.

All you have to do is select an affiliate provider, launch your program, and they'll handle the technical and financial aspects of all sales.

Once you set up your affiliate program, simply enter the tracking URL in the **Affiliate Program Tracking URL Parameter Data** field, and then click **Apply**.

For more information on affiliate programs, see the **Affiliate Programs** section under **Marketing Tools**.

GETTING HELP

In addition to the resources mentioned above, there are other ways you can get help regarding your reseller plan.

- Reseller Control Center FAQ

▶ To Access the Reseller Control Center FAQ

1. Log in to your reseller account at www.resellercontrolcenter.com.
2. From the **Support** menu, select **FAQs.**

Now start reselling!