Getting Started Guide
Basic & Pro Resellers

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Table of Contents

Getting Help   18

Introduction

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

SETTING UP YOUR PAYEE ACCOUNT

Your payee account tells us how you want to receive commission payments. Payee accounts include your contact information, tax information, and preferred method of payment.

You must set up a payee account before you can complete the storefront setup process.

To Set up Your Payee Account

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

The Account Manager is where you manage administrative functions for your account. Once there, you can launch applications and manage products that you purchased, including your Reseller Control Center.

The Reseller Control Center is where you manage your storefront.

2. Go to the **Payments** tab.

3. Click **Payee Accounts**.

4. Click **Create Payee**.

5. Enter your payee details, and then click **Continue**.

The **Payee Name** differentiates one payee account from another if you create multiple payee accounts. If you need assistance completing the form, click **Tax Information Help** or consult a tax professional.

6. Review the payee details, and then click **Submit**.

Setting up Your Reseller Storefront

When you log in to the Reseller Control Center for the first time, the Quick Setup Wizard helps you quickly set up your storefront. After you complete the steps in the Quick Setup Wizard, your storefront is live on the Internet.

To begin, log in to your Reseller Control Center, and then click **Get Started**.

ADDING STOREFRONT INFORMATION

Adding storefront information is the first step in setting up your Reseller storefront. Your storefront information lets us know how to contact you, how to handle your customers' support issues, and when to send you email notifications.

To Add Storefront Information

1. In the **Storefront Information** section, enter your contact information.

We use your personal contact information to reach you, if necessary. With the exception of **Company Name** and **Display Name**, this information is private and unavailable to your customers.

2. In the **Customer Support Options** section, select one of the following options:

- **I want you to resolve my customers' support issues** — Select this option if you want our 24/7 support team to handle your customers' support issues.

- **I'll resolve hosting support issues, only** — Select this option if you want to handle your customers' hosting support issues and have us handle all other support issues. Then, complete the **Support Phone**, **Support Email**, and **Support URL** fields so that your customers can contact you for hosting support issues.

- **I want to use your Transfer Concierge** — Select this option to use our Transfer Concierge service, which assists your customers who transfer domain names from another registrar to you. We'll add a page to your storefront that offers this service.

- **I'll resolve all of my customers' support issues** — Select this option if you'd prefer to handle your customers' support issues. Then, complete the **Support Phone**, **Support Email**, and **Support URL** fields so that your customers can contact you for support issues.

3. In the **Email Notification Settings** section, complete the following fields:

- **Purchase Confirmation Email** — Enter the email address that you want to display in the **From** field when we send purchase confirmation email messages to your customers.

If you want us to handle your customer support issues, we recommend leaving the default email address, *support@secureserver.net*, in this field.

- *Optional:* **Email me when an order is placed on my storefront** — Enter the email address at which you'd like to receive notifications when customers place orders on your storefront.

- *Optional:* **Email me when a domain transfer away is requested** — Enter the email address at which you'd like to receive notifications when customers request to transfer domain names away from your storefront.

4. Click **Save and Continue** to move to the next tab.

ADDING PAYEE AND LEGAL INFORMATION

Now, you can link the payee account you just created to your storefront. You can also add legal contact information, which displays in the legal agreements your customers acknowledge when they purchase products and services from your storefront.

NOTE: You can use our default legal contact information or enter your own.

To Add Payee and Legal Contact Information

1. In the **Payee & Tax Information** section, select the payee account you want to link to your storefront.

2. In the **Legal Contact Information** section, leave our contact information in the fields or enter your own.

3. Click **Save and Continue** to move to the next tab.

SETTING PRODUCT OFFERINGS

Next, set your product offerings, which include your default domain name registration length and nameservers.

After you complete the Quick Setup Wizard, you can go to the Products & Pricing page to customize your product selections.

To Set Product Offerings

1. In the **Product Settings** section, do the following:

   - **Automatically opt me in ...** — Select this option if you want to sell new products as soon as they're available.

- **Select your default domain registration period** — Select the default length of time for which you want customers to register domain names. Your customers can change the registration period for their domain names before completing their purchases.

2. In the **Default Name Servers** section, select one of the following:

- **Parked name server** — Select this option if you want to put your customers' domain names on your parked nameservers by default. (This option is best for customers who aren't hosting their domain names immediately.)

- **Hosting name server** — Select this option if you want to put your customers' domain names on your hosting nameservers by default. (This option is best for customers hosting their domain names with you.)

3. Click **Save and Continue** to move to the next tab.

SELECTING A COLOR THEME

During setup, you can select a color theme for your Reseller storefront.

To Select a Color Theme

1. In the **Storefront Color Theme** section, do the following:

- **Main Color** — Applies to the heading text, main navigation bar, and button backgrounds.

- Next to **Main Color**, select the thumbnail to select a color.

- For **Text color**, select **Black** or **White** to select the text color for the main navigation bar and buttons.

- **Secondary Color** — Applies to the sub-heading text, secondary navigation bar, and hyperlinks.

  - Next to **Secondary Color**, select the thumbnail to select a color.

  - For **Text color**, select **Black** or **White** to select the text color for the secondary navigation bar.

- **Highlight Color** — Applies to the background of the navigation menu bar.

  - Next to **Highlight Color**, select the thumbnail to select a color.

  - For **Text color**, select **Black** or **White** to select the text color for the navigation menu bar.

2. Click **Save and Continue** to move to the next tab.

SETTING GLOBAL PRICING

Global pricing lets you quickly apply a pricing structure to all of the products in your Reseller storefront.

After you complete the Quick Setup Wizard, you can go to the Products & Pricing page to customize your pricing.

To Set Global Pricing

1. In the **Pricing** section, select a pricing structure to apply to all products:

   - **Percentage markup** — Lets you enter a percentage that is higher than the minimum retail prices, the suggested retail prices, or the custom retail prices you've set for your products.

   - **Minimum retail pricing** — The lowest prices you can charge for your products.

   - **Suggested retail pricing** — The prices we recommend that you charge for your products, which are typically higher than the minimum retail prices.

2. If you selected **Percentage markup**, select one of the following, and then enter a percentage (no decimals):

   - **Minimum Retail** — The lowest prices you can charge for your products.

   - **Suggested Retail** — The prices we recommend that you charge for your products, which are typically higher than the minimum retail prices.

3. Click **Save and Continue** to move to the next tab.

SETTING UP ADVANCED MARKETING

Selecting your advanced marketing preferences is the final step in setting up your Reseller storefront. You can opt in to our advanced marketing programs, which include email promotions and customer outreach campaigns. You can also opt out of advanced marketing.

To Set up Advanced Marketing

1. In the **Advanced Marketing** section, select one of the following:

    - **No, thank you** — Lets you opt out of our advanced marketing programs. We will not contact your customers with email promotions or outreach campaigns.

    - **Yes, help me market…** — Lets you opt in to our advanced marketing programs to attract customers, increase store visibility, and bolster your bottom line.

2. If you selected **Yes, help me market…**, select one or more of the following:

    - **Email Campaigns** — Lets us email promotions with your Reseller storefront branding to your customers.

    - **Customer Outreach** — Lets us call customers on your behalf to welcome them, notify them of failed billing, and thank them for renewals.

3. Click **Save and Continue** to complete the Quick Setup Wizard. Your storefront is live on the Internet.

Designing Your Reseller Storefront

All of our Reseller accounts come with pre-built, fully functional storefronts. But, with a little customization, yours can stand out.

You can create custom color schemes, select which sales you want to promote, and use your own logo to strengthen your branding.

ACCESSING THE STOREFRONT DESIGNER

Your Reseller account provides all of your design tools in one location.

To access your Storefront Designer, go to the **Storefront** tab, and then click **Storefront Designer**.

CUSTOMIZING YOUR STOREFRONT

You can customize its colors, header, navigation menu, page layout, home page, products, footer, left menu, and product advertisements.

Complete the steps in each tab to customize your storefront. You don't have to complete the Storefront Designer all at once. Simply click **Save and Continue** to save your design at any time.

Check out the screenshot for each section's location on your storefront.

- **Page Header**

- **Navigation Menu**

- **Home Page**

- **Page Layout**

- **Organize Products**

- **Page Footer**
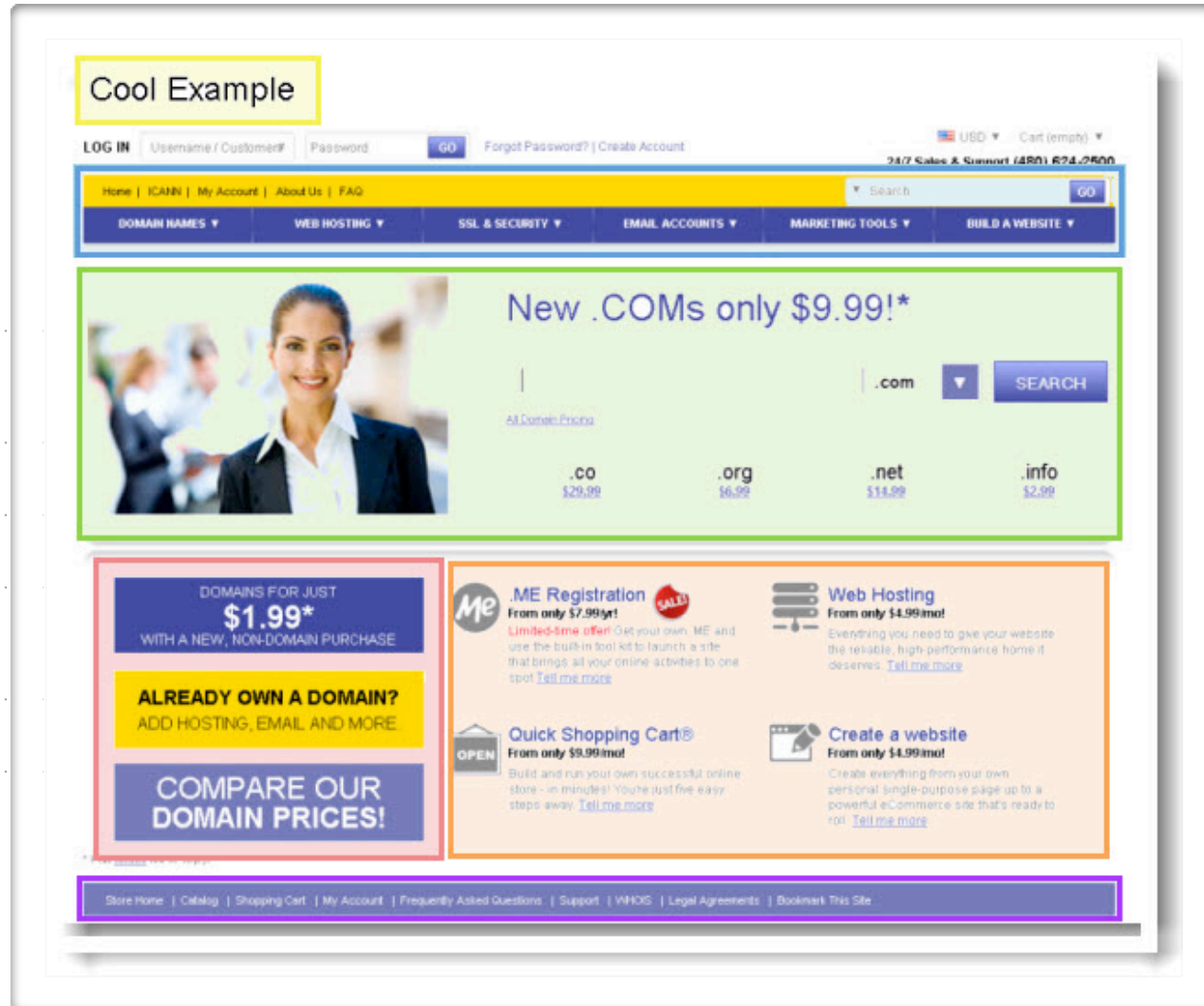
After you make changes to your storefront, click **Preview** to view them.

When you're finished making changes, from **Publish**, select **Publish Now** to make your storefront changes live on the Internet.

Getting Help

Getting help for your Reseller account is simple. Just go to the **Help** tab to access our Help Center.

You can also find important information, such as the latest news and Reseller Roundup resources, on the Dashboard of your Reseller Control Center.

To increase sales and boost commissions, be sure to check out the **Sales & Promotions** tab.

Now, start reselling!