Getting Started Guide

Basic & Pro Resellers

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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 details and reseller site. At the end of the process, you will have a live, professional reseller site ready to attract customers.

ESTABLISHING YOUR PAYEE ACCOUNT

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

You must set up your Payee Account before making your storefront.

To Set up Your Payee Account

1. Log in to your Account Manager.

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. Go to the **Payments** tab, and then click **Payee Accounts**.
3. On the **Account Settings** page, select **Payee Accounts**.
4. Click **Create Payee**.
5. Enter your payee details and click **Continue**.
6. Review the payee details, and then 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.

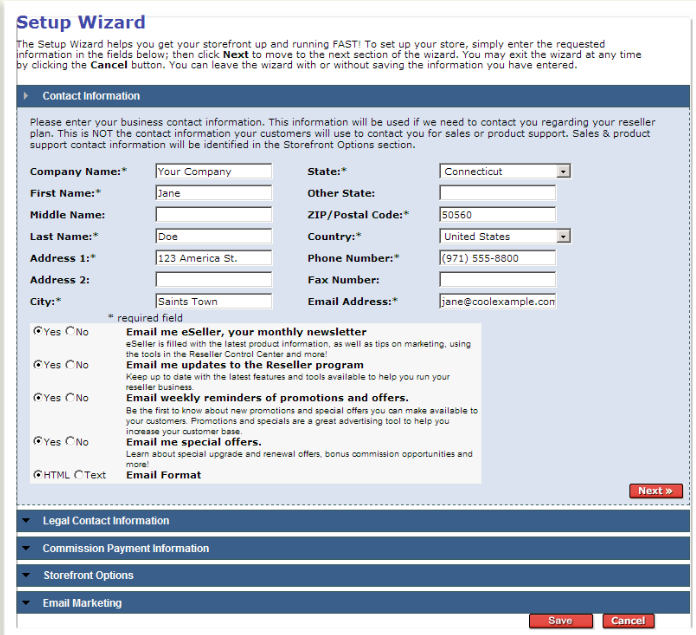
To Specify a Payee for your Storefront

1. Log in to your account at www.resellercontrolcenter.com.
2. Go to the **Account Settings** tab, and then click **Payee & Tax Information**.
3. Select the name of the **Payee Account**, and then click **Save**.

Setting Up Your Reseller Plan with the Setup Wizard

Now you can customize your Reseller Plans. To finish setting up your plan, complete the Setup Wizard as described below.

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



CONTACT INFORMATION

We use your contact information if we need to notify you about your Reseller Plan. It isn't available to your customers — you specify your sales and product support contact information in the **Storefront Options** section.

To Add Your Contact Information

1. Expand the **Contact Information** section.
2. Complete the on-screen fields.

3. Select either **Yes** or **No** for each of the reseller notification options.
4. Select either **HTML** or **Text** for your preferred email format.
5. Click **Next** to move to the next section.

LEGAL CONTACT INFORMATION

Legal agreements to which your customers agree when purchasing products from your reseller store must include a mailing address where your customers can send notices. We recommend that you use our business address, which is 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

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, see **Establishing Your Payee Account**, 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 lets you quickly and easily set the pricing for all of the products in your Reseller store. Using this feature requires:

- You intend to offer all products available in your reseller store.
- You want to set the pricing for all of your products as a dollar amount or percentage above suggested retail pricing.

If you want to manually select the products you offer and enter their prices, click Next. When you complete 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** menu, select your preferred price position.
2. Enter a percentage or dollar amount to set your price above or below the suggested retail price, and then click Set Pricing.
3. To move to the next section, click **Next**.

STOREFRONT OPTIONS

You can customize the information that your customers see on your storefront.

The options default to our recommended settings, but you can customize them 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 use as the default.

5. To move to the next section, click **Next**.

EMAIL MARKETING

You can customize email communications from your storefront. These settings control when and from where we send your email messages.

To Set Email Marketing Options

In the **"From" Email Address** field, enter the email address that you want email messages to come from or leave the default address to ensure consistency with your support email options.

1. In the **Event Notification Emails** section, enter the email addresses at which you want to receive notifications of orders or transfer events.

2. Under Marketing Emails, select either **Yes** or **No** to allow us to send marketing promotions to your customers.

3. To confirm all your storefront settings, click **Save**.

Managing Your Reseller Customers

You've got your Reseller account created, so now it's time to make sure that you have everything you need to monitor and meet your customers' needs.

PURCHASE CONFIRMATION EMAIL

After each purchase, your customers receive an email receipt. You can set the 'From' address that appears in this email.

To Set the AutoResponder Email Information

1. Go to the **Account Settings** tab, and then click **Notifications**.
2. To use the default address of support@securepaynet.net, click **Use Default**.

   To specify a different email address, enter the full email address in the text field.
3. Click **Save**.

EVENT NOTIFICATION

You can receive email notifications when customers complete purchases, or transfer domains from your storefront to another registrar.

To Enable Event Notification

1. Go to the **Account Settings** tab, and then click **Notifications.**
2. To enable email notification for completed orders, enter the destination email address in the **Order Completed Email Address** field.
3. To enable email notification for transfer away requests, enter the destination email address in the **Transfer Away Request Email Address** field.
4. Click **Save**.

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. Go to the **Account Settings** tab, and then click **Support Options.**
2. If you want us to provide customer support, select **Let us handle all support requests**.
3. If want us to provide transfer support, select **Enable Transfer Concierge to handle 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, select **Use my contact Email and Phone number**. Your information will display to confirm it is correct.

   In the **Support URL** field, enter the full URL for the website where you will be providing support.

5. Click **Save**.

DEFAULT NAMESERVERS

When your customers register domain names, you can select their domain's default nameservers. Nameservers control what website domains display when visitors access them through Web browsers.

To Select Default Nameservers

1. Go to the **Products & Pricing** tab, and then select **Hosting Name Servers**.

2. Select the default status of the nameservers for newly registered or transferred domains.

Parked name server	Your customers' domains display a parked page, indicating that the domain has been registered but does not yet have a website.

Hosted name server	Your customers' domains point to your reseller account's host name servers. This makes it easy for your customers to get their websites online if they purchase web hosting from you.

3. Click **Save**.

You can also specify that you want to handle hosting support for your customers by select **I would like to handle hosting support**.

DISCOUNT CUSTOMER LIST

Discounted customers pay your buy rates for products and services. You earn no commission for purchases made by discounted customers. You should set up a discounted customer account for yourself to take full advantage of your reseller account's benefits.

To View the Discount Customer List

1. Go to the **Reports** menu, and then, from the **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**.

Designing Your Reseller Storefront

All of our Reseller accounts come with pre-built, fully functional storefronts. But, if you want yours to stand out, you can customize it to be one-of-a-kind.

You can create custom color schemes, choose which sales page 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 Designer** tab.

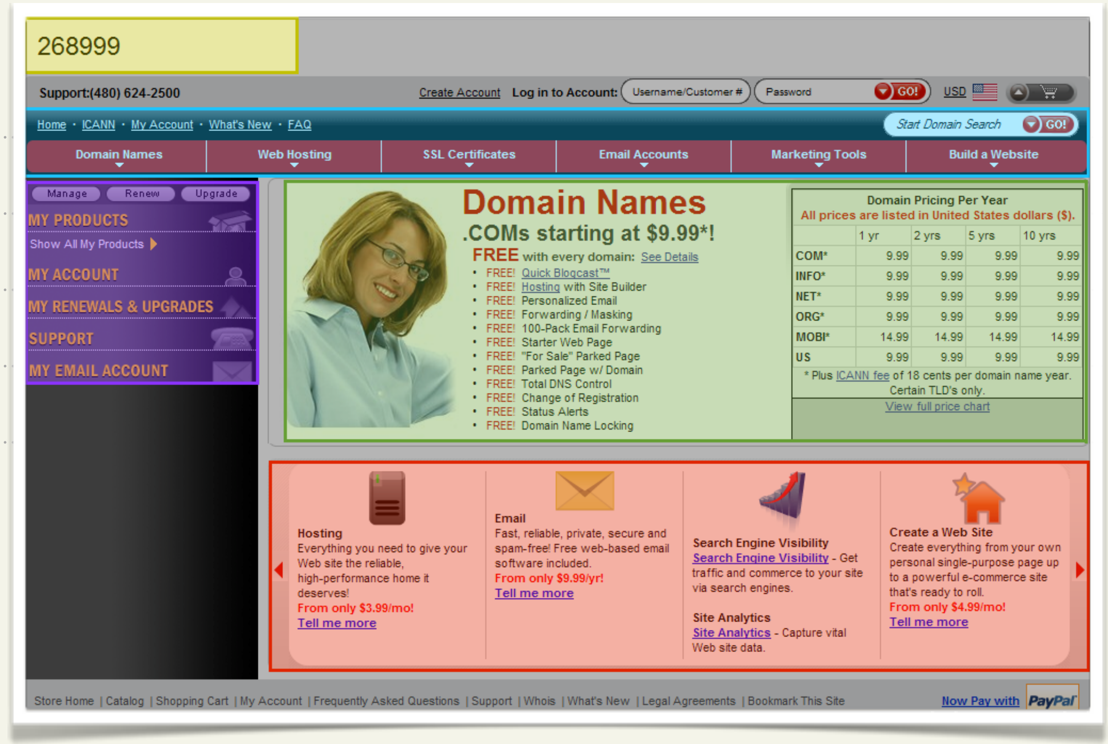
CUSTOMIZING YOUR STOREFRONT

Eight sections make up your reseller storefront. You can see them as links beneath the Design tab in the Reseller Control Center: **Select Template, Page Header, Page Footer, Top Menu, Left Menu, Home Page, and Slider**.

Click the section you want to change, and then make any changes you want. You don't have to complete the Storefront Designer all at once. The Reseller Control Center automatically saves your design, so you can return to it at any point.

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

- Page Header
- Top Menu
- Left Menu
- Home Page
- Slider



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

When you're finished making changes, click **Publish** to make your storefront live.

Customizing Your Reseller Plan

You've designed your storefront, and now it's time to decide which products and services you want to offer, how much you're going to charge, and how you will provide customer support.

COMPANY INFORMATION 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.

To Create a Company Info Page

1. Go to the **Account Settings** tab, and then click **About Us**.
2. To add a free Company Info page to your storefront, select **Add an about us page...**
3. In the **Company Description** field, enter your custom description, or do not change the default. This field supports both text and HTML.
4. Select **Use existing contact information**, or enter the contact information you want to display.
5. Click **Save**.

ODER CONFIRMATION

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

To Customize Your Order Confirmation

1. Go to the **Account Settings** tab, and then click **Order Confirmation**.

2. To enable conversion tracking for your customers' order confirmation pages, select any of the following that you want to use:

Google AdWord Conversions	Yahoo! Conversions	MSN adCenter Conversions

3. Select the order confirmation you want to use:

Default Receipt	Custom Message	Custom Text

4. Click **Save**.

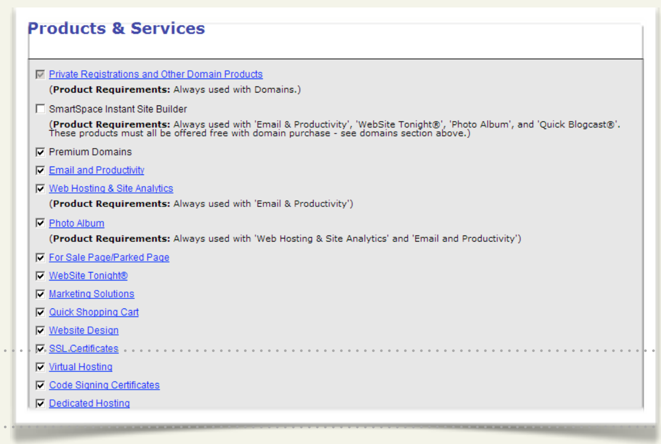
SELLING PRODUCTS

The product offerings are divided into two sections — top level domains (TLDs, such as .com, .net, .org) and other products. Here, you'll also choose which 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. Go to the **Products & Pricing** tab.
2. Select the domain TLDs you want to sell or accept transfers of.
3. Click the TLD's name to set its pricing.
4. Select the items you want to offer free with purchased domains.
5. Click **Apply**.

Along with 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. Go to the **Products & Pricing** tab.
2. Select the products you want to sell.

3. Click the product's name to set its pricing.

4. Click **Apply**.

CURRENT PROMOTIONS

Offering promotions can help increase sales, commissions, and customer loyalty. Your reseller account lets you offer promotions, control how long the promotions lasts, and track their popularity with Marketing Source Codes.

To View Current Promotions

1. Go to the **Promotions** tab, and then click the kind of promotion you want to use: **Domain Promotions**, **Order-Level Promotions**, or **Special Promotions**.

2. Select the promotions you want to use.

MERCHANT ACCOUNTS

To begin offering merchant accounts to your reseller customers, you must 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. Go to the **Products & Pricing** tab, and then click **Merchant Accounts**.
2. Complete the FrontStream Payments application form.

Working with Reports

As you build your reseller storefront's client base, you can use your reseller account's reports to track important information. Reports are available to you for a number of statistics, including tracking your commission, monitoring product sales, and assessing renewals.

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. Go to the **Reports** tab.
2. From the **Show** or **Date** menu, select or enter the date range you want to view, and then click **View Report**.

SALES REPORTS

Customer sales reports show you how much customers spend. You can narrow the report's scope 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.

To View a Customer Sales Report

1. Go to the **Reports** tab, and then, from the **Customers** menu, select **Customer Sales**.
2. Select the **Show**, **Date**, **Product Type**, **Order Type**, and **Customer Type** options you want, and then click **View Report**.

You cannot select date ranges greater than one year.

To View a Product Sales Report

1. Go to the **Reports** tab, and then, from the **Sales and Commissions** menu, select **Product Sales Report**.
2. Select the **Current Sales Period**, **Previous Sales Period**, and **Filter** options you want, and then click **Go**.

To View a Renewal Report

1. Go to the **Reports** tab, and then select **Renewals**.

2. Select the **Report Period** options you want, and then click **Go**.

To View a Refund Report

1. Go to the **Reports** tab, and then select **Refunds**.

2. From the **Show** or **Date** menu, select or enter the date range you want to view, and then click **View Report**.

CUSTOMER LOOKUP

Through the Reseller Control Center, you can search your customer database for specific customers.

To Use the Customer Lookup Tool

1. Go to the **Reports** tab, and then, from the **Customers** menu, select **Customer Lookup**.

2. Enter search terms for any of the following criteria:

Company Name	Receipt Number	Last Name	State
Customer Number	First Name	City	ZIP

3. Click **Lookup Customer**.

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

DOMAIN LOOKUP

The Domain Lookup tool lets you search domains to see which customer has registered them.

To Use Domain Lookup Tool

1. Go to the **Reports** tab, and then, from the **Domains** menu, select **Domain Lookup**.
2. In the **Domain Name** field, enter the domain name you want to look up, and then click **Look Up Domains**.

DOMAIN REGISTRATION

The Domain Registration Details lets you which domains have been registered during a period.

To View Domain Registration Details

1. Go to the **Reports** tab, and then, from the **Domains** menu, select **Domain Registrations**.

2. From the **Show** or **Date** menu, select or enter the date range you want to view, and then click **View Report**.

PENDING TRANSFER REPORT

When customers purchase domain transfers, you can see which domain is transferring, when the transfer was initiated, and its current transfer status.

To View Pending Transfers

1. Go to the **Reports** tab, and then, from the **Domains** menu, select **Pending Transfer Report**.
2. From the **Show** or **Date** menu, select or enter the date range you want to view, and then click **View Report**.

MARKETING SOURCE CODE REPORTS

Part of marketing your reseller storefront is tracking the response from certain sources.

Marketing source codes let you see where your customers come from, which campaign they follow, and how many hits each campaign draws.

To View Marketing Source Code Reports

1. Go to the **Reports** tab, and then, from the **Sales and Commissions** menu, select **Marketing Source Codes Report**.

2. Select the **Report**, **Date**, **End Date**, **Vendor**, **Campaign**, and **Source Code** options you want to use, and then click **Go**.

Marketing Your Reseller Storefront

Marketing your reseller account can be an important part of your storefront's success. To help you, we provide marketing tools to ensure you can attract new customers and keep in touch with your existing ones.

ADVANCED MARKETING

We can send promotional email messages to your customer 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 Advanced Marketing

1. Go to the **Marketing Tools** tab, and then click **Advanced Marketing**.
2. Select **Yes, help me market my reseller business**.
3. (*Optional*) Select the programs you want to participate in.

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 those ads to arrive at your site, your storefront recognizes the source code they used.

To Set Up Marketing Source Codes

1. Go to the **Marketing** tab, and then click **Marketing Source Codes**.
2. In the **Vendor** section, click **Add**, and then enter a name for the Vendor.
3. In the **Campaigns** section, click **Add**, and then enter a name for the **Campaign**.
4. In the **Marketing Source Codes** section, click **Add**, enter a name for the **Source Code** and an optional description, click **Save**, and then click **Yes**.
5. Copy the code and past it into your advertising.

SITE ANALYTICS

Using Site Analytics with your reseller account helps you track your storefront’s traffic.

To Configure Site Analytics

1. Go to the **Marketing** tab, and then click **Analytics**.
2. Complete the following, and then click Save:

   Username — Enter the user name you want to use for Site Analytics account.
   Password & **Confirm Password** — Enter the password you want to use for Site Analytics account.
   Select **Use Site Analytics to track storefront traffic**.

We automatically update your turnkey storefront with the Site Analytics code.

GOOGLE ANALYTICS

Google Analytics is a free service that tracks your website visitor and interactions. The information you gather can help you fear your marketing campaigns and storefront toward your customers. Google Analytics are available in a number of easy-to-use formats.

To Enable Google Analytics

1. Go to the **Marketing** tab, and then click **Analytics**.
2. Select **Enable Google Analytics**.
3. Click **Apply**.

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 Create Banner Ads and Links

1. Go to the **Marketing** tab, and then click **Advertising**.
2. Select **Attract more attention**.
3. Click **Create Banner Ad**.
4. Browse for the image you want to upload.
5. Complete the following fields, and then click **Save**:

   Ad alternate text — Enter the text to display when visitors hover over your image with their mouse.

   Target URL — Enter the URL destination of the ad.
6. Click **Save**.

Getting Help

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

Now start reselling!