HeartInternet

Reseller Pro - The Book

All the information you need to successfully run your hosting business.
Welcome to Reseller Pro: The Guide. This book will cover all aspects of being a Reseller with Heart Internet. From setting up your first hosting account to working with the API, this book will provide you with the information you need to successfully run your hosting business.

Whether you choose to run a plug-and-play automated business with HostPay, or are providing bespoke hosting for your design and development clients, our innovative and award-winning Reseller hosting gives you everything you need to build your business.

With our resources, support, and exclusive discounts, you can do more with our Reseller account, and we hope that this book will be a much-used tool in your reselling arsenal.
Introduction

About this book

This book is divided into the general areas that you will find within your Reseller Pro account – from the control panel you see when you first log in to the advanced features available. Each chapter provides references to other chapters, and there is a full index in the back for quick reference.

If you have any questions or feedback on this book, we would be happy to hear it. Please fill out our Customer Feedback Form at https://customer.heartinternet.uk/manage/rfeedback.cgi.
Chapter 1. Your Reseller Control Centre

The Reseller Control Centre is the place to find everything you need to run your reselling business. In it, you can create new hosting accounts, manage your customers, and set up HostPay or other sales solutions.

If you have purchased additional products separately from your Reseller Pro account, such as a Dedicated Server, Email Marketing, or Virtual Name Servers, you can access them through your Heart Internet Customer Area as well as your Reseller Control Centre.
Chapter 1. Your Reseller Control Centre

How to Get To Your Reseller Control Centre

To access your Reseller Control Centre, log into your Heart Internet Customer Area (https://customer.heartinternet.uk/) and click on the Reseller Control Centre link button:

You can also access it directly by going to: https://customer.heartinternet.uk/manage/reseller/

Want to make this your default page?

Once you’re in your Reseller Control Centre, scroll down to the bottom and check the box next to ‘Make the Reseller Control Centre my default page’.

Now the next time you log into your Heart Internet account, you’ll be taken directly to the Reseller Control Centre!
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Your Reseller Control Centre contains everything you need to run your business, and it can be organised to fit your needs.

Navigating Your Reseller Control Centre

The panels can be moved up or down or minimised, making it easy to see only what you need to see.

To move a panel up or down, click on the Up and Down Arrow symbol on the top left and drag the panel up or down. And to minimise or maximise a panel, click on the Subtraction or Addition symbol on the top right.

If you ever want to return to the default set-up, click the ‘Reset Interface Settings’ button at the bottom of the page.

Quickfind

A fast and easy way to look for a feature within your Reseller Control Panel. Enter in the name of what you are looking for, and several options will load.
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

The Main Reseller Control Centre Panels
Once you have arranged your Reseller Control Centre into a way that works for you, you can use the features within the panels.

The panels are:

Reseller News Feed

New features and information that deals directly with Resellers will be posted here. You can see the latest news here for resellers here. Alternatively, you can subscribe to the news feed through a RSS reader of your choice.
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Manage Web Hosting
This is where you can manage everything to do with accounts on our shared hosting platform. Along with adding and managing accounts, you can also add on features, arrange backups, and set up messages to send to your customers.
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

The features available in Manage Web Hosting are:

- **Add Hosting Accounts** – Attach your configured hosting packages to domain names to create hosting accounts
- **Manage Hosting Accounts** – Review and edit all the hosting accounts you have made
- **Configure Hosting Package Types** – Create hosting packages with the features you want to sell
- **Order Premium Hosting** – Order Premium Hosting packages for your customers
- **Manage Premium Hosting** – Manage your customers’ Premium Hosting packages
- **Snapshot Backups** – Order and set up automatic daily backups for your customers’ sites
- **Back Up Multiple Sites** – Select a number of sites and back them up into one file
- **MySQL Backups** – Back up your customers’ MySQL databases
- **Master FTP and Multisite** – Set up a single FTP login for all of your customers’ sites or just a select few

- **Customer Renewal Notifications** – Enable renewal dates for your hosting accounts
- **Email Customers Passwords** – Email your customers a new eXtend Control Panel password
- **Setup Demos** – Create demonstration sites for your customers to try out some of the packages available
- **Order SiteDesigner** – Order SiteDesigner packages for your customers
- **Manage SiteDesigner** – Manage your customers’ SiteDesigner sites

See Chapter 3. Selling Hosting Packages
For more information on Web Hosting

CHAPTER 3
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Manage Domain Names
This is where you can manage all the domain names you hold for you and your customers, including looking up domains, setting up domain information, and mapping domains.

The features available in Manage Domain Names are:

- **Domain Control Panel** – Set up, customise, and enable the Domain Control Panel for your customers
- **Domain References** – Create references to attach hosting packages to domains that are held by another registrar
- **Domain Mappings** – Map multiple domains to a single hosting account
- **WHOIS** – Look up the full details for any domain name, including owner and registrar
- **Nominet Tag** – Choose your preferred Nominet tag for all .uk domain names

See Chapter 4. Selling Domain Names
For more information on Domain Names
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Manage VPS, Hybrid, and Dedicated Servers
If you are offering servers to your customers, you can order and manage any servers here.

- **Order VPS** – Configure and order Virtual Private Servers for your customers
- **Order Hybrid Servers** – Configure and order Hybrid Servers for your customers
- **Order Dedicated Servers** – Configure and order Dedicated Servers for your customers
- **Manage VPS and Hybrid Servers** – Manage your customers’ virtual servers
- **Load Balancers** – Purchase and manage load balancers for virtual servers
- **Configure VPS CP** – Brand and configure the control panel for your customers’ virtual servers
- **Order Dedicated Servers** – Configure and order Dedicated Servers for your customers
- **Manage Dedicated Servers** – Manage your customers’ virtual servers
- **Configure DS CP** – Brand and configure the control panel for your customers’ dedicated servers

See Chapter 12. Upselling to Your Customers
For more information on Servers
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Sales and Integration
Set up our in-house sales and customer management system, or use our API for third-party systems such as WHMCS.

The features available in Sales and Integration are:

- **HostPay** – Our built-in free e-commerce and CRM system available to all resellers
- **API/WHMCS** – Information on our API and how to integrate it with WHMCS
- **Instant Activation** – Details of our Instant Activation Order System and how to use it
- **Customer Database** – Our built-in customer database to manage your customers

For more information on selling to customers

Manage Add-Ons
Through here, you can purchase manage of the add-ons your customers want, and assign them to their accounts.
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

The features available in Manage Add-Ons are:

- **Secure Server Certificates** – Order personalised SSL certificates and install them on your customers’ accounts
- **Exchange Mailboxes** – Order and manage Microsoft Hosted Exchange mailboxes
- **Premium Mailboxes** – Upgrade your customers’ standard mailboxes to larger Premium mailboxes
- **Domain Privacy** – Cancel the existing Domain Privacy for your customers’ domains or order additional Domain Privacy
- **Manage MS SQL Databases** – Order and assign MS SQL databases for your customers
- **goMobi** – Order and manage your customers’ goMobi mobile site builder packages
- **SiteGuard/StopTheHacker** – Order and manage our website protection system for your and your customers’ websites
- **Web Builder Plus** – Give your customers the ability to create websites without needing to know how to code
- **Add-ons Renewal Manager** – Review which add-ons are due to expire in the next 31 days

See Chapter 12. Upselling to Your Customers

For more information on add-ons
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Reseller Preferences
Reseller Preferences contains everything you need to brand and personalise what your customers see.

See Chapter 8, 10 & 11. Branding and Marketing Yourself, Communicating with your customers & Supporting Your Customers
For more information on personalising your systems
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

The features of Reseller Preferences are:

- **Configure eXtend** – Configure your customers’ eXtend Control Panel with your company’s name and contact details
- **eXtend Themes** – Design the eXtend Control Panel to match your style and branding
- **System Status Page** – Build a branded system status page to keep customers up to date on the status of our servers
- **Manage Support Database** – Configure our Customer Support Database for your customers
- **Deactivated Page** – Create a page that will go live when you deactivate a hosting account
- **Welcome Emails** – Write and configure the email that is sent to customers when they receive a hosting account
- **Default Index Page** – Create the page that goes live when you create a new hosting account
- **Configure Webmail** – Configure your customers’ Webmail with your company’s information
- **Virtual Name Servers** – Order virtual nameservers to use for your customers’ DNS settings

- **SSH Access** – Request SSH access for your customers
- **Password Reset Emails** – Write and configure the email that goes out when your customer requests their eXtend Control Panel password reset
- **Mailbox Over-Quota Emails** – Write and configure the email that goes out when your customer reaches 90% of their mailbox capacity
- **Reseller Logins** – Create additional logins for your Reseller Pro account for your employees
- **Transfer Complete Emails** – Write and configure the email that goes out when your customer’s domain name transfers over successfully
- **eXtend Message Centre** – Create messages that appear at the top of your customers’ eXtend Control Panels
- **Set Global Hosting Flags** – Apply changes to all your hosting packages and accounts
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Reports
Keep track of how your accounts are doing with our reporting features.

The features available in Reports are:

- **Packages by Server** – See all your hosting accounts and which server they are on
- **Domain Status Report** – See where all your domain names are hosted and their renewal dates

- **Disk Usage Report** – See how much space your hosting accounts are using and their limits
- **Bandwidth Report** – See how much bandwidth your hosting accounts have been using
- **Mailbox Size Report** – See the size of your customers’ mailboxes
- **MySQL Database Size Report** – See the size of your customers’ MySQL databases
- **Accounts Added and Removed Report** – See a graph of the number of accounts you have added and removed over the past 12 months

See Chapter 13. Advanced Features
For more information on Reporting
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Marketing
The Marketing Panel gives you plenty of resources to make your reselling business shine.

The features available in Marketing are:

- **White Label Hosting Guides** – PDFs with tips and information on building websites
- **White Label Reseller Material** – PDFs with information on our products
- **Email Templates** – Templates for sending out sales emails to your customers
- **Product Data Sheets** – Data sheets with detailed information for your customers
- **Icons and Templates** – Free icons and website templates for you to use

See Chapter 10. Communicating With Your Customers
For more information on using our marketing materials

CHAPTER 10
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Help
If you need help with anything, we have PDF guides to talk you through many of the features available to you as a Reseller.

The features of Help are:

- **Getting Started Guide** – A basic guide to how the reseller account works
- **Video Tutorials** – Tutorials on working with HostPay
- **Your Feedback** – A form for you to give us feedback on the Reseller Control Centre
- **Support Database** – Our extensive support database
- **Getting Started with HostPay** – PDF guide on how HostPay works
- **Heart Internet Price List** – The current prices we charge for our services
- **How to brand Reseller Pro as your own** – PDF guide on how to brand your reselling business
- **How to position & sell VPS** – PDF guide for selling VPS to your customers
- **How to position and sell Email Marketing** – PDF guide for selling Email Marketing to your customers

See Chapter 14. If You Need Help
For more information on getting support
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Additional Reseller Control Centre Panels
View/Manage a Domain
You can quickly manage your customers’ individual hosting packages through View/Manage a Domain. Make changes, run diagnostics, manage domain mappings, or disable the account from here.

Access eXtend Web Hosting Control Panel
If you want to see what your customers see when they log in, you can access their eXtend Control Panels through this panel. Simply choose the domain from the drop-down menu, and you can go into their eXtend Control Panel to make any changes or solve any problems they are having.

See Chapter 3. Selling Hosting Packages
For more information on editing hosting packages

See Chapter 2. The eXtend Control Panel
For more information on your customer’s panel
Chapter 1. Your Reseller Control Centre

Features of Your Reseller Control Centre

Statistics Summary
The Statistics Summary gives you a quick glance on how your business is doing, with packages, domains, and other information. You can also see the addresses to give your customers for their eXtend Control Panel, Domain Control Panel, and Webmail.

Services to Be Renewed Within 30 Days
If there are any services coming up that need renewing, you can see them here and then renew them as needed.
Chapter 2. The eXtend Control Panel

The eXtend Control Panel is Heart Internet’s web hosting management platform, built in-house by our developers and designed to make managing a website easy and convenient.

Each shared hosting account you create within your Reseller Pro account automatically comes with a free eXtend Control Panel. Through the eXtend Control Panel, your customers will take control of their hosting account, whether adding domain names, building a website, or managing an add-on.
Chapter 2. The eXtend Control Panel

How to Access the eXtend Control Panel

There are a few different ways your customers can get to the eXtend Control Panel.

Through HostPay
If you are using HostPay, your customers can log into your HostPay website and access their eXtend Control Panel without needing to log in again. Much like how the Heart Internet Customer Area includes a link to all your domain names, the HostPay Customer Area will give them a link to their site.

Through a Personalised URL
You can also create a single point of reference for all your customers with your own domain name or subdomain. So, for example, if you wanted all your customers to access eXtend through your main website, you could say that the eXtend Control Panel was at: http://controlpanel.genericscreenshotdomain.com or http://extend.genericscreenshotdomain.com

The name would be entirely up to you, and you can set it to be on any domain name.

Or if you chose “(all domains)” as your option, you can have it be the subdomain on any domain name your customer has purchased. Which means that http://control.genericscreenshotdomain.com and http://control.genericville.uk would direct to the same location – the login for the eXtend Control Panel.
Chapter 2. The eXtend Control Panel

How to Access the eXtend Control Panel

To set the Control Panel Web Address:

1. Log into your Reseller Control Centre
2. Click ‘Configure eXtend’ under ‘Reseller Preferences’
3. Enter in the subdomain you wish to use
4. Select the domain name you wish to use from the drop-down menu
5. Click ‘Update Now’

Please note that it will take up to 24 hours for the changes to propagate across the web.
Chapter 2. The eXtend Control Panel

How to Access the eXtend Control Panel

Through the Default eXtend Control Panel Address
If you have not set up a personalised web address or have HostPay installed, your customers can always access their eXtend Control Panel by going to http://extendcp.co.uk/. This is our default eXtend Control Panel address, and all they will need to do is log in for an easy way to their control panel.
Chapter 2. The eXtend Control Panel

Accessing Your Customers’ eXtend Control Panels

By accessing your customers’ eXtend Control Panel, you can make any changes they need, such as installing software, or solve any problems they are having. You can also see how changes you are making to the design and style of the eXtend Control Panel look to your customers.

You can access any of your customers’ eXtend Control Panels through three methods.

Manage Hosting Accounts

<table>
<thead>
<tr>
<th>Del?</th>
<th>Enabled?</th>
<th>Edit</th>
<th>Control Panel</th>
<th>Upgrade to</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Yes ▼</td>
<td>Edit</td>
<td>Customer Superuser Domain</td>
<td>VPS Hybrid</td>
</tr>
<tr>
<td></td>
<td>Yes ▼</td>
<td>Edit</td>
<td>Customer Superuser Domain</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Yes ▼</td>
<td>Edit</td>
<td>Customer Superuser Domain</td>
<td>VPS Hybrid</td>
</tr>
</tbody>
</table>

By going to the ‘Manage Hosting Accounts’ page in your Reseller Control Centre, you can see all your customers’ domains. You can then click ‘Customer’ under the Control Panel column to see the eXtend Control Panel as it appears to your customer, or ‘Super User’ to see all the features possible for that account (including features you have not activated for that customer).
Chapter 2. The eXtend Control Panel

Accessing Your Customers’ eXtend Control Panels

Reseller Control Centre
You can also access the eXtend Control Panel through the ‘Access eXtend Web Hosting Control Panel’ panel on the Reseller Control Centre main page. Select the domain name for the account from the drop-down menu, and click ‘Go’. If you want to log in as a Super User to see all the features available for that account, check the box next to ‘Super User Login’.

Your Customers’ eXtend Control Panel
Once you’re in your customer’s eXtend Control Panel, you can move to another customer’s panel by simply selecting the domain from the drop-down list at the top and clicking ‘Go’. If you want to log in as a Super User to see all the features available for that account, check the box next to ‘Super User Login’.

This also allows you to switch to a Super User once you are logged into the customer’s eXtend Control Panel.
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

General Features
The eXtend Control Panel has useful features available to your customers no matter how you set up their hosting packages.

Account Info
The Account Info panel contains much of the information your customers require for their website, including the domain name and mail server name, the package they are on, the server they are on and which type it is, how much web space and bandwidth they are using, how many mailboxes, databases, and subdomains they are using, and a link to a temporary web address, so that they can check out their website even if the domain hasn’t fully propagated to that account.

See Chapter 3. Selling Hosting Packages
For more information on setting limits on your customer’s web space, bandwidth, and number of mailboxes, databases, and subdomains.

CHAPTER 3
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Control Panel Password
Your customers can change their eXtend Control Panel password once they’ve logged in, letting them create separate passwords for their Control Panel and their FTP access. With a Password Strength checker, they will also be told if their password meets standard password safety criteria – at least 8 characters long and with at least one number and one special character.

FTP Details
This has your customer’s FTP details, including username, password, and FTP server. If they have difficulty using the FTP server, they can also use the FTP IP address.

If you need to
Reset your customer’s eXtend Control Panel password
you can do it here, or you can direct them to do it through the eXtend Login Page.
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Unlock FTP
Due to security measures, we automatically lock FTP access to our servers, preventing anyone from accessing your sites through FTP. If your customers want to upload their files using FTP, they will need to unlock FTP access for the period of time they need. They can also unlock FTP for a specific IP address, giving that IP address permanent access to their site through FTP.
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Your Home Page
You can also add your URL, support site, and sales and support emails onto your customers' eXtend Control Panel.

Support
At the top of the page, along with a Home button and a Log Out button is the 'Help' button. This directs your customers to our white-label Customer Support Database, which contains many answers to possible questions they have about websites, domain names, email accounts, and more.

See Chapter 11. Supporting Your Customers
To find out more about the Customer Support Database
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Editable Panels
The main panels in your customer’s eXtend Control Panel are visible only if you have enabled at least one of the features available within.

These panels can be moved up or down or minimised, making it easy for your customers to see only what they want to see.

To move a panel up or down, click on the Up and Down Arrow symbol on the top left and drag the panel up or down. To minimise or maximise a panel, click on the Subtraction or Addition symbol on the top right.

For the sake of ease, our screenshots show all the features available to a Linux hosted account. There are different features available if you host a site on a Windows account, and not all of these features will appear on your customers’ accounts.

See Chapter 3. Selling Hosting Packages
For more information on creating hosting packages and adding or removing features.
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Files
The Files panel is where your customers can edit their website, either using the File Manager or FTP.

The features available in Files are:

- **File Manager** – Upload, edit, or remove files and folders on your website
- **Check Site Permissions** – Check all the permissions across your site
- **Additional FTP Accounts** – Add and edit additional FTP logins
- **Backup /Restore** – Create, download, or restore a full or partial backup of the site
- **Web Builder** – Use Website Builder to create a site without needing to know how to code
- **Snapshot Backups** – If enabled, set up automatic daily backups of the entire site
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Email
The Email panel holds everything your customer needs to manage their email, including creating new email addresses and logging into Webmail.

The features available in Email are:

- **Login to Webmail** – Allows you to log into webmail for any of your mailboxes
- **Mail Boxes** – Add new mailboxes or check and edit your existing ones
- **Forwarding** – Create email addresses that will automatically forward to another address
- **Catch-All Forwarding** – Create a single email address that will automatically forward all email to another address
- **Mailing Lists** – Create a mailing list, where you can send a single email to multiple subscribers
- **Autoresponders** – Create an email address that sends an automatic response when emailed
- **Junk Mail Filters** – Activate a spam email filter on email accounts and place all junk mail into a separate folder
- **Email Summary** – See all your email settings in one easy location
- **Email Filter Logs** – Receive a weekly log of all the email filter activity in your email
- **Send-Only Addresses** – Create an email address that is only used to send emails, not receive them
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Web Stats & Logs
In the Web Stats & Logs panel, your customers can check on the visitor logs, bandwidth used, or install a range of analytics packages to help them keep track of their site’s statistics.

The features available in Web Stats & Logs are:

- **Google Site Map** – Create an XML sitemap to use within Google Sitemaps for better optimisation
- **Webalizer Statistics** – Install and use Webalizer, a graphical statistics program that reviews the access logs provided
- **AWStats Statistics** – Install and use AWStats, detailed and easy to read site analytics software
- **Open Web Analytics** – Install and use Open Web Analytics, a web statistics package
- **Log File Download** – View the latest visitors to your site, errors, and download the access log for more information
- **Hits Counter and Logger** – Add an image-based counter to a page on your site and get a full set of statistics for the page as well
- **Bandwidth Statistics** – See how much bandwidth you have used in the past day, month, and year
- **Tracewatch** – Install and use this real-time analytics program to review your site
- **Piwik** – Install and use this detailed website statistics software
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Web Tools
More suited to the advanced user, the Web Tools panel gives your customer the ability to do more with their website, including databases, cron jobs, subdomains, and redirects.

The features available in Web Tools are:

- **MySQL Databases** – Create and manage MySQL databases
- **Password Protection** – Protect certain directories with a username and password
- **Scheduled Tasks** – Set up cron jobs to perform commands at certain times
- **Sub Domains** – Create subdomains to build separate sections of your website
- **Change Your Passwords** – Change your eXtend Control Panel password or your FTP/SSH password
- **IP Address Blocking** – Block certain IP addresses or ranges from visiting your website
- **Directory Indexing** – Choose whether your directories are seen as file listings or not
- **SSH Server Access** – If enabled, log directly into your hosting account through SSH
- **Website Redirect** – Point directories on your website to redirect to other websites
- **Switch PHP Version** – Select which version of PHP you want to run on your site
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Website Help & Diagnostics
The Website Help & Diagnostics panel gives your customers extra help when working with their website, including letting them know what software is available on the server, how much space they’ve used, and checking their code for any errors.

The features available in Website Help & Diagnostics are:

- **Web Space Checker** – Check how much space you’re using on your whole account or within a certain directory
- **Perl & PHP Module List** – See which Perl, PHP, and Pear modules are installed on your account’s server
- **Paths and Versions** – See the server paths for software installed on the server and the version running
- **HTML Validator** – A link to the W3C Markup Validation Service to check your HTML code
- **Perl Validator** – A script checker to validate your Perl programming
- **Ping, Trace & NSlookup** – Look up an IP address, hostname, or domain
- **WHOIS Domain** – See the full WHOIS information on any domain name
- **HTML Tidy** – Clean up your HTML to cut down on file size and problems
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

Web Resources
We’ve pulled together thousands of resources for your customers to help them create their website. They are all free to use and download from the Web Resources panel.

The features available in Web Resources are:

- **Free Software** – Over 20 pieces of software to help you create your website
- **22,500 Photos** – 22,500 royalty-free photos, organised by category and ready to use
- **Handy Links** – A collection of links to other sites that can help you create your website
- **Javascript Maker** – Over 10 free pieces of JavaScript to add dynamic content to your site
- **100+ Logos** – Over 100 company logos that are free for you to use and modify to develop your brand
- **Icons** – Six free open-source icon sets to use on your website
- **Email Templates** – A collection of HTML templates to use for email newsletters
- **Web Templates** – Over 100 free HTML and CSS web templates to use on your website
- **Vector images** – Over 1,000 vector images to download and use for free
- **Fonts** – A full range of free to use fonts for any of your projects
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

E-Commerce
If you are offering e-commerce solutions to your customers, the E-Commerce panel includes one-click installers for e-commerce solutions, links to third-party payment systems, and information on our shared Secure Server.

The features available in E-Commerce are:

- **Secure Server** – How to access the shared secure server for convenient SSL certification
- **Zen Cart Shopping Cart** – Install and use this popular e-commerce solution
- **osCommerce Shopping Cart** – Install this e-commerce solution with support for PayPal and WorldPay
- **Open Cart** – Install and use this feature-filled e-commerce system
- **Agora Shopping Cart** – Install this fully featured shopping cart solution
- **Accept Credit Cards** – Links to a range of third-party merchants that will allow you to accept credit cards on your e-commerce system
- **PrestaShop** – Install and use this leading online shopping system
- **TomatoCart** – Use this convenient online store solution
- **Simple Invoices** – Install and use this web-based invoicing system with your clients
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

CGI Scripts
Our large collection of one-click software installers includes popular favourites such as WordPress, Joomla!, Moodle, Drupal, Squirrel Mail, dotProject, and Status.net, and more. You can choose which programs are available, and also automatically install software onto newly created hosting packages.

Want to add a feature?
See Chapter 3. Selling Hosting Packages
to find out how to edit a hosting package and add a feature.
Chapter 2. The eXtend Control Panel

Features of eXtend Control Panel

The types of packages available in CGI scripts are:

• **Blogging software and content management systems** – Build your blog or website and manage the design and content easily
• **Social media, forums, and bulletin boards** – Create communities with your visitors
• **Photo and multimedia galleries** – Show off your photography or artistic skills
• **Project management and tracking** – Keep track of projects and issues on the web
• **Other web applications** – Everything from password protection to search engines
Chapter 3. Selling Hosting Packages

Shared Hosting Packages are the main product available within your Reseller Pro account. You can set the amount of space, bandwidth, subdomains, FTP accounts, MySQL databases, mailboxes, and more, as well as choose which operating system your customers will use and what features will be available to them.

You can create as many or as few packages as you need, whether you are offering a diverse portfolio of hosting possibilities, or giving your customers a single set for fast and easy management.

Unless you purchase Premium Hosting, VPS, Hybrid Servers, or Dedicated Servers, all your hosting options will be on a shared server with sites from other hosts. This provides your customers with fast and convenient web hosting without having to worry about software or security updates – everything is taken care of on the back end, so they only need to worry about the front end of development.
Chapter 3. Selling Hosting Packages

Creating Hosting Packages

Creating a hosting package is very simple, and gives you plenty of opportunities for customisation. Whether limiting the amount of bandwidth they can use, choosing only a few applications they can install, or giving them full access, you can be sure that the hosting package you create will be just absolutely perfect for your needs.

See Chapter 10. Communicating With Your Customers
For more information on automated emails

See Chapter 11. Supporting Your Customers
For more information on the Support Database

See Chapter 12. Upselling to Your Customers
For more information on Snapshot Backups
Chapter 3. Selling Hosting Packages

Creating Hosting Packages

To create a package:

1. Click ‘Configure Hosting Package Types’
2. Click ‘Web Hosting Package Creation Wizard’
3. Select the web server type
4. Give the package a name
5. Select the amount you want your customers to have of the following items:
   - Web space
   - Bandwidth
   - Subdomains
   - Additional FTP accounts
   - MySQL databases
   - Email forwarding accounts
   - Email autoresponding accounts
   - Mailing lists
   - Mailboxes
6. Select the automated Welcome Email customers will receive when they are attached to the package
7. Select the automated Password Reset Email customers will receive when they reset the password
8. Check the box if you want customers to be able to access the Support Database
9. Check the box if you want customers to maintain their domain names with their eXtend Control Panel
10. Check the box if you have purchased Snapshot Backups and wish to enable them
11. Click ‘Next’
12. Check the boxes for the web tools you want your customers to have with this package
13. Click ‘Next’
14. Check the boxes for the web apps you want your customers to be able to install
15. Select the app you would like to have installed automatically from the drop-down list
16. Click ‘Create Package’
17. The package is now created and available for use
Chapter 3. Selling Hosting Packages

Attaching Hosting Packages to Domain Names

Once you have created a hosting package, you can attach it to a particular domain name to create a hosting account. Each hosting account uses the domain name as the identifier, and your customers will be able to log into their eXtend Control Panel and Domain Control Panel with the domain name as their login.

You can only assign one hosting package per domain name, but you can assign as many add-ons as you wish, and you can edit or change the hosting package as needed.

This assumes you have purchased or transferred a domain name and that you have already created a package.
Chapter 3. Selling Hosting Packages

Attaching Hosting Packages to Domain Names

To add a package to a domain:

1. Click ‘Add Hosting Accounts’
2. Select the domain name from the drop-down list
3. Select the operating system
4. Select the package from the drop-down list
5. Click ‘Activate Hosting’
6. The account is now attached

From here, you can notify a customer that they have the new package. Either enter in the email address or assign a customer from the Customer Database. Then click ‘Complete Setup’ to confirm.
Chapter 3. Selling Hosting Packages

The Manage Hosting Accounts Page

On the Manage Hosting Accounts page, you can see the hosting packages you currently have, organised by domain name.

You can access the eXtend Control Panel or the Domain Control Panel for each package, edit the features offered for each package, delete or disable the package, group packages together, or upgrade the package to a VPS or Hybrid Server.

If you are also using HostPay, you can also see which packages were created or assigned in HostPay.

See Chapter 2. The eXtend Control Panel
For more information on your customers' Control Panel
Chapter 3. Selling Hosting Packages

Editing Hosting Packages

Once you have a hosting account, you can edit the package to create a bespoke package for your customer, or change all your packages to add new features. You can also move customers from one package to another without losing your customers’ data.

You can also sell on features to your customers as add-ons, such as increased bandwidth, more webspace, additional mailboxes, or the ability to install certain software.

Editing All Instances of a Hosting Package

If you have decided to change the features of your hosting packages, you can change them across all the current active accounts.

To edit all instances of a Hosting Package:

1. Click ‘Configure Hosting Packages’
2. Select the package you want to edit
3. Check the box next to ‘Synchronise accounts’
4. Make your changes to ‘Package Features’
5. Click ‘Next’

6. Make your changes to ‘Web Tools’
7. Click ‘Next’
8. Make your changes to ‘Web Apps’
9. Click ‘Edit Package’
10. The package is now edited

If you do not check the ‘Synchronise accounts’ box, only future accounts will have the changes you have just added – your existing accounts will remain just as they are.
Chapter 3. Selling Hosting Packages

Editing Hosting Packages

Editing a Single Hosting Package
If you have a customer who needs a particular feature, or you like to tailor your packages to match your customers' needs, you can also edit the package attached to a hosting account, and the changes will only apply to that account.

To edit a single Hosting Package:
1. Click 'Manage Hosting Accounts'
2. Click the ‘Edit’ link for the package you want to edit
3. Make your changes to ‘Package Features’
4. Click ‘Next’
5. Make your changes to ‘Web Tools’
6. Click ‘Next’
7. Make your changes to ‘Web Apps’
8. Click ‘Edit Package’
9. The package is now edited

To switch a single Hosting Account to a new Hosting Package:
1. Click ‘Manage Hosting Accounts’
2. Click the ‘Edit’ link for the package you want to edit
3. Next to ‘Package’, select the new Hosting Package from the drop-down list
4. Click ‘Next’
5. Click ‘Next’
6. Click ‘Edit Package’
7. You have now switched the account to the new package
Chapter 3. Selling Hosting Packages

Deactivating Hosting Packages

If you want to take your customer’s site down but still provide them with the possibility of returning, you can set their package to Inactive, where the site will be taken down and they will lose access to their files.

To set a Hosting Package to inactive:

1. Click ‘Manage Hosting Accounts’
2. Select ‘No’ from the drop-down list under the ‘Enabled?’ column
3. Click ‘Update Now’
4. Confirm the disabling
5. The account will be disabled

To reactivate a Hosting Package:

1. Click ‘Manage Hosting Accounts’
2. Select ‘Yes’ from the drop-down list under the ‘Enabled?’ column
3. Click ‘Update Now’
4. The account will be reactivated

Deactivated accounts will be deleted after 50 days, so please make certain your customers know the details of deactivation and deletion.
Chapter 3. Selling Hosting Packages

Removing Hosting Packages

If your customer cancels their account, or if you have a hosting package that you no longer want to keep in the system, you can delete both the hosting account or delete the hosting package. You cannot delete a hosting package without first removing all hosting accounts that are attached to that package – you can delete the hosting account or switch it to another package.

To remove a Hosting Account:

1. Click ‘Manage Hosting Accounts’
2. Check the box under the ‘Del?’ column for the package you want to delete
3. Click ‘Update Now’
4. Confirm the deletion
5. The package will be removed

To remove a Hosting Package:

1. Ensure all instances of the Hosting Package are removed
2. Click ‘Configuring Hosting Packages’
3. Click the name of the package you want to remove
4. Check the box next to ‘Delete Package’
5. Click ‘Next’
6. Click ‘Next’
7. Click ‘Edit Package’
8. The package is now deleted
Chapter 3. Selling Hosting Packages

Grouping Hosting Packages

Within ‘Manage Hosting Accounts’, you have the ability to group your hosting accounts into particular groups. You can choose to group them by customer, by package, or by another indicator. With a group, you can set up additional reseller logins or a master FTP login, giving you and your staff more options when dividing up the work needed to support your customers.

To create a group:

1. Click ‘Manage Hosting Accounts’
2. Select the rows for the packages you wish to group
3. Click ‘Group…’
4. Select an existing group from the drop-down menu or create a new group by clicking ‘New’
5. The group will now be created
Chapter 3. Selling Hosting Packages

Pricing and Marketing Hosting Packages

The pricing of your new hosting packages is entirely your decision – the cost of every shared hosting package you create is already built into your standard Reseller Pro account, so no matter how many you sell and create, your cost will remain the same.

We advise you to look at other webhosts and see what they offer and for how much. This will not only give you a good idea on what your pricing should be, but will also show you if there are Unique Selling Points you can offer that other webhosts cannot and the marketing angles taken by other businesses.

Also consider how much time you will be spending on each account. Are you planning on creating bespoke accounts for each customer? Will you be offering around-the-clock support? Are you offering design and development as well as hosting?

Each Reseller Pro account is different, and you must look at your own business to price and market your hosting packages accordingly.
Chapter 4. Selling Domain Names

You can sell hosting, servers, and add-ons, but without a domain name to point them to, other people cannot see them.

This is why it is important to sell domain names and provide your customers with an ability to transfer domain names to Heart Internet. With domain names and hosting under the same company, you can be sure of steady service and adaptability.
Chapter 4. Selling Domain Names

Purchasing Domain Names

If you use HostPay or a third-party system that accesses the API, your customers will be able to select and purchase domain names on their own. But if you are using a different system, or purchasing domain names for them, you will need to purchase the domain names directly from Heart Internet.

You can purchase domain names from the Heart Internet website, or use the Order Domains Name page in your Heart Internet Customer Area. From the Order Domains Names page, you can order domains individually, as a set, or search for particular keywords to see what domains are available.

For more information on selling to domain names and the API
Chapter 4. Selling Domain Names

Purchasing Domain Names

To purchase a single domain name:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Domain Names’
3. In ‘Single Domain Search’, enter the domain name you wish to search for
4. Click the Magnifying Glass icon to search
5. Select the domain name and extension you wish to purchase by checking the box under ‘Select’
6. Choose the number of years you wish to purchase the domain name for from the drop-down list
7. Click ‘Add To Basket’
8. Complete the payment process
9. You have now successfully purchased a domain name

If you want to purchase the same domain name with different extensions (such as buying a .com, a .co.uk, and a .uk), you can select as many extensions as you wish on the Domain Search page.
Chapter 4. Selling Domain Names

Purchasing Domain Names

To search for several domain names:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Domain Names’
3. In Multi Domain Search, enter in the domain names you wish to purchase, including the extensions, each on a separate line
4. Click ‘Search Now’
5. Select the domain names you wish to purchase by checking the box under ‘Select’
6. Choose the number of years you wish to purchase the domain names for from the drop-down list
7. Click ‘Add To Basket’
8. Complete the payment process
9. You have now successfully purchased the domain names
Chapter 4. Selling Domain Names

Purchasing Domain Names

To search for keyword-based domain names:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Domain Names’
3. In Keyword Domain Search, enter in the keywords you want to search for, each on a separate line
4. Click ‘Search Now’
5. Select the domain names you wish to purchase by checking the box under ‘Select’
6. Choose the number of years you wish to purchase the domain names for from the drop-down list
7. Click ‘Add To Basket’
8. Complete the payment process
9. You have now successfully purchased the domain names

Please keep in mind that when you search for keywords, the results will bring back every possible extension available for that domain name, and the longer the list of keywords is, the longer the search will take.

Want to look up a domain name?

If you would like to check a domain name before purchasing it, or want to see who has it, you can do a full domain name lookup through your Reseller Control Centre. Just click on the ‘WHOIS’ link under ‘Manage Domain Names’, enter in the domain name, and click ‘WHOIS’!
Chapter 4. Selling Domain Names

Using the Domain Robot

If you are buying domain names in bulk, or are using HostPay or the API to allow your customers to purchase domain names, you will be using the Domain Robot.

The Domain Robot is Heart Internet’s automated domain ordering system. Simply send the Domain Robot a properly formatted email with the details of the domain names you wish to purchase, and the Robot will purchase them and add them to your account.

You will need Domain Credits to use the Domain Robot. Domain Credits are an easy way to purchase domain names in bulk and save money.

Domain Credits are available in the following formats:

<table>
<thead>
<tr>
<th>Type of Credit</th>
<th>What it Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominet (2+ Year)</td>
<td>For .co.uk, .me.uk, and .org.uk domain names for two years and over</td>
</tr>
<tr>
<td>Domain Credits</td>
<td></td>
</tr>
<tr>
<td>Nominet (1 Year)</td>
<td>For .co.uk, .me.uk, and .org.uk domain names for one year</td>
</tr>
<tr>
<td>Domain Credits</td>
<td></td>
</tr>
<tr>
<td>.com Domain Credits</td>
<td>For .com, .net, .org, .eu, .info, .name, and .biz domain names for one year</td>
</tr>
<tr>
<td>.com Transfer-In Credits</td>
<td>For .com, .net, .org, .eu, .info, .name, and .biz domain names for one year</td>
</tr>
<tr>
<td>Domain Privacy Credits</td>
<td>For adding domain privacy to a domain name</td>
</tr>
</tbody>
</table>

For each domain name you purchase through the Domain Robot, you will need to have the appropriate credits. For example, if you were buying a .com domain name for five years with domain privacy attached, you would need five .com Domain Credits and five Domain Privacy Credits.
Chapter 4. Selling Domain Names

Using the Domain Robot

To purchase Domain Credits:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Bulk Domains’
3. Select the Domain Credits you wish to purchase and click ‘Buy Now’ or ‘Buy With PayPal’
4. Complete the checkout process
5. You will now have the Domain Credits you need

Once you have purchased the Domain Credits, you can send an email to the Domain Robot.

The Domain Robot requires emails to be in a particular format and syntax. When sending an email to the Domain Robot, ensure:

- The email is in plain-text format (not HTML)
- Each line has a keyword, then a colon ( : ), then the information
- You include your customer name and password as the first two lines

You can see the full list of keywords, and the syntax that must be used, on the Domain Robot page.

To see or change your Domain Robot password:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Bulk Domains’
3. Click the ‘Using the Domain Robot’ link
4. Click the ‘Click here to reveal your domain robot password’ link to see your Domain Robot password
5. Enter in the new password underneath that link
6. Re-enter the password to confirm it
7. Click ‘Change Now’
8. The password will be changed
Chapter 4. Selling Domain Names

Using the Domain Robot

To send an email to the Domain Robot:

1. Open up an email in your email program
2. Make certain it is plain-text and has no subject line
3. Enter in the keywords and details needed for your domain name, one on each line
4. Send the email to register@robot.heartinternet.uk
5. The domain names will now be registered

Through Domain Robot, you can send in as many domain names as you wish, all on the same line. Simply separate the domain names by a semicolon ( ; ) on the ‘domain:’ line. So, for example, if you wanted to purchase the .com, the .net, and the .co.uk of the same domain name, your ‘domain:’ line would be:

domain:generica.com;generica.net;generica.co.uk

And if you are purchasing the domains for yourself, you can remove all the registrant information and simply include your customer email address, your Domain Robot password, the domains you wish to register, the number of years, and whether or not you want Domain Privacy.

Want to test out the Domain Robot?

If you want to see how the Domain Robot works, test out your formatting, or check your programming skills without spending money or purchasing random domain names, send your Domain Robot emails to register-test@robot.heartinternet.uk first. This tests how you’ve written your emails, but doesn’t use Domain Credits!
Chapter 4. Selling Domain Names

Transferring Domain Names

If your customers have domain names held with another company, they may wish to transfer them to you. When domain names are hosted by Heart Internet, it can make renewals and attaching hosting packages and add-ons easier. Plus, your customers will have access to the Domain Control Panel and the features available there.

You can transfer domain names manually, or through the Domain Robot. In both instances, the transferral process varies depending on what the domain extension is. All .uk domain names go through Nominet, the UK’s internet registrar, which has a different process from other registrars.

To transfer a .uk domain name manually:

1. Log into the registrar that hosts your domain name
2. Select the domain name you want to move
3. Select the IPS Tag
4. Enter in ‘HEARTINTERNET’ or ‘EXTEND’ as your new IPS Tag
5. Save the domain name
6. After 24 hours, log into your Heart Internet Customer Area
7. Click ‘Transfer a Domain’
8. Enter in the domain name that you are transferring
9. Click ‘Start Transfer’
10. Complete the checkout process
11. Your domain will transfer over
Transferring Domain Names

To transfer a generic Top-Level Domain (gTLD) name (such as .com) manually:

1. Log into the registrar that hosts your domain name
2. Select the domain name you want to move
3. Make certain that the administrative contact for the domain name is an email address someone regularly checks
4. Unlock the domain name
5. Select transfer from the registrar
6. Wait to receive an authorisation code from the company
7. Log into your Heart Internet Customer Area
8. Click ‘Transfer a Domain’
9. Enter in the domain name that you are transferring
10. Click ‘Start Transfer’
11. Complete the checkout process
12. Wait for an email which contains a link to a webpage that requires the authorisation code
13. Enter in the authorisation code
14. Approve the transfer from the current registrar
15. The domain will transfer over

To transfer a domain name through the Domain Robot:

1. Ensure that the domain is unlocked or that the IPS tag has been changed
2. Make certain you have the correct Domain Credits
3. Send a standard domain email to the Domain Robot, using ‘transfer:’ instead of ‘domain:’

For all domain names, the transfer process may take some time. Please make certain that your customer is aware of the time needed and the procedures they must do in order for the transfer to go through.

When transferring a domain name, you also have the option of changing the nameservers. Nameservers are where the hosting is located, and the domain name points to those servers to provide the web site.

If your customer is keeping their hosting with another company, do not change the nameservers. If you are transferring the name manually, check the box next to ‘Leave nameservers unchanged’. If you are transferring the name through the Domain Robot, put ‘changenameservers:no’ on a separate line.
Chapter 4. Selling Domain Names

Attaching Domains to Hosting Packages

Your customer’s domain name is the primary reference for all their hosting and add-ons. When setting up hosting, purchasing a server, upgrading their email account, or logging into their eXtend Control Panel, the primary domain name will be the main contact for products purchased within your Reseller Pro account.

This assumes you have already created a hosting package.

To add a hosting package to a domain:
1. Click ‘Add Hosting Accounts’
2. Select the domain name from the drop-down list
3. Select the operating system
4. Select the package from the drop-down list
5. Click ‘Activate Hosting’
6. The hosting account is now created

From here, you can notify the customer that they now have hosting. Either enter in the email address, or assign a customer from the Customer Database. Then click ‘Complete Setup’ to confirm.

See Chapter 3. Selling Hosting Packages
For more information on creating hosting packages
Chapter 4. Selling Domain Names

Attaching Domains to Hosting Packages

Domain References
If your customer chooses to keep their domain name hosted elsewhere, or if you are in the process of transferring the domain name and want to start building the website on our servers, you can create a Domain Reference.

A Domain Reference exists only within the Reseller Pro hosting area – you will have to make certain that the domain name’s nameservers are changed to Heart Internet or that the name is transferred through. You will not be able to access your referenced site through the domain name otherwise.

To set up a Domain Reference:

1. Click ‘Domain References’ under ‘Manage Domain Names’
2. Enter in the domain name under ‘Add a new Domain Reference’
3. Click ‘Add Reference’
4. The reference will be added

Domain References that are not associated with a hosting account or add-on will be deleted after 24 hours.
Chapter 4. Selling Domain Names

Attaching Domains to Hosting Packages

Domain Mappings
If a customer has multiple domain names and wants them all pointed at the same hosting account (for example, genericscreenshotdomain.com and genericscreenshotdomain.net), you can map the additional domain names to the account.

This will allow visitors to see the same site under different domain names. So, for example, if someone visits genericscreenshotdomain.com/jane, they will see the same page as they would if they visit genericscreenshotdomain.net/jane.

This will only point domain names to the main public_html folder. We do not support having multiple domain names on a hosting package that point to different directories.

To map a domain:

1. Ensure both domain names are purchased or transferred into your Heart Internet Reseller account and that one has a hosting account assigned to it
2. Click ‘Domain Mappings’ under ‘Manage Domain Names’
3. Select the parked domain from the drop-down list under ‘Parked Domains’
4. Select the primary domain from the drop-down list under ‘Map to’
5. Click ‘Map Domain’
6. The domain will now point to the primary domain

Please allow some time for this mapping to be fully completed.

On the Domain Mappings page, you can also edit your existing mappings, switching the primary domain or deleting the mapping.

Existing Mappings
You can change a domain on a web hosting account to be the primary domain name (please note that this will change the web hosting account login). Alternatively, you can delete a mapping from a web hosting account.
Chapter 4. Selling Domain Names

Removing Domain Names

When you purchase a domain name, you have it for the amount of time you have specified, from one year to 10 years.

If a customer no longer wants the domain name, you can remove it from the hosting account and point it to another location, such as a single holding page, your own website, or another account. You can also make certain that the domain name will not renew when its expiration date approaches.

To remove a hosting account:

1. Click ‘Manage Hosting Accounts’
2. Check the box under the ‘Del?’ column for the package you want to delete
3. Click ‘Update Now’
4. Confirm the deletion
5. The package will be removed

To ensure a domain name does not renew:

1. Log into your Heart Internet Customer Area
2. Click ‘Manage Domain Names’
3. Select the domain name from the drop-down lists under Domain Parking or Web Hosting Domains
4. Click ‘Manage Now’
5. Click ‘Renewal’
6. If the domain name is set to automatically renew, click ‘Change to cancel’
7. The domain name will now no longer automatically renew

Remind your customers...

...that if they do not renew their domain names, other people could register it or there could be additional fees in getting it back. Only set a domain name to not renew when they’re absolutely clear they do not want it!
The Domain Control Panel

When you purchase a domain name, you automatically have access to Heart Internet’s Domain Control Panel. Within the Domain Control Panel, you can change the nameservers, manage DNS, change the contact information, renew your domain name, or, if the domain is not attached to a hosting account, set up email forwarding, web forwarding, create a basic home page, or set the domain name for sale. You can also unlock the domain if you want to transfer your gTLD out of Heart Internet.

To access your customer’s Domain Control Panel:

1. Click ‘Domain Control Panel’
2. Click ‘Manage/View usernames and passwords now’ under ‘Control Panel Login’
3. Scroll down to the domain name you wish to view
4. Click on the domain name
5. You will now be in the Domain Control Panel

Activating the Domain Control Panel

You can choose to give your customers access to the Domain Control Panel. If they have access to it, they will be able to make changes to their domain name, including transferring it to another company.

To activate the Domain Control Panel for your customers:

1. Click ‘Domain Control Panel’
2. Under ‘Enable/Disable Control Panel’, click the ‘here’ link
3. The Domain Control Panel will be enabled

Enable/Disable Control Panel

Click here to enable the Domain Control Panel for your customers.
Chapter 4. Selling Domain Names

The Domain Control Panel

Your customers can access the Domain Control Panel via:

- Their eXtend Control Panel
- A domain or subdomain of your choosing (for example, dcp.genericscreenshotdomain.com)
- The white-label website: managethisdomain.com

Setting the Features

Once you have enabled the Domain Control Panel for your customers, you can also enable or disable features for your customers.

The features are:

- **Domain Authentication Code** – The code needed to transfer gTLDs
- **Catch-All Email Forwarding** – Forwarding all emails sent to this domain to a separate email address (available only if a hosting account is not attached)
- **Change Contacts** – Changing the Owner, Technical Contact, Administrative Contact, and Billing Contact for the domain name
- **DNS Management** – Changing the DNS records for the domain name
- **Anti-Virus Filter Logs** – The email anti-virus software’s logs of activity
- **Email Forwarding** – Forwarding emails sent to specific email addresses on this domain to another email address (available only if a hosting account is not attached)
- **Domain For Sale Page** – Set up a single page informing visitors that the domain name is for sale
- **Home Page Creator** – Set up a single home page for the domain name
- **Change Nominet Tag** – Changing the Nominet tag to transfer .uk domain names
- **Domain Locking** – Unlock the gTLD domain for transferring out
- **Change Nameservers** – Changing the nameservers to point to a host
- **SiteDesigner** – Pointing a domain name to a SiteDesigner website
- **Opt Out of WHOIS** – Setting up domain privacy for WHOIS
- **Web Forwarding** – Forwarding a domain name to a different URL
Chapter 4. Selling Domain Names

The Domain Control Panel

To enable or disable features:

1. Click 'Domain Control Panel'
2. Under 'Features List', check or uncheck all the boxes relating to the features you want to enable or disable
3. Click 'Update Now'
4. Your customer's Domain Control Panel will now have the features you want
Chapter 4. Selling Domain Names

Your Nominet Preferences and Virtual Nameservers

When you set up a domain name, you have the option of using white-label Nominet details or nameservers. This means that your customers will not see Heart Internet in their details.

Nominet IPS Tag
The Nominet IPS Tag can only be set to HEARTINTERNET or EXTEND. These IPS Tags must be used if you want the domain name to point to our servers.

To choose which IPS Tag to use:

1. Click ‘Nominet Tag’
2. Select the IPS Tag from the drop-down list
3. Select whether or not you want all your .uk domains to be on this tag from the drop-down list
4. Click ‘Update’

You can also include your contact details, which will appear in the WHOIS results as well as emails sent to your domain customers.
Chapter 4. Selling Domain Names

Your Nominet Preferences and Virtual Nameservers

Nameservers
When a customer points a domain name to your hosting account, the default nameservers are:

- ns.mainnameserver.com
- ns2.mainnameserver.com

These are designed to be anonymous, but you can also purchase Virtual Nameservers, which allow you to use your own domain name as a nameserver.

So, for example, with a Virtual Nameserver, you can have:

- ns.genericscreenshotdomain.com
- ns2.genericscreenshotdomain.com

To purchase Virtual Nameservers:

1. Log into your Heart Internet Customer Area
2. Click ‘Order Add-ons’
3. Select ‘Virtual Name Servers’
4. Select your payment option
5. Click ‘Add to basket’
6. Complete the checkout process

Once you have purchased the Virtual Nameservers, you can set them up and apply them to your sites by clicking ‘Virtual Name Servers’ under ‘Reseller Preferences’.
Chapter 4. Selling Domain Names

Pricing and Marketing Domain Names

With the wide range of domain extensions now available, the pricing and marketing of domain names is your decision. You can choose to limit the range of domain names you sell, or provide the full range of extensions, from .academy to .zone.

To see the full range of domain name extensions and prices:

1. Log into your Heart Internet Customer Area
2. Click ‘Renew Services’
3. Click ‘View Heart Internet Renewals Price List’

Please note that this does not include any additional fees or VAT.

We advise you to look at the cost of the domain names you want to sell, then look at other webhosts and see what they offer and for how much. This will not only give you a good idea on what your pricing should be, but will also show you if there are untapped markets in the domain name field.

Each Reseller Pro account is different, and you must look at your own business to price and market domain names accordingly.
Chapter 5. Selling Email Services

With every hosting package you sell, you have the option of adding at least one email address to that package. With our shared hosting, you can have an unlimited number of email addresses within each package, but you can choose to limit the number based on the hosting package.
Chapter 5. Selling Email Services

Your customer’s mailbox

If you set up a mailbox for your customer, you are creating an email address where emails are stored on our server until the customer deletes them. You can also create:

- **Forwarding email addresses** – Where emails sent to an address are not stored on our server, but are instead forwarded immediately to another email address hosted elsewhere
- **Autoresponders** – Where emails sent to an address are stored on our server, and a pre-written reply is automatically sent back to the sender
- **Mailing lists** – Where one email can be sent to up to 2,500 different people, who have opted in to receive that message
- **Send-only addresses** – Where the email address can be used to send email, but no emails can be sent to it
Chapter 5. Selling Email Services

Your customer’s mailbox

Heart Internet’s Standard mailbox settings are as follows:

**POP3 or IMAP**
These are the protocols for downloading and accessing the email in the mailbox. Both are available with the Standard mailbox, and your customers can choose the protocol that would best work for them.

- **POP3** means you download the email into your mail client while deleting it from the mail server.
- **IMAP** means you download the email into your mail client while it remains on the mail server.

**Access**

Your customers can access their mailbox through webmail – using our domain [http://www.outitgoes.com](http://www.outitgoes.com), a domain or subdomain of your choice, or their eXtend Control Panel – or download mail into a mail client on their device.

**Size**

Each Standard mailbox has 400mb of space available. Standard mailboxes can be upgraded to Premium mailboxes without losing content.

**Junk Mail Filters**

Your customer will have the option of turning on our built-in junk mail filter, which will strip out spam email as it arrives and redirect it to a specific spam folder or email address. Some actual messages may be labelled as spam, so it is recommended that all spam folders are regularly checked.
Chapter 5. Selling Email Services

Adding mailboxes to hosting packages

When creating hosting packages, you can add a number of mailboxes, as well as forwarding email accounts, autoresponding email accounts, and mailing lists.

While you can give your customers unlimited mailboxes, having too many active mailboxes can cause undue strain on the server, so it is always recommend to give your customers a set limit.

To add a mailbox to a hosting package:

1. Click ‘Configure Hosting Packages’
2. Select the hosting package you wish to edit, or click on ‘Web Hosting Package Creation Wizard’ to create a new package
3. In ‘Package Setup’, choose a number from the drop-down list under ‘Mailboxes’
4. Click ‘Next’
5. Click ‘Next’
6. Click ‘Create Package’ or ‘Edit Package’
7. You have now added mailboxes to the package

You can do the same with forwarders and autoresponders, as well as mailing lists.
Chapter 5. Selling Email Services

Setting up hosting customers’ mailboxes

Your customers can set up their own mailboxes within their eXtend Control Panel, but if you choose to set them up for them, you can also access their eXtend Control Panel and set up the addresses.

To set up a mailbox:

1. Click ‘Manage Hosting Accounts’ under ‘Manage Web Hosting’
2. Click ‘Customer’ under the ‘Control Panel’ column for the hosting account you need to edit
3. In the customer’s eXtend Control Panel, click ‘Mail Boxes’ under ‘Email’
4. Under ‘Add a New Mail Box’, enter in the name of the mailbox
5. Click ‘Add’
6. The mailbox is now created

The system will automatically generate the password for the mailbox. You can see it under ‘Modify Mail Boxes’ in the ‘Password’ column. There, you can also change the password, if needed.

A new mailbox can take up to an hour before it can send and receive emails.

To delete a mailbox:

1. In the customer’s eXtend Control Panel, click ‘Mail Boxes’ under ‘Email’
2. Under ‘Modify Mail Boxes’, check the box in the ‘Delete’ column for the mailbox you wish to remove
3. Click ‘Modify’
4. The mailbox will be removed

If there are existing emails in that mailbox, or if that mailbox receives new emails after you have deleted it, you can have the emails redirect to another address by checking the box next to ‘When deleting a mail box, please send leftover emails to’. You will need to specify an email address.

You or your customers can also set up spam/junk folders for each mailbox by clicking ‘Junk Mail Filters’ in their eXtend Control Panel.
Chapter 5. Selling Email Services

Setting up domain customers’ mailboxes

If you have a customer that has a domain name but not a hosting package, you can also set up email for them.

Setting up a forwarding email

By default, they will not have a mailbox, but you can set up forwarding emails for them within the Domain Control Panel. This is a free service for all domain name owners with Heart Internet, but it only works if the domain name’s nameservers have not been pointed to a different host.

To set up a forwarding email:

1. Click ‘Domain Control Panel’ under ‘Manage Domain Names’
2. Click ‘Manage/View usernames and passwords now’ under ‘Control Panel Login’
3. Click the domain name you wish to access
4. Click ‘Email Forwarding’ in the customer’s Domain Control Panel
5. Enter in the name they would like to use
6. Enter in the destination email address
7. Click ‘Update Now’

The forwarding email can take up to an hour before it can forward emails.
Chapter 5. Selling Email Services

Setting up domain customers’ mailboxes

Purchasing a mailbox

If your customer would like a mailbox to use with a mail client or Webmail, but does not want a hosting package, you can purchase a separate Standard mailbox for their domain name, giving them a place to send and receive emails without needing a website.

To purchase a mailbox:

1. Log into your Reseller Control Centre
2. Click ‘Add-ons’ under ‘Order’ in the right-hand menu
3. Click ‘More’ next to ‘Mail Boxes’
4. Select the amount and payment method for the mailboxes
5. Click ‘Add to basket’
6. Complete the payment process

Once you have purchased a mailbox, you can attach it to the domain name and tell the customer the login information.
Chapter 5. Selling Email Services

Upgrading customers to Premium mailboxes

A Standard mailbox has a 400mb size limit. You can upgrade your customers to a Premium mailbox, which has 2GB initially. You can then upgrade each Premium mailbox in 2GB increments up to 10GB as well.

You can upgrade a Standard mailbox to a Premium mailbox, or create a new mailbox to be a Premium mailbox from the start. If you are upgrading a mailbox, all the settings and emails inside the Standard mailbox will automatically transfer into the Premium mailbox.

There must be a Standard mailbox or a hosting package attached to a domain name to have a Premium mailbox.

To purchase a Premium mailbox:

1. Log into your Reseller Control Centre
2. Click ‘Premium Mailboxes’ under ‘Manage Add-ons’
3. Click ‘Click here to order additional Premium Mail boxes’
4. Select the domain name from the drop-down list
5. Select the mailbox from the drop-down list or select ‘Need a new mailbox?’ to open up the eXtend Control Panel and create a new mailbox
6. Select the payment method for the mailbox
7. Click ‘Add to basket’
8. Complete the payment process
9. The Premium mailbox will be created

You can also downgrade a Premium mailbox to a Standard mailbox in the ‘Manage Premium Mail Boxes’ page.
Upgrading customers to Exchange mailboxes

If your customer needs powerful email management for their business, you can also upgrade them to an Exchange mailbox.

Exchange mailboxes use our hosted Microsoft Exchange server, with all the features needed for business email, including 30GB of storage, automatic data synchronisation across devices, task lists, shareable calendars, group meeting functionality, out-of-office responses, and top virus and spam protection. Plus, each mailbox comes with a free copy of Microsoft Outlook.

Exchange mailboxes are available for accounts with just domain names as well as accounts with hosting packages. You will be creating an entirely new mailbox, so if the customer currently has a Standard or Premium mailbox, they will need to download all the emails from that account then delete the account before you can create a new Exchange mailbox.

To purchase an Exchange mailbox:

1. Log into your Reseller Control Centre
2. Click ‘Exchange Mailboxes’ under ‘Manage Add-ons’
3. Click ‘Click here to order additional Exchange mail boxes’
4. Select the payment method and period for the address
5. Enter in the mailbox’s name
6. Select the domain name from the drop-down list
7. Click ‘Add to Basket’
8. Complete the payment process
9. The mailbox is now created

Once the mailbox is set up, you can point your customer towards their free download of Microsoft Outlook 2013.
Chapter 5. Selling Email Services

Pricing and marketing Premium and Exchange email

The selling and pricing of Premium and Exchange mailboxes is your decision. While an unlimited amount of Standard mailboxes is already built into your standard Reseller Pro account, there are additional costs for Premium and Exchange mailboxes. We do offer you exclusive discounts over the regular price of our mailboxes, but you will need to consider the amount you will be spending against the amount you will be earning.

You can offer Premium and Exchange mailboxes on a bespoke basis, rather than as a standard product, or include it as a package deal with other products.

Each Reseller Pro account is different, and you must look at your own business to price and market email accordingly.
Chapter 6. Using HostPay

HostPay is our built-in hosting e-commerce and CRM solution. Designed to be an easy way to sell hosting, domain names, and add-ons, as well as keep track of your customers, HostPay is available for free for all Reseller Pro customers.

You can use third-party solutions for your customer and sales management, but if you are not comfortable with building a system or working with an API, HostPay may be the best solution for you.
Chapter 6. Using HostPay

Setting up HostPay

Once you have decided to use HostPay, it is a fairly straightforward process to set it up on your account.

Installing HostPay

You can set up HostPay on any hosting package that has the following features:

- Built on the Linux shared hosting platform
- Has access to the Shared Secure Server or you have purchased a Personalised Secure Server
- Has an empty directory to place the HostPay files in

You can use your main directory ([www.genericscreenshotdomain.com](http://www.genericscreenshotdomain.com)) or a subdirectory ([www.genericscreenshotdomain.com/hostpay](http://www.genericscreenshotdomain.com/hostpay)). If you are using a subdirectory, make certain it exists on the domain, either by logging into the site via FTP and creating a directory through there, or creating a directory using the eXtend Control Panel's File Manager.
Chapter 6. Using HostPay

Setting up HostPay

To install HostPay:

1. Click ‘HostPay’
2. Click ‘Install HostPay’
3. Select the domain name from the drop-down list
4. Enter in the directory name if you are placing it in a subdirectory
5. Select which SSL mode you want to use
6. Click ‘Install HostPay Now’

The system will install a default version of HostPay, that you will need to customise with your details. The default version will also be running in Test Mode, which means that you will be able to test the payment system without spending money.
Chapter 6. Using HostPay

Setting up HostPay

Installing a Staging Version

If you want to test HostPay redesigns or processes before you push them live to your HostPay installation, you can also install a staging version.

The staging version allows you to make modifications to the site while your customers are still able to purchase and use your live HostPay site. However, any changes you make to the Global Preferences and Products while in staging will also appear on the live site. The staging version is ideal for design changes.

The staging version must be on the same domain name as your live version of HostPay. You must have an empty directory to install it to.

To install your HostPay staging version:

1. Click ‘HostPay’
2. Click ‘Install Staging’
3. Enter the directory name you are installing staging into
4. Click ‘Install HostPay Staging Now’
5. The staging version will now be installed

Please note that you can only install HostPay staging platform to an empty directory.

genericscreenshotdomain.com/stagingstore

Secure Server Mode (SSL): Use SSL for payment gateways only

Install HostPay Staging Now

If you have made changes to your live version and would like to apply those changes to your staging version, you can move those files over by clicking ‘Copy Live to Staging Now’ in the ‘Install Staging’ page
Chapter 6. Using HostPay

Setting up HostPay

Changing Global Preferences
Once you have installed HostPay, you can now edit the global preferences, customising HostPay to fit with your processes.

To change Global Preferences:
1. Click ‘HostPay’
2. Click ‘Global Preferences’
3. Expand sections by clicking the + icon
4. Make your changes
5. Click ‘Save Changes’
6. The preferences will now be changed

The preferences that can be changed within HostPay are:

Currency and Tax
You can choose the currency you wish to use (Australian Dollar, Canadian Dollar, Euro, Japanese Yen, New Zealand Dollar, Pound Sterling, Swiss Franc, or US Dollar), set the tax rate and name, enter in your tax number, and choose to add tax to the prices automatically. This also shows you your Invoice Company Name and Address, which you can adjust in your Heart Internet Customer Area under ‘Contacts & Billing Details’.
Chapter 6. Using HostPay

Setting up HostPay

Terms and Conditions
Each live installation of HostPay must have a Terms and Conditions page. If you have not written a Terms and Conditions page, we do provide an example version to use for your own site, which you can download, edit, and upload to your web site. Once you have a version, add the URL here.

Language and Location
Set the language and location for SEO purposes. Please note that this does not automatically translate your HostPay site into your specified language.
Chapter 6. Using HostPay

Setting up HostPay

Hosting Package Descriptions URL
You will need to have a page where you describe your hosting packages. This page will be created by you, but also need to be set up to link to HostPay’s Package Chooser, which automatically takes your customers through the process of buying hosting. Enter the URL here of the page you will create to describe your hosting packages.

Page Title Prefix
For search engine optimisation reasons, it is always good to have the company name in the page’s title. Here, you can specify a prefix that goes ahead of the specific page text across all your dynamically generated pages.
Chapter 6. Using HostPay

Setting up HostPay

PDF Logo and Email
If you or your customers choose to produce PDF versions of invoices, this will ensure that the invoice has your correct logo on it. The logo should be around 300 pixels wide by 90 pixels high, and should be either a non-transparent PNG or a JPG. You can also set up an email address to be the primary address for the PDF invoices.

Domain Management Method
You can choose how you want your customers to register domain names. If the API is on, all domains will be automatically renewed, registered, or transferred once payment has completed. If the API is off, the domain purchases your customers are making will be automatically added to your basket to purchase. And if you choose Domain Notification Only, you will be notified of the domain purchases your customers are making, but it will be entirely up to you to choose how you act upon them.
Chapter 6. Using HostPay

Setting up HostPay

Exclude Domains from Default Registration Method
If you are allowing your customers to automatically purchase domain names or add them to your shopping basket, you can also exclude certain domain extensions, preventing your customers from purchasing them. This could cut down on the amount of money you spend on domain names, as some extensions are more expensive than others. Simply check the box for each domain extension you wish to exclude.

Allow Domain References
If a customer is in the process of moving their entire website, or if they have their domain name hosted with another company, a domain reference allows them to purchase hosting with you while keeping their domain elsewhere. If you want to allow customers to do this, check the box.
Chapter 6. Using HostPay

Setting up HostPay

Assignment Process
If you have hosting products that include a free domain name and you check this option, the system will check with you on whether or not the customer will need to pay for renewing or setting up the domain.

Allow Hosting Upgrades
If you want the customers to upgrade their hosting packages through the Manage Web Hosting page, check this box, and they will then be able to upgrade automatically.
Chapter 6. Using HostPay

Setting up HostPay

Allow Upsell of Addons
When a customer checks out, you have the option of listing one or more add-ons to appear during the checkout process as an upsell. By checking this box, you will be able to configure upsales through the ‘Add-On Products’ page.

Delay Service Setup
By checking this, all orders will be placed into a queue and not set up automatically. This helps you prevent fraud and customers who are abusing the system.
Chapter 6. Using HostPay

Setting up HostPay

Allow Upsell of VPS Backups
If you are selling VPS packages, you can add in an upsell for backup products as well by checking this box.

Allow Ahead of Time Domain Renewals
Domain name renewals are usually only available 30 days before the expiration date. By checking this box, your customers will be able to renew domain names out of that period, giving them more time to renew.
Chapter 6. Using HostPay

Setting up HostPay

Site is Under Construction
This redirects your customers to a maintenance page. However, you can grant certain customers the ability to view the site as normal during this period in the ‘Customer Information’ page.

Renew at Current Price
When a customer renews their services, they will be renewing the products at the same price they paid for them. If you would rather have your customers renew under the current price, check this box.
Chapter 6. Using HostPay

Setting up HostPay

Allow Order SiteDesigner Trials
If you are offering SiteDesigner to your customers, you can also offer free trials of SiteDesigner to allow them to test the product before purchasing it.

Test Mode
If your HostPay installation is in Test Mode, this means that you can test the processes, including purchasing hosting and domain names, without charging any money or registering domain names. Many Payment Gateway Providers will require you to complete a few test transactions before you are able to take live payments.
Chapter 6. Using HostPay

Adding products to HostPay

Once you have set up your HostPay site as you want it to be, you can begin to add products.

Selling Domain Products
Selling domain names can be an easy way to increase your sales, especially if you use Heart Internet’s API to automatically purchase, renew, and transfer domain names. Your customers can purchase as many domain names as they want, at the prices you specify, without you having to manually add the domain names.

You can add Domain Products by group or extension, and either new or transferred domains.

The groups are:

<table>
<thead>
<tr>
<th>.CC Domain</th>
<th>.TV Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>.CO Domain</td>
<td>.EU Domain</td>
</tr>
<tr>
<td>.ME Domain</td>
<td>Global Domain (for generic TLDs such as .com)</td>
</tr>
<tr>
<td>.MOBI Domain</td>
<td>.UK Domain</td>
</tr>
<tr>
<td>.PW Domain</td>
<td>.UK Domain for one year</td>
</tr>
<tr>
<td>.TEL Domain</td>
<td>.UK.COM Domain</td>
</tr>
</tbody>
</table>
Chapter 6. Using HostPay

Adding products to HostPay

You can also add in the extensions individually.

The extensions are:

<table>
<thead>
<tr>
<th>.BIZ</th>
<th>.ME.UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>.COM</td>
<td>.ORG.UK</td>
</tr>
<tr>
<td>.INFO</td>
<td>.EU.COM</td>
</tr>
<tr>
<td>.NAME</td>
<td>.GB.COM</td>
</tr>
<tr>
<td>.NET</td>
<td>.GB.NET</td>
</tr>
<tr>
<td>.ORG</td>
<td>.UK.COM</td>
</tr>
<tr>
<td>.CO.UK</td>
<td>.UK.NET</td>
</tr>
</tbody>
</table>

To add Domain Products:

1. Click ‘HostPay’
2. Click ‘Domain Products’
3. Under ‘Add New Domain Products’, select the domain product you want to sell in the drop-down list
4. Click ‘Add’
5. Click ‘Save Changes’
6. The product will be added

Add New Domain Products

To set up a new domain product to sell, select a domain type below and click “Add”.
Chapter 6. Using HostPay

Adding products to HostPay

To edit existing Domain Products:

1. Under ‘Manage Existing Domain Products’, find the domain product you wish to alter
2. Change the name under the ‘Product Type/Description’ column
3. Change the pricing under the ‘Price to Charge (excluding tax)’ column
4. Change the length of registration in the drop-down list under the ‘Default Reg. Years’ column
5. Change the maximum length of registration in the drop-down list under the ‘Max Reg. Years’ column
6. Click ‘Save Changes’
7. The product will now be priced and named as you wish

The Global Domain group does not include the newer generic Top-Level Domains (gTLDs) that are now available for purchase, such as .bike, .club, and .today. You can also sell these domain names, but the pricing for them will vary dependent on the extension, as different registrars provide different prices.
Chapter 6. Using HostPay

Adding products to HostPay

To add a gTLD:

1. Under ‘New gTLD Products’, select the domain from the drop-down list
2. Click ‘Add’
3. Edit the name under the ‘Product Type/Description’ column
4. Edit the price under the ‘Price to Charge (excluding tax)’ column, based on the cost to you (displayed below)
5. Edit the length of registration under ‘Default Reg. Years’
6. Edit the maximum registration length under ‘Max Reg. Years’
7. Click ‘Save Changes’
8. The gTLD will now be added

You can also add all possible gTLDs to HostPay by clicking the ‘Add All’ button.
Adding Hosting Packages

Once you have added domain names, adding Hosting Packages is the next logical step. The packages you have already created in your Reseller Pro account will automatically appear as an option in your HostPay set up. From there, you simply need to set the pricing and set them available for purchasing.

When you add a hosting package, you have the option of adding it as a monthly, quarterly, yearly, or biyearly payment option. You also have the option of adding it as a single flat-rate fee, the ‘Never’ option. You can also add a description, include a set-up fee, attach a free domain name to the package, and offer upgrade possibilities.

To add a hosting package:
1. Click ‘HostPay’
2. Click ‘Hosting Products’
3. Click the + icon next to the hosting package you wish to add
4. Select the payment period you want to use
5. In the ‘Details’ tab, enter in the name of the product, the price, and the set-up fee
6. Check the box next to ‘For Sale’
7. In the ‘Description’ tab, enter in a short description of the product
8. In the ‘Bundled Products’ tab, check the box if you would like to include a free domain name
9. In the ‘Upgrade Options’ tab, check the boxes for the packages you would allow customers to upgrade from if they decide to move on from this package
10. Click ‘Save Product Changes’
11. The product will now be added
Chapter 6. Using HostPay

Adding products to HostPay

If you want to add more than one payment period, you will need to treat each period as a separate package.

For example, if you want to sell one hosting package in both monthly and yearly periods, you will need to make certain that both the ‘Monthly’ and ‘Yearly’ tabs are completed and listed as being for sale.

Also, your descriptions should be brief, as you should make a detailed descriptions page and link to it from your HostPay homepage.

See Chapter 3. Selling Hosting Packages
For more information on creating hosting packages
Chapter 6. Using HostPay

Adding products to HostPay

Selling Add-Ons and Servers
HostPay is ideal for selling domain names and hosting packages, but can also sell add-ons such as SiteDesigner, Domain Privacy, and Exchange Email Hosting, as well as VPS, Hybrid Servers, and Dedicated Servers. Plus, you can create your own add-ons for services you offer aside from hosting, such as graphic design, print materials, and search engine optimisation.

See Chapter 12. Upselling to Your Customers
For more information on selling servers and add-ons to your customers
Chapter 6. Using HostPay

Setting up Payment Systems

Once you have set up all the items that you wish to sell within HostPay, the next vital stage is ensuring that your customers can pay.

We have a range of payment systems built into HostPay that you can use. You will need to set up accounts with the payment gateways you wish to use, but once you enter valid details into your HostPay set-up, you will be able to accept payments the way you want.

The payment gateways we accept are:

- PayPal Website Payments Standard
- PayPal Website Payments Pro
- Google Checkout
- Google Wallet
- WorldPay
- SagePay
- NoChex
- 2Checkout
- GoCardless
- Cheque
- Invoice

We have a detailed Payment Gateways Guide available at https://customer.heartinternet.uk/manage/manage-reseller-shop-gateway-info.cgi. If you are planning on using PayPal, Google, WorldPay, SagePay, NoChex, 2Checkout, or GoCardless, please read the information there to ensure you set up your payment gateway correctly.
Setting up Payment Systems

To set up a payment system:

1. Click ‘HostPay’
2. Click ‘Payment Gateways’
3. Scroll down to the payment gateway you wish to use
4. Enter in the valid information
5. Click ‘Save Changes’
6. The payment method will be set up
Creating Discount Codes
If you want to offer your customers a discount, you can generate codes automatically through the ‘Discount Codes’ pay. You can either provide a fixed value discount or a percentage discount, make them limited-time offers, have them apply to as many items as you wish, and have multiple or single-time use.

To create a discount code:

1. Click ‘HostPay’
2. Click ‘Discount Codes’
3. Click ‘Add New Code’
4. In the ‘Code’ tab, enter in the unique code name and the percentage off or the fixed value discount
5. In the ‘Valid’ tab, set the dates in which the code will be valid. Check the box if you want the code to never expire
6. In the ‘Applies To’ tab, set the items the discount applies to, going through each tab as needed
7. In the ‘Restrictions’ tab, select which customer it applies to via the drop-down list, limit the number of uses, and set whether or not customers can use it when renewing a product
8. Click ‘Update Code’
9. The code will now be active
Chapter 6. Using HostPay

Setting up Customer Accounts

Once your HostPay site is live, your customers will be able to create accounts on your site, and all you will need to do is manage your customers through the HostPay Management section. There, you can check your customers in the HostPay Customer Database and contact them if needed.

New Customer Options
Before you launch your site, you can make changes to the questions you are asking customers. You can ask them how they found your website, you can only allow inhabitants of certain countries to purchase items from your website, and you can choose the security questions available for customers to select.

To set up a referral source question:

1. Click ‘HostPay’
2. Click ‘New Customer Options’
4. Click ‘Add’
5. Delete an existing referral source by checking the box under the ‘Delete?’ column
6. To use ‘Other Source’ and let the customer fill it in, add some text to the text field next to ‘Other Source’
7. Click ‘Save Changes’
8. The referral source question will now be exactly as you want it

See Chapter 9. Managing Your Customers
For more information on the HostPay Customer Database

CHAPTER 9
Chapter 6. Using HostPay

Setting up Customer Accounts

To set allowed countries:

1. Click ‘HostPay’
2. Click ‘New Customer Options’
3. Under ‘Allowed Countries’, select a country from the drop-down list
4. Move the countries as preferred using the up and down arrow icons or by clicking ‘Sort Alphabetically’
5. Click ‘Save Changes’
6. Inhabitants from those countries will now be able to set up an account and purchase items from your site
Chapter 6. Using HostPay

Setting up Customer Accounts

To choose your security questions:

1. Click ‘HostPay’
2. Click ‘New Customer Options’
3. Under ‘Security Questions’, check the boxes for the questions you want to keep
4. Click ‘Save Changes’
5. Only those questions will appear as possible security questions for your customers

The Customer Control Panel

When your customers log into your HostPay site, they can see the Customer Control Panel, where they are able to order, manage their hosting, and contact your Support.

If you are working on your HostPay set-up and want to briefly prevent your customers from accessing their Control Panel, you can disable it within the ‘Customer Control Panel’ page.

To disable the Control Panel:

1. Click ‘HostPay’
2. Click ‘Customer Control Panel’
3. Under ‘Disable Your Control Panel’, check the box
4. Click ‘Save Changes’
5. Your customers’ control panel will be disabled

You can also set up how your customers will contact you for support. You can provide a simple email form that will send an email to the address you specify, you can point them to your own support system, or you can use HostPay’s integrated ticketing system.
Chapter 6. Using HostPay

Setting up Customer Accounts

To choose a support system:

1. Click ‘HostPay’
2. Click ‘Customer Control Panel’
3. Under ‘Contact Support’, tick the radio button for the option you want to use
4. Either enter in your email address or URL for the option you have chosen
5. Click ‘Save Changes’
6. Your customers will now be able to contact you

See Chapter 11. Supporting Your Customers

For more information on the HostPay Support Tickets

HostPay will also automatically send your customers emails reminding them to renew their services. You can adjust the number of emails that are sent and the intervals they are sent.
Chapter 6. Using HostPay

Setting up Customer Accounts

To adjust the renewal emails:

1. Click 'HostPay'
2. Click ‘Customer Control Panel’
3. For the renewal period you need, select the interval in the drop-down list
4. Select the number of emails in the drop-down list
5. Click ‘Save Changes’
6. You and your customers will now receive emails at that interval

<table>
<thead>
<tr>
<th>Renewal Period</th>
<th>Interval (days)</th>
<th>Reminder Email Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly</td>
<td>7</td>
<td>Twice</td>
</tr>
<tr>
<td>Quarterly</td>
<td>7</td>
<td>Twice</td>
</tr>
<tr>
<td>Biweekly</td>
<td>14</td>
<td>Twice</td>
</tr>
<tr>
<td>Yearly</td>
<td>28</td>
<td>Twice</td>
</tr>
</tbody>
</table>

* This will send a notice to you and your customer at the point(s) you specify. You will separately be sent a notice 7 days in advance to allow you to follow any last-minute retention procedures you might have. This refers to the number of times you will be communicated about a pending HostPay renewal.
Getting Feedback from Customers

You can set up a Feedback page on your HostPay site, which your customers can fill out and give you feedback on your products and services. Your customers can rate you on a five-point matrix, or enter in text.

The Feedback page will automatically send to your default contact details, which are editable in the ‘Contacts & Billing Details’ page in your Heart Internet Customer Area. Alternatively, you can enter in an email address on the ‘Feedback System’ page to receive your responses.

To create a Feedback page:

1. Click ‘HostPay’
2. Click ‘Feedback System’
3. Click ‘Add Question’
4. Enter in the question text
5. Select whether you want it to have text input or a rating question
6. Click ‘Save’ once you have added all the questions
7. The page will now be available to your customers
Chapter 6. Using HostPay

Editing HostPay templates

With HostPay, you can adjust the templates to match your company’s branding and style. Whether simply adding a logo, changing the colour, or revising all the text, you can work with the templates to build a site that suits your business.

Choosing a Template

We have a selection of templates for you to choose from, including five Premium templates in a variety of colours and 13 Classic templates.

To select a HostPay Template:

1. Click ‘HostPay’
2. Click ‘Customise End User CP’
3. View larger versions of the templates by clicking on the thumbnail images
4. Select the template you wish to use by ticking the radio button underneath the thumbnail image
5. Click ‘Save Changes’

Want to test your new templates before putting them live?

Set up your Staging version and then click ‘Customise Staging’ to make your changes before you put them on your live site!

If you want to start from fresh, you can check the box next to ‘Generate sample pages’ and the template will produce new sample pages, which you will then need to edit.
Chapter 6. Using HostPay

Editing HostPay templates

Editing the Templates
Once you have chosen a template, you can then edit it to include your branding and information. Each template has a master design, which is broken up into smaller sections that can be edited individually, and then individual pages, which you can also edit.

To edit these templates, you should have a basic understanding of HTML and how to use it. While the large amounts of code may seem daunting, there is very little you actually need to change, and it is primarily text. Have your site open in one window, and the code open in another, then work out exactly what you need to change and where it is.

You can also download the templates from the ‘Customise End User CP’ page, giving you a version to work on without having to worry about it being on your live site or on staging.

If you make changes to these template pages and sections, then choose a new template, your changes will not be saved. Additionally, if you move HostPay from one site to another, you will need to back up your template files on your account in order to keep your customisations.

The template sections are:

- `footer.rhtml` – The bottom of your HostPay pages
- `footer-printable.rhtml` – The bottom of your HostPay pages if a customer chooses to print out the page
- `front-page.rhtml` – The customer’s control panel front page (not the HostPay site’s front page)
- `header.rhtml` – The top of your HostPay pages
- `header-printable.rhtml` – The top of your HostPay pages if a customer chooses to print out the page
- `user-menu.rhtml` – The menu that your customers see when they are logged into their control panel
- `user-menu.rhtml.orig` – The original version of the menu that your customers see when they are logged into their control panel

These sections only appear on pages that are generated by HostPay. If you make changes to them, but do not make changes to the static pages (such as your Terms & Conditions), your static pages will still have the default layout and text.
Chapter 6. Using HostPay

Editing HostPay templates

To make changes to the template sections:

1. Click ‘HostPay’
2. Click ‘Customise End User CP’
3. Under ‘Theme Templates’, select the section you want to edit by clicking ‘Edit’
4. Make your changes in the HTML
5. Click ‘Save Changes’, or, if you want to keep making changes, click ‘Quick Save’
6. The changes will be made
Chapter 6. Using HostPay

Editing HostPay templates

The template pages are the pages that are automatically generated by the HostPay system. These pages contain the code that make HostPay work, so please do not edit most of them if you do not have a good understanding of HTML.

The one that will need editing will be index.rhtml, which is the HostPay home page and your public-facing sales page. Please make certain that you can understand the code in there and that you can edit it successfully.

To edit the template pages:

1. Click 'HostPay'
2. Click 'Customise End User CP'
3. Under ‘Templates’, click the page you would like to edit
4. Make your changes in the HTML
5. Click ‘Save Changes’, or, if you want to keep making changes, click ‘Quick Save’
6. The changes will be made
Chapter 6. Using HostPay

Editing HostPay templates

Along with the dynamically generated pages, there are also static pages that are added to your site that you can use to inform your customers about the products you are selling. These are placed into your HostPay directory, and you can edit them yourself without worrying about ruining any HostPay code. You can access them through your eXtend Control Panel's File Manager or via FTP, and edit them in your favourite text editor or web design program.
Chapter 6. Using HostPay

Editing HostPay emails

HostPay automatically sends your customers emails when they do certain things, such as order a product, reset their password, or have a product up for renewal. You can edit these emails to match your tone and style on the site. These emails can be sent as plain-text or HTML, and also sent to additional recipients.

Each email has special tags that customise the message to the customer, such as their name, their email address, and the products they have purchased. Keep these tags within the email in order to make certain that necessary information is provided.

The emails that are sent out by HostPay are:

**New Customer Welcome Email**
Sent when a customer creates an account on your site. The special tags are:

- **[NAME]** – Your customer’s name
- **[USERNAME]** – Your customer’s login username (which is their email address)
- **[PASSWORD]** – Your customer’s password for your site
- **[LINK]** – A link back to your HostPay site

**New Hosting Welcome Email**
Sent when your customer is assigned a hosting account. This is not HostPay specific, and is used for every hosting account you create.

See Chapter 10. Communicating with Your Customers
For more information on the Welcome Emails

CHAPTER 10
Chapter 6. Using HostPay

Editing HostPay emails

Order Confirmation Email
Sent when your customer makes a purchase. The special tags are:

- [NAME] – Your customer’s name
- [BASKET] – What the basket held at the time of the order
- [INVOICE] – The invoice ID
- [CURRENCY] – The currency symbol
- [TOTAL] – The total cost for the items purchased (excluding VAT)
- [TOTALVAT] – The total VAT for the items purchased
- [TOTALINCVAT] – The total cost for the items purchased plus the total VAT
- [PAYMENTGATEWAY] – The payment gateway used for the order
- [DATE] – The date the order was placed
- [BASKETSTART] – The start of the Basket Loop Block
- [BASKETEND] – The end of the Basket Loop Block
- [ITEMNAME] – The name of the item purchased
- [ITEMPRICE] – The price of the item purchased (excluding VAT)
- [ITEMVAT] – The VAT for the item purchased
- [ITEMPRICEINCVAT] – The total price of the item purchased plus the VAT
Chapter 6. Using HostPay

Editing HostPay emails

The Basket Loop Block makes it easy to display orders that contained multiple items by repeating elements until all the items purchased are displayed. An example of a Basket Loop Block would be (including HTML):

```html
<table border="1" cellpadding="5" cellspacing="0">
  <tr>
    <th>Item</th>
    <th>Price</th>
    <th>VAT</th>
    <th>Total Price</th>
  </tr>
  [BASKETSTART]
  <tr>
    [ITEM]
    <td>[CURRENCY][ITEMPRICE]</td>
    <td>[CURRENCY][ITEMVAT]</td>
    <td>[CURRENCY][ITEMPRICE+VAT]</td>
  </tr>
  [BASKETEND]
</table>
```

Which, when sent to a customer who purchased two items, would produce something that would look like:

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>VAT</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Page Hosting</td>
<td>£2.50</td>
<td>£0.50</td>
<td>£3.00</td>
</tr>
<tr>
<td>.COM Domain Name</td>
<td>£15.00</td>
<td>£3.00</td>
<td>£18.00</td>
</tr>
</tbody>
</table>
Chapter 6. Using HostPay

Editing HostPay emails

Renewal Reminder Email
Sent at a certain interval when a customer’s product is up for renewal, as determined by you in the ‘Customer Control Panel’ page. The special tags are:

- **[NAME]** – The customer’s name
- **[PRODUCTS]** – The products up for renewal, including expiration dates
- **[LINK]** – A link back to your HostPay site
- **[PRODUCT_TYPE]** – The type of products that need renewal

[PRODUCT_TYPE] is only used in the subject line of the email.

Password Reminder Email
Sent when the customer requests to be reminded of their password. The special tags are:

- **[NAME]** – Your customer’s name
- **[PASSWORD]** – Your customer’s password
- **[LINK]** – A link back to your HostPay site
Chapter 6. Using HostPay

Editing HostPay emails

**Bespoke Invoice Email**
If your customer requests an invoice, this is the template that will be used when you send it to your customer. The special tags are:

- **[NAME]** – Your customer’s name
- **[DESCRIPTION]** – The description of the items purchased
- **[AMOUNT]** – The total price of the invoice
- **[LINK]** – A link back to your HostPay site

**Updated Ticket Email**
If you are using the Support Ticket system within HostPay and you or your customer updates a ticket, this will be sent. The special tags are:

- **[NAME]** – Your customer’s name
- **[TICKET_UPDATE]** – The information provided at the last update
- **[TICKET_REF]** – The ticket reference number
- **[TICKET_TITLE]** – The title of the ticket
- **[LINK]** – A link back to your HostPay site

See Chapter 9. Managing Your Customers
For more information on invoicing your customers
Chapter 6. Using HostPay

Editing HostPay emails

Created Ticket Email
If you are using the Support Ticket system within HostPay, this is sent when a customer creates a new support ticket. The special tags are:

- [NAME] – Your customer’s name
- [TICKET_UPDATE] – The information provided within the ticket
- [TICKET_TITLE] – The title of the ticket
- [LINK] – A link back to your HostPay site

Domain Transfer IPSTAG Error Email
If your customer is attempting to transfer a .UK domain name and has not changed the IPS Tag for that domain, this email is sent to them. The special tags are:

- [NAME] – Your customer’s name
- [DOMAIN] – Your customer’s domain name
- [COMPANY] – Your company’s name

Domain Transfer Domain Locked Error Email
If your customer is attempting to transfer a gTLD domain name and has not unlocked it at their previous registrar, this email is sent to them. The special tags are:

- [NAME] – Your customer’s name
- [DOMAIN] – Your customer’s domain name
- [COMPANY] – Your company’s name
Chapter 6. Using HostPay

Editing HostPay emails

Domain Transfer Complete Email
When your customer’s domain transfer is complete, this email is sent to them. This email is different from the other Transfer Complete Email you can edit through the ‘Reseller Preferences’ section of your Reseller Pro Control Panel. The special tags are:

- **[NAME]** – Your customer’s name
- **[DOMAIN]** – Your customer’s domain name
- **[COMPANY]** – Your company’s name

Credit Note Email
If you refund a customer and raise a credit note, this is the email that is sent. The special tags are:

- **[NAME]** – Your customer’s name
- **[BASKET]** – The credit note basket
- **[COMPANY]** – Your company’s name

Feedback Thank You Email
If your customer uses your Feedback Form to send you some information, this is the automatic response they will receive. The special tags are:

- **[NAME]** – Your customer’s name
- **[COMPANY]** – Your company’s name

See Chapter 4. Selling Domain Names
For more information on transferring domain names

CHAPTER 4
Chapter 6. Using HostPay

Editing HostPay emails

**New VPS Email**
When your customer purchases a new VPS, this is the message they receive while it is being provisioned. The special tags are:

- **[NAME]** – Your customer’s name
- **[COMPANY]** – Your company’s name
- **[CPANELTEXT]** – Text explaining to your customers how to access their VPS control panel
- **[CPANELURL]** – The URL for the control panel
- **[SERVERNAME]** – The domain name of their server
- **[OS]** – The operating system
- **[CORES]** – The number of CPU cores the server has
- **[RAMGB]** – The amount of RAM the server has, in GB
- **[HDDGB]** – The amount of hard disk space the server has, in GB
- **[IPADDRESS]** – The server’s IP address
- **[USERNAME]** – The name to log into their VPS with
- **[PASSWORD]** – The password to log into their VPS with

**New SSL Certificate Installation Email**
When a customer purchases an SSL certificate and it is being installed on the web server, this email is sent. The special tags are:

- **[NAME]** – Your customer’s name
- **[COMPANY]** – Your company’s name
- **[DOMAIN]** – The domain name the SSL certificate is being installed on

See Chapter 12. Upselling to Your Customers
to find out more about additional items to sell to your customers

CHAPTER 12
Chapter 6. Using HostPay

Editing HostPay emails

Hosting Details Email
If your customer does not remember the full details of their hosting account, you can send a detailed reminder email with all the details included. The special tags are:

[NAME] – Your customer’s name

[COMPANY] – Your company’s name

[DOMAIN] – The domain name used

[TEMPURL] – A temporary URL customers can access their site at before the domain name is fully attached to the site and the site is live

[PACKAGE] – The package the customer has purchased

[PASSWORD] – The password for the customer’s FTP login

[LOGINPASSWORD] – The password to log into the eXtend Control Panel

[WEBSERVER] – The IP address for the server the package is on

[MAILSERVER] – The IP address of the mailserver they can use (instead of mail.[DOMAIN])

[FTPSERVER] – The IP address of the FTP server they can use (instead of ftp.[DOMAIN])

[WEBNAME] – The name of the server the package is on

[MAILNAME] – The name of the mailserver the package is on

[FTPNAME] – The name of the FTP server the package is on

[SETUPDATE] – The time and date the account is set up

[OSTYPE] – The operating system of the server they are on
Chapter 6. Using HostPay

Editing HostPay emails

**HostPay Reports and Statistics**
HostPay provides reports and statistics to help you track how your business is doing. Matched with the Reporting Features available in your Reseller Control Centre, you can review the data and make any changes if needed.

To access the HostPay Reports:

1. Click ‘HostPay’
2. Click ‘Reports and Statistics’ under ‘Management’

The reports generated are:

- **Referral Sources** – Where customers state that they have come from when they create an account
- **Renewals** – The renewal dates and frequencies of those renewals
- **Outstanding Bespoke Invoices** – Any invoices that you have sent out but have not been paid
- **Customer Invoices** – All customer invoices
- **Invoices by Date** – All customer invoices arranged by date
- **Recent Orders** – The latest orders organised by year and month
- **Invoices by Discount Code** – All customer invoices that have a discount code attached to them
- **Package Usage by Product** – Which products are being the most used
- **Package Usage by Customer** – Which customers are using the most products
- **Free Trials** – How many free trials you have given out to customers
- **Expired Domains** – Which domains have expired

See Chapter 13. Advanced Features to find out more about reporting
Removing HostPay

You can have only one instance of HostPay in your Reseller Pro account. If you choose to move your HostPay site from one domain name to another, you can do so without losing your customers or other settings.

To transfer your HostPay site:

1. Back up any templates you have edited from your current site
2. Click ‘HostPay’
3. Click ‘Reinstall HostPay’
4. Select the new domain name from the drop-down list
5. Enter in the directory you want HostPay to be in
6. Click ‘Install HostPay Now’
7. HostPay will now be installed on the new site
8. Upload the templates you have backed up into the new site
9. Delete all HostPay files from your old site
10. Your site is now transferred

If you decide you no longer want to use HostPay as your selling platform, you can remove it from your website through the File Manager or FTP and replace it with another sales solution. You will need to make certain that your new system integrates with Heart Internet’s Reseller Pro API and customer database.
Chapter 6. Using HostPay

Removing HostPay

To remove HostPay and switch to a new solution:

1. Transfer your existing customers into your Reseller Pro Customer Database
2. Transfer your customers’ hosting accounts to your customers’ accounts in the Customer Database
3. Install the new online shopping system you wish to use onto your website
4. Delete all HostPay files from your website
5. Delete all your customers from your HostPay Customer Database
6. This will remove HostPay from your system.

And if you decide that you no longer want to sell hosting to your customers, you can delete HostPay altogether.

To remove your hosting business:

1. Delete all HostPay files from your website
2. Delete all your customers from your HostPay Customer Database
3. HostPay will now be removed

See Chapter 7. Using Third-Party Sales Solutions to find out more about the API
Chapter 7. Using Third-Party Sales Solutions

If HostPay does not fulfill your needs, or if you are already using a system and do not want to transfer to another system, you can use third-party software to build your hosting reseller sales site.

When choosing a third-party solution, make certain that it includes everything you need for your reselling business. Do you want it to set up hosting packages, domain names, and other products automatically, or do you want it to notify you of a sale and then you set the products up manually? How will you take payments? Do you want to invoice customers or do you want them to pay right away? Do you need an additional Customer Relationship Management (CRM) system or is it built in?

There are many aspects to consider when choosing a third-party solution, but once you have chosen one or designed your own, you can then use Heart Internet’s API or Instant Activation Order System to integrate smoothly with your Reseller Control Centre.

Please remember that while we do provide features that can be used with third-party solutions, we cannot provide support for those solutions. If you choose a third-party solution, you will need to make certain you have the skillset available to run these systems.
Chapter 7. Using Third-Party Sales Solutions

Using WHMCS

WHMCS is a popular web hosting sales solution, giving you a large range of features and versatile licensing options. WHMCS has a built-in Heart Internet module, which allows you to use WHMCS with your Heart Internet Reseller Pro account automatically through our API.

How to get the details for your WHMCS server:

1. Click ‘API / WHMCS’
2. Scroll to ‘Getting Started’
3. Under ‘Live Environment’ and ‘Your Full Login Details’, copy the clID and password

To set up WHMCS for domain registration:

1. Log into your WHMCS server
2. Click ‘Setup’
3. Click ‘Domain Registrars’
4. Select ‘Heartinternet’ from the drop-down list
5. Enter in your clID and password
6. Click ‘Domain Pricing’ from the ‘Setup’ menu
7. In the TLDs you want to use with Heart Internet, assign ‘Heartinternet’ in the Automation Registration drop-down list
8. You have now set up WHMCS to sell domain names

No matter which third-party system you choose, you will need to know your hosting packages’ ID. You’ll find it under ‘Configure Hosting Packages’ in the ‘Package ID Number’ column.
To set up WHMCS for selling hosting packages:

1. Log into your WHMCS server
2. Click ‘Setup’
3. Click ‘Products/Services’
4. Click ‘Servers’
5. Add a new server, with the module set as ‘Heartinternet’
6. Enter in the clID and password
7. In ‘Product/Services’, create a new product
8. In ‘Module Settings’, select ‘Heartinternet’ from the drop-down list
9. Enter in the package ID for the hosting package you are selling
10. Select the automation setting you want for orders
11. Click ‘Save’
12. You have now added a hosting package

Your WHMCS server should have the 700 and 1701 ports open for outbound connections for live connections and test connections, respectively.
Chapter 7. Using Third-Party Sales Solutions

Using the API

If you have the programming skill, or have hired a developer to build your systems, you can use our API to integrate our domain and hosting reselling into your bespoke systems.

The API comes with much of the functionality needed, including setting up hosting packages, registering domain names, changing a hosting package’s limits, deactivating accounts, and more. We also have a faster API mechanism for checking domain name availability, which you can access through the main API page.

To begin building with the API, you will need your login details. Login details are available for full Resellers (who sell hosting packages and domain names) and domain Resellers (who sell only domain names).

To get your API login:

1. Click ‘API / WHMCS’
2. Scroll down to ‘Getting Started’
3. Under ‘Live Environment’, find your domain and full Reseller Logins, with clIDs and passwords for each, for your live systems
4. Under ‘Test Environment’, find your domain and full Reseller logins, with clIDs and passwords for each, for testing your systems

Once you are able to access the API, you will then need to produce software that can support TCP sockets as well as XML and TLS. We have some examples written in Perl, PHP, and Ruby available on the ‘API / WHMCS’ page, as well as full documentation for the API.
Chapter 7. Using Third-Party Sales Solutions

Using the Instant Activation Order System

If you have the technical expertise and your own shopping cart, custom order form, or WorldPay Select Junior account, you can integrate our Instant Activation Order System. This lets your customers create an account with you and order hosting in real time without needing to use HostPay or another system.

You will still need to set up domain names manually, but you will not need to create a customer account or a hosting package.

To use the Instant Activation Order System with a custom order form:

1. Click ‘Instant Activation’
2. Scroll down to ‘Custom Order Form’
3. Use the activation URL shown on the page within your script
4. Ensure that the variables listed are included:
   - authcode=[PASSWORD] – Your password as seen on the page
   - email=[CUSTOMER’S EMAIL] – The customer’s email address
   - email-name=[CUSTOMER’S NAME] – The customer’s name
   - M_domain=[DOMAIN] – The domain name for the hosting package
   - M_typeid=[ID] – The ID for the hosting package to be setup (or use M_typename for the name of the hosting package)
   - status=Y – Leave as-is in order for the system to work

You must pass values for M_typeid or M_typename in order for the system to correctly attach a hosting package to the customer account.
Chapter 7. Using Third-Party Sales Solutions

Using the Instant Activation Order System

To use the Instant Activation Order System with WorldPay Select Junior:

1. Click ‘Instant Activation’
2. Scroll down to ‘WorldPay Order Form’
3. In your script, ensure that the domain name and hosting package type are passed along using the variables:
   • M_domain – For the domain name
   • M_typename – For the hosting package name
   • M_typeid – For the ID of the hosting package
4. In the WorldPay Customer Management System:
   • Set the Callback URL to https://customer.heartinternet.uk/addpack.cgi
   • Set the Callback Password to the password shown on the page

If there are any errors in setting up the account, you will be notified at the email address you have specified in your Heart Internet contact details. You should then be able to complete the setup manually.

When a customer finishes a transaction, whether they complete, cancel, or have an error, there must be a page that the Instant Activation Order System redirects to. This is called a Back Link.

To set up a Back Link:

1. Click ‘Instant Activation’
2. Under ‘Back Link’, enter in the URL for the page
3. Click ‘Set Backlink’
4. The system will now go to that page

If you want to get more specific in your messages to your customers, you can have a ‘Transaction Successful’ back link and a ‘Transaction Failed’ back link. These are called Default Redirects.
To set up the Default Redirects:

1. Click ‘Instant Activation’
2. Under ‘Default Redirects’, enter in the URL for the Transaction Successful redirect
3. Click ‘Set ‘On Success’ URL’
4. Enter in the URL for the Transaction Failed redirect
5. Click ‘Set ‘On Failure’ URL’
6. The redirects will now be in place
Chapter 8. Branding and Marketing Yourself

You want to be certain that people recognise you as a unique company with much to offer people looking for web hosting, but ensuring that everything is branded accordingly can be difficult.

We understand the problems that resellers face when it comes to selling hosting, and we want to make it as easy as possible for you to get your brand out there – showing everyone that you're the place to go if they want hosting.
Building Your Brand

As a hosting company, there are three stages to building your brand:

1. Building and designing your website
2. Customising your customer’s control panels
3. Editing information available to your customers

With each of these, we have provided tools and resources to help you brand your web hosting business.
Building Your Website

People can’t buy hosting from you if you don’t have a website for them to look at. A well-designed and regularly updated website shows your customers that you know about web hosting, and helps build that initial relationship that can lead to sales.

**Website Templates**
If you have chosen to create your own website, Heart Internet has a collection of templates designed for web hosting sites, all available for you to use royalty-free. Simply download, edit in your text editor, then upload into your web space.

To access the templates:

1. Log into your Reseller Control Centre
2. Click ‘Icons and Templates’ under ‘Marketing’
3. Scroll down to ‘XHTML/CSS web hosting templates’
4. Click ‘Preview’ to view each template
5. Download the one you want to use

All templates come with all necessary images, CSS, and a few HTML files to use as a basis for your site. You can edit the images or CSS files to change the colour or design the sites as you wish.

**HostPay Templates**
Within HostPay, you can customise how the site looks by using one of the many templates we have provided, or by editing the templates themselves.

You can download the theme files to test out your designs and concepts before you apply them to your existing HostPay site or to your staging site. You can also use the text we provide for the HostPay site, or edit each page with your own content.
Chapter 8. Branding and Marketing Yourself

Building Your Website

By default, all HostPay site templates are designed to be 960px wide, and many of the templates contain code designed specifically for HostPay’s functionality. If you are planning on making changes to the HostPay templates, please test out your changes on a staging site before you make them live.

Preparing Your Graphics
Creating good graphics for your website can be difficult if you’re not a designer, and it can also be difficult to make certain that what you have is suitable for use on the web.

Here are some tips for creating usable graphics for your site:

- Know the difference between JPG, GIF, PNG, and SVG:
  - JPG – Best for images with lots of different colours, such as photographs
  - GIF – Best for animation but poor on colour range
  - PNG – Best for images with transparent backgrounds
  - SVG – Best for scalable images, such as logos

- If hiring a designer or an agency, ensure that you get print-quality 300dpi versions of your images, in case you want to use them on promotional material or need to scale them appropriately

- Test your images to make sure that any text on them can be visible, if need be

- If there is a place to upload a logo, double-check the dimensions of the sample logo already in place, and apply them accordingly to your image to prevent misalignment or distortion
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

The eXtend Control Panel is your customer’s main point of contact for your brand. Whether uploading files, installing a program, or just checking their email, it is likely that your customer will be spending a large amount of time within the eXtend Control Panel, and your branding will make it clear that this is a part of your web hosting just as much as your website is.

Changing the Details
Your brand name and contact information is vitally important for you to display to your customers. Along with providing your customers a way to get in touch with you, it also reinforces the brand name, leading to easier referrals to potentially new customers.

Adding your name
As a default, your customers’ control panel says ‘eXtend’ on the top. You can change this to state your company name, or whatever name you want to give your control panel.

To change the name of the control panel:

1. Click ‘Configure eXtend’ under ‘Reseller Preferences’
2. Under ‘eXtend Brand Name’, enter in the new name in the text field next to ‘Brand Name’
3. Click ‘Update Now’
4. The name will now appear at the top of your customers’ control panel

See Chapter 2. The eXtend Control Panel
For how to access your customers’ Control Panels
Adding your details
At the bottom of the right menu in your customers’ control panel, you can find a panel with your details, giving your customers an easy to contact you or access your website. If you do not fill in the details, this panel will not appear on your customers’ eXtend Control Panel.
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

To add your details:

1. Click ‘Configure eXtend’ under ‘Reseller Preferences’
2. Scroll to ‘eXtend Front Page’
3. Enter in your company’s name
4. Enter in your URL
5. Enter in your support URL
6. Enter in a sales email address
7. Enter in a support email address
8. Click ‘Update Now’
9. The details will now appear on your customers’ control panel
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

Changing the address
Your customers can always access their eXtend Control Panel by going to http://extendcp.co.uk – our default address for the eXtend Control Panel. Once there, they just need to enter in their domain name, password, and the CAPTCHA security text, and they will go straight into their control panel.

If you want your customers to access their control panel through your main website, you can point the eXtend Control Panel to a subdomain on your site. Alternatively, if you want your customers to be able to access the control panel on their own sites, you can point the eXtend Control Panel to subdomains on their sites.
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

To set the Control Panel Web Address:

1. Click ‘Configure eXtend’ under ‘Reseller Preferences’
2. Enter in the subdomain you wish to use
3. Select the domain name you wish to use from the drop-down menu
4. Click ‘Update Now’
5. Give at least 24 hours for the new subdomain to work

Adding Google Translate
If you are selling hosting to customers in other countries, you might want to provide them with a control panel in their own language. Unfortunately, due to the nature of shared hosting, we cannot produce multilingual control panels, but we do have the option for adding Google Translate to the control panel, which will produce a passable translation service for much of what is on the page in a number of languages.

To add Google Translate to your Control Panel:

1. Click ‘Configure eXtend’ under ‘Reseller Preferences’
2. Check the box next to ‘Google Translate enabled’
3. Click ‘Update Now’
4. The Google Translate button will appear

Forwarding customers to a logout page
When a customer logs out of their control panel, you can set where they are directed to. If you leave it blank, they will just be taken back to the login page, but you can set it to your website or another page with specific call-to-actions.
To add a logout page:

1. Click ‘Configure eXtend’ under ‘Reseller Preferences’
2. Under ‘Logout Page’, enter in the URL you want customers to go to in the text field next to ‘Exit page’
3. Click ‘Update Now’
4. The customers will now go to that page when they log out

Because our login process includes a CAPTCHA (a security measure designed to stop hackers from accessing the system), you will need to include it into your login page as well. It will need to be directly copied and pasted from our code for your customers to log in.

Creating your own login page only works if you are not putting eXtend as a subdomain on each site (such as control.genericscreenshotdomain.com). If that is the case, you will need to look into using our API to request a pre-authenticated login URL, which will allow customers to use their control panel directly from the login on your site.

Creating a custom login page

We have designed the eXtend Control Panel login page to be as white-label as possible, to make it as versatile as our Resellers. However, if you would like to give your customers more, you can create your own login page.

Cross-site requests (where the form goes to another site) are allowed for our login page, and you can create a login page on your own site that automatically directs your customers to their control panels.
To create a custom login page:

1. Create an HTML page for your site
2. Include a form in your page
3. Have the form post to:
5. Include an input field with the name 'username'
6. Include an input field with the name 'password'
7. Include the code for the CAPTCHA:

```html
<! Load the CAPTCHA ~> 
<div id="captchaBox"></div>
<script type="text/javascript" src="http://www.extendcp.co.uk/build/captcha.js"></script>

load_login_captcha("captchaBox", "http://www.extendcp.co.uk");

<! CAPTCHA loaded ~> 
```

8. Upload your page onto your site
9. Your customers will now be able to log in
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

Changing the Theme
The eXtend Control Panel gives your customers everything they need to work with their website. And you can change the look of the panel to match with your website and branding strategy.

Selecting a theme
There are three main themes for the eXtend Control Panel: Simple, Modern, and Advanced.

To select a theme:
1. Click 'eXtend Themes' under 'Reseller Preferences'
2. Choose one of the three themes
3. Click 'Apply Brand'
4. Your control panel will now be in that theme

Use a Ready to-go Brand
1. Select a Theme
Choose from three main looks: Advanced, simple or modern.

[Images of control panel themes: Simple, Modern, Advanced]
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

Selecting a banner
After you select a theme, you can also select one of the many banners we have created. With a variety of colours and themes, you should be able to find a banner that works for your brand.

You can preview banner images and themes in the ‘This is Your Preview’ section, which can help you decide what looks good and what works for you and your customers.

However, please keep in mind that with the Modern and Simple themes, the name of your control panel will be on top of the banner image you choose. Busier banner images may make it difficult to read the text.
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

To select a banner:

1. Click 'eXtend Themes' under 'Reseller Preferences'
2. Choose your theme under 'Select a Theme'
3. Choose your banner under 'Now Customise'
4. Click 'Apply Brand'
5. Your banner will now be used

Uploading your own banner

If none of the banners work for your style, and you wish to create your own, there is also the option to upload your own banner. Your banner must be in JPG format and should not have too large of a file size.

Each theme has different dimensions for the top banner, and it is important that your own banner also matches those dimensions.

Upload Custom Banner

You can upload a custom JPG image to replace the banner, but please make sure it is the same size (892 x 122 px for "advanced", 870 x 38 px for "simple" and 912 x 107 px for "modern") as the ones displayed above.

Unfortunately, no preview is available for this option.

Choose file: kittenbanner.jpg

Apply Brand
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

The banner dimensions for each theme:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Height</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced</td>
<td>122px</td>
<td>892px</td>
</tr>
<tr>
<td>Modern</td>
<td>107px</td>
<td>912px</td>
</tr>
<tr>
<td>Simple</td>
<td>38px</td>
<td>870px</td>
</tr>
</tbody>
</table>

7. Click ‘Apply Brand’
8. Your banner image will now be on the control panel

To upload your own banner:

1. Create your banner in your image editor and save it
2. Click ‘eXtend Themes’ under ‘Reseller Preferences’
3. Choose your theme under ‘Select a Theme’
4. Click ‘Advanced Settings >’
5. Under ‘Upload Custom Banner’, click ‘Choose File’
6. Select your banner image
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

Editing the HTML and CSS
If you want even more control over the look and feel of the control panel, you can also edit some of the HTML and all of the CSS to create your own unique site.

You can download a sample HTML and CSS file from the eXtend Themes page to use as a guide, or you can select a default theme, then click ‘Customise Ready to-go brand’ to have the HTML or CSS load into a text field for editing.
Chapter 8. Branding and Marketing Yourself

Customising the eXtend Control Panel

To edit the HTML or CSS:

1. Click 'eXtend Themes' under ‘Reseller Preferences’
2. Click 'Advanced Settings >'
3. In the box under ‘Upload HTML Template and Preview’, paste in any HTML changes you have made
4. In the box under ‘Upload CSS File and Preview’, paste in any CSS changes you have made
5. Click ‘Apply Brand’
6. The changes will be applied

If you make any changes to the HTML, you need to keep the [BODY] element in the middle of the page – this is where the main part of the control panel will go. You will also be unable to add <body> or <head> tags, as the server will add those in.

There are also some frequently asked questions at the end of the page with more information on customising your control panel.

If you want to revert to a default control panel, simply choose a new theme at the top, then click ‘Apply Brand’. Your control panel will automatically change to that basic version, and you can then make any changes you wish.
Chapter 8. Branding and Marketing Yourself

Customising the Domain Control Panel

The Domain Control Panel is the main way your customers can make changes to their domain names, whether adjusting a DNS record, changing the contact information, or editing the features for the domain name.

While you cannot customise it as much as you can customise the eXtend Control Panel, you can change some elements, making the Domain Control Panel part of the same family as your website and your eXtend Control Panel.

Adding your details

You can have your contact details appear on the Domain Control Panel much like they do on the eXtend Control Panel. If you leave this section blank, the details will not appear on the control panel.
Chapter 8. Branding and Marketing Yourself

Customising the Domain Control Panel

To add your details:

1. Click 'Domain Control Panel' under 'Manage Domain Names'
2. Scroll to ‘Domain Control Panel Customisation’
3. Enter in your company’s name
4. Enter in your URL
5. Enter in your support URL
6. Enter in a sales email address
7. Enter in a support email address
8. Click ‘Update Now’
9. The details will now appear on your customers’ control panel

Changing the address

Your customers can always access their Domain Name Control Panel by going to http://managethisdomain.com – our default address for the Domain Name Control Panel. Once there, they just need to enter in their domain name, password, and the CAPTCHA security text, and they will go straight into their control panel.

If you want your customers to access their control panel through your main website, you can point the Domain Name Control Panel to a subdomain on your site. Alternatively, if you want your customers to be able to access the control panel on their own sites, you can point the Domain Name Control Panel to subdomains on their sites.
Chapter 8. Branding and Marketing Yourself

Customising the Domain Control Panel

This is the Control Panel Web Address, and you can configure it as you want.

To set the Control Panel Web Address:

1. Click 'Domain Control Panel' under 'Manage Domain Names'
2. Scroll to 'Control Panel Web Address'
3. Enter in the subdomain you wish to use
4. Select the domain name you wish to use from the drop-down menu
5. Click 'Update Now'
6. Give at least 24 hours for the new subdomain to work
Chapter 8. Branding and Marketing Yourself

Customising the Domain Control Panel

Creating a logout page
When a customer logs out of their control panel, you can set where they are directed to. If you leave it blank, they will just be taken back to the login page, but you can set it to your website or another page with specific call-to-actions.

To add a logout page:

1. Click ‘Domain Control Panel’ under ‘Manage Domain Names’
2. Under ‘Logout Page’, enter in the URL you want customers to go to in the text field next to ‘Exit page’
3. Click ‘Update Now’
4. The customers will now go to that page when they log out
Chapter 8. Branding and Marketing Yourself

Customising the Domain Control Panel

Changing the theme to match the eXtend Control Panel
To give your customers a more cohesive experience while using your systems, you can have your Domain Name Control Panel match your eXtend Control Panel.

To change the theme:
1. Click ‘Domain Control Panel’ under ‘Manage Domain Names’
2. Scroll to ‘Domain Control Panel Customisation’
3. Check the box next to ‘Use your eXtend theme’
4. Click ‘Update Now’
5. The Domain Name Control Panel will now have the same theme
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

If you sell VPS, Hybrid, or Dedicated Servers, each comes with a separate control panel to give your customers the details they need for their server as well as the ability to reboot the server if they need to. Each control panel can be customised to provide continuity between systems. And unlike the eXtend or the Domain Name Control Panels, you can add a logo to your VPS/Hybrid Server Control Panel. This image should be no larger than 200 x 200 pixels.

Adding your details
You can have your contact details appear on the VPS/Hybrid Server Control Panel much like they do on the eXtend Control Panel. If you leave this section blank, the details will not appear on the control panel.

The VPS/Hybrid Server Control Panel
With the VPS/Hybrid Server Control Panel, your customer will be able to see their server’s name, the operating system, the IP addresses associated with it, and bandwidth statistics, as well as being able to access the server through the console, power the server on or off, and reboot the server if necessary.
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

To add your details:

1. Click ‘Configure VPS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Branding’ under ‘Customisation’
3. Enter in your company’s name
4. Enter in the URL for your logo
5. Enter in the URL for your home page
6. Enter in the URL for your support section
7. Enter in a sales email address
8. Enter in a support email address
9. Click ‘Update Now’
10. The details will now appear on your customers’ control panel

Changing the address

Your customers can always access their VPS/Hybrid Server Control Panel by going to http://vps-10.com – our default address for the VPS/Hybrid Server Control Panel. Once there, they just need to enter in their server name, password, and the CAPTCHA security text, and they will go straight into their control panel.

If you want your customers to access their control panel through your main website, you can point the VPS/Hybrid Server Control Panel to a subdomain on your site. Alternatively, if you want your customers to be able to access the control panel on their own sites, you can point the VPS/Hybrid Server Control Panel to subdomains on their sites.

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Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

This is the Control Panel Web Address, and you can configure it as you want.

To set the Control Panel Web Address:

1. Click ‘Configure VPS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Control Panel Web Address’
3. Enter in the subdomain you wish to use
4. Select the domain name you wish to use from the drop-down menu
5. Click ‘Update Now’
6. Give at least 24 hours for the new subdomain to work
Changing the theme to match the eXtend Control Panel

To give your customers a more cohesive experience while using your systems, you can have your VPS/Hybrid Server Control Panel match your eXtend Control Panel.

To change the theme:

1. Click ‘Configure VPS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Branding’ under ‘Customisation’
3. Check the box next to ‘Use your eXtend theme’
4. Click ‘Update Now’
5. The VPS/Hybrid Server Control Panel will now have the same theme
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

The Dedicated Server Control Panel
Within the Dedicated Server Control Panel, your customers will be able to see their server's name, operating system, IP addresses, bandwidth usage, and reboot the server.

Adding your details
You can have your contact details appear on the Dedicated Server Control Panel much like they do on the eXtend Control Panel. If you leave this section blank, the details will not appear on the control panel.

Unlike the eXtend or the Domain Name Control Panels, you can add a logo to your Dedicated Server Control Panel. This image should be no larger than 200 x 200 pixels.
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

To add your details:

1. Click ‘Configure DS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Dedicated Server Control Panel Customisation’
3. Enter in your company’s name
4. Enter in the URL for your logo
5. Enter in the URL for your home page
6. Enter in the URL for your support section
7. Enter in a sales email address
8. Enter in a support email address
9. Click ‘Update Now’
10. The details will now appear on your customers’ control panel

Changing the address

Your customers can always access their Dedicated Server Control Panel by going to http://ds-10.com – our default address for the Dedicated Server Control Panel. Once there, they just need to enter in their server name and password to go straight into their control panel.

If you want your customers to access their control panel through your main website, you can point the Dedicated Server Control Panel to a subdomain on your site. Alternatively, if you want your customers to be able to access the control panel on their own sites, you can point the Dedicated Server Control Panel to subdomains on their sites.
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

This is the Control Panel Web Address, and you can configure it as you want.

To set the Control Panel Web Address:

1. Click ‘Configure DS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Control Panel Web Address’
3. Enter in the subdomain you wish to use
4. Select the domain name you wish to use from the drop-down menu
5. Click ‘Update Now’
6. Give at least 24 hours for the new subdomain to work
Chapter 8. Branding and Marketing Yourself

Customising Server Control Panels

Changing the theme to match the eXtend Control Panel
To give your customers a more cohesive experience while using your systems, you can have your VPS/Hybrid Server Control Panel match your eXtend Control Panel.

To change the theme:
1. Click ‘Configure VPS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll to ‘Branding’ under ‘Customisation’
3. Check the box next to ‘Use your eXtend theme’
4. Click ‘Update Now’
5. The VPS/Hybrid Server Control Panel will now have the same theme
Customising Webmail

While some of your customers will prefer to download their email onto their devices, others will be using the Webmail system. When your customers visit their Webmail page, whether through the eXtend Control Panel or through a domain or subdomain of your choosing, you can include some of the Webmail features into your branding scheme.

Branding the login page

Within the Reseller Control Centre, you can brand the Webmail login page to match your site style. This would only appear if you activated a new address for the webmail or if your customers logged out of Webmail from the eXtend Control Panel.

If you create your own login page, you will need to keep the [BODY] tag in the middle – this is how the login page will bring in the form for your customers to use.

You can create a full HTML file and upload it to the Reseller Control Centre, or paste the HTML code in.

To create a login page:

1. Click ‘Configure Webmail’ under ‘Reseller Preferences’

2. Design your own login page in a text file, making certain to include [BODY] in the centre

3. To upload a saved HTML file:
   - Click ‘Choose File’
   - Select your file
   - Click ‘Upload Now’
Chapter 8. Branding and Marketing Yourself

Customising Webmail

4. To paste in the HTML:
   - Copy the HTML from your file
   - Paste into the text box under ‘Paste HTML’
   - Click ‘Update Now’

5. The login page will be created
Changing the address

Your customers can always access their webmail through http://www.outitgoes.com. If you want your customers to access their email through your main website, you can point Webmail to a subdomain on your site. Alternatively, if you want your customers to be able to access their email on their own sites, you can point the Webmail to subdomains on their sites.

This is Personalised Webmail, and you can configure it as you want.

To set Personalised Webmail:

1. Click ‘Configure Webmail’ under ‘Reseller Preferences’
2. Scroll to ‘Configure Personalised Email’
3. Enter in the subdomain you wish to use
4. Select the domain name you wish to use from the drop-down menu
5. Click ‘Update Now’
6. Give at least 24 hours for the new subdomain to work
Creating a logout page
When a customer logs out of their email, you can set where they are directed to. If you leave it blank, they will just be taken back to the login page, but you can set it to your website or another page with specific call-to-actions.

To add a logout page:

1. Click ‘Configure Webmail’ under ‘Reseller Preferences’
2. Under ‘Configure Personalised Webmail’, enter in the URL you want customers to go to in the text field under ‘Exit URL’
3. Click ‘Update Now’
4. The customers will now go to that page when they log out
Creating a System Status Page

Heart Internet has a white-label system status website that shows you and your customers if there are any problems with our servers or network connection. You can find it at http://www.webhostingstatus.com/.

If you would like to create your own system status page, to host on your own site or to create your own system status website, you can do so on any site held on one of our Linux servers. Each Reseller has a unique System Status Key to identify you in the system as a Reseller.

To create a System Status page:

1. Click 'System Status Page' under 'Reseller Preferences'
2. Copy the PHP code in the middle of the page under 'Set up Instructions'
3. Create a PHP page with that code in the appropriate location
4. Upload the PHP page to your site or domain
5. You have now created a System Status page

This must be on a Linux shared hosting account within your Reseller account.
Chapter 8. Branding and Marketing Yourself

Making a Custom Default Landing Page

When a customer purchases either a new hosting account or a new domain name, a generic white-label page is put up. You can customise these pages to ensure that if your customer does not automatically start building a website or pointing a domain to an existing site, that your company is still recognised as the owner of that account or domain name.

Creating a page for new hosting accounts

When your customer purchases a new hosting package, a default page is put up until the customer adds their own index page.

To create a custom default index page:

1. Click ‘Default Index Page’ under ‘Reseller Preferences’
2. Write an HTML text file with the information you want the page to hold
3. Copy that HTML text
4. Paste into the text box under ‘Configure Index Page’
5. Click ‘Update Index Page’
6. The page is now created
Creating a page for new domain names
You can also create a default holding page for domain names. When you or a customer purchases a domain name, the default holding page will appear until the domain is pointed at a site or a hosting package is purchased.

Creating a default domain name holding page is different from creating a default hosting holding page, as you will need to create and upload an HTML page to an account before you can use it. The domain will not redirect to the site with the page, but, instead, the domain will point at the page.

To create a custom default domain page:
1. Click 'Domain Control Panel' under 'Manage Domain Names'
2. Create an HTML page with the information you want on the default domain page
3. Upload the HTML page to your site
4. Copy the full URL of your HTML page
5. Paste into the text box next to 'Full URL' under 'Default Holding Page'
6. Click 'Update Now'
7. Your default domain page will now be used
Chapter 8. Branding and Marketing Yourself

Making a Custom Deactivated Site Page

There will be times, unfortunately, when you will need to take down a customer's hosting package. Whether it’s due to a cancellation, lack of payment, or other reason, you will need to have something in place for when the site is taken down.

You can create a customised deactivated site page which can tell visitors that the site is down as well as display your information.

To create your custom deactivated page:

1. Click ‘Deactivated Page’ under ‘Reseller Preferences’
2. Create your own HTML file
3. Copy the HTML
4. Paste into the text box under ‘Configure Deactivated Page’
5. Click ‘Update Deactivated Page’
6. The page will now be used when you deactivate an account
Chapter 8. Branding and Marketing Yourself

Editing White Label Materials

White Label materials are documents produced without any branding or contact information. You can then use these documents as a guide for your own documents or web pages, or add your branding and contact information to the documents themselves.

Our White Label Materials include guides on creating websites, information on products available, and data sheets providing more specific information on certain products. These are all available for you to edit and use as you require.

To edit PDF files, you will need a PDF editor, such as Adobe Acrobat. Alternatively, you can copy the text into a word processor, style as needed, and then save the new file as a PDF.

See Chapter 10. Communicating with Your Customers
For more information on the White Label Materials
Chapter 9. Managing Your Customers

Keeping track of your customers is vital to any business. Whether simply making certain they have the right hosting package assigned to them, or building a lasting relationship with them through regular emails and contact, your Reseller Control Centre can help you manage and organise your customers as you need.
Chapter 9. Managing Your Customers

Customer Database

The built-in Customer Database in the Reseller Control Centre is perfect for businesses who already have a Customer Relationship Management (CRM) system in place and simply need to attach customers to hosting packages. You can also easily email all your customers through the Customer Database.

The Customer Database only has fields for:

- Name
- Email
- Company Name
- Address, City, Postcode, County, and Country
- Landline, Fax, and Mobile Phone Numbers
- Notes

Only Name and Email are required to create a customer within the database. Any other information you feel is important to the customer, such as which hosting package they are assigned to, domain names they hold, and other such details, must go into the Notes field.

You can also download all your customer contacts as a CSV file, for uploading into another CRM or producing additional materials.

See Chapter 10. Communicating with Your Customers
For more information on emailing customers
Chapter 9. Managing Your Customers

Customer Database

Adding New Customers
If you want customers to be in the database, you must add them manually.

To add new customers:

1. Click ‘Customer Database’
2. Click ‘Add New Contact’
3. Enter in the name
4. Enter in the email address
5. Enter in additional information if you have it
6. Click ‘Add’
7. The customer is now added
Chapter 9. Managing Your Customers

Customer Database

Editing Existing Customers
If a customer’s information changes, you will need to edit it within the Customer Database. Along with changing their email or address, you can also update the notes you have on them.

To edit an existing customer:
1. Click ‘Customer Database’
2. Click the customer under ‘Current Contacts’
3. Make your edits
4. Click ‘Update’
5. The customer is now edited

Adding Customers to Products
With the Customer Database, you cannot add many of the products to the customer. However, within the Hosting Package system, you can add your customers to their hosting packages as the primary contact for that package. This means they will be able to reset the password for FTP and the eXtend Control Panel.

You cannot attach customers within the Customer Database to domain name contacts. You will need to do that manually within the Domain Control Panel.

See Chapter 4. Selling Domain Names
For more information on domain name contacts

CHAPTER 4
To add a customer to a hosting package:

This assumes you have already created the hosting account.

1. Click ‘Manage Hosting Accounts’
2. Find the package you want to add to a customer
3. Click ‘Edit’
4. Click the Down Arrow next to ‘Contact & Access Details’
5. Select your customer from the drop-down list
6. Click ‘Next’
7. Click ‘Next’
8. Click ‘Edit Package’
9. The customer will now be attached to that product
Chapter 9. Managing Your Customers

Customer Database

Removing Customers
There will be times when you need to remove customers from your system. Although the Customer Database does connect to the Hosting Packages, you can delete customers from the system even if the customer is attached to a hosting package. The package will simply no longer have a contact associated with it.

To delete an existing customer:

1. Click 'Customer Database'
2. Click the customer under 'Current Contacts'
3. Click 'Delete'
4. The customer is now removed from the database
HostPay Customer Database

HostPay provides you with more management options for your customers. Along with customers being able to set up their own accounts through the HostPay front-end, you can add and edit customer accounts within the HostPay back-end. You can also invoice customers and attach packages and other products to them.

Adding New Customers
Most customers will add themselves to the system through the HostPay front-end. But if you need to add a customer manually, you can do so through the HostPay back-end.

To create a customer, you must have a name, email address, telephone number, and valid postcode. The postcode is checked against the Ordnance Survey’s list of current postcodes, and the email address cannot be used by another customer in the system, as the email address is how the customer logs in.
Chapter 9. Managing Your Customers

HostPay Customer Database

To add a new customer:

1. Click 'HostPay'
2. Click ‘Your Customers’ under ‘Management’
3. Click the link under ‘Add New Customer’
4. Select the salutation that best works for your customer
5. Enter in the customer’s first name and surname
6. Select the customer’s organisation type from the drop-down menu
7. Enter in the organisation name
8. Enter in the address
9. Select the country from the drop-down menu
10. Enter in the telephone numbers
11. Enter in the email address
12. Enter in the date of birth
13. Select the security question from the drop-down menu
14. Enter in the security answer
15. Click ‘Register Now’
16. The customer will now be registered

Want to change...

the referral sources, countries customers can come from, or security questions? Click the ‘New Customer Options’ link next to Country and change the details as necessary.
Chapter 9. Managing Your Customers

HostPay Customer Database

Editing Existing Customers
Once a customer is in the HostPay system, you can view their customer account and make changes as needed, including changing contact details, adding comments, unsubscribing them from your mailing list, or creating a bespoke invoice for them. You can also see which packages are assigned to them and whether they have any outstanding support tickets or invoices.

To view existing customers:

1. Click ‘HostPay’
2. Click ‘Your Customers’ under ‘Management’
3. Click on the link for your customer under the ‘Details’ column
Chapter 9. Managing Your Customers

HostPay Customer Database

To edit your customers’ details:

1. Click ‘Change contact details’
2. Make all necessary changes
3. Click ‘Update Now’

Please remember that when you change the email address for a customer, it will also change the login.

To make a comment on your customer:

1. Enter in your comment in the box that states ‘Type in your comments here’
2. Click ‘Add Comment’
3. The comment will be automatically added
Chapter 9. Managing Your Customers

HostPay Customer Database

To edit security information:

1. Change the security question from the drop-down menu
2. Type in the new security answer
3. Change the date of birth if needed
4. Click ‘Update Now’
5. The changes will be made

To edit login details:

1. Click the link next to the Password cell to change the password
2. Check the box if you want customers to view their sites when under construction
3. Click ‘Update Now’
4. The password will be changed

Please note that you can only change the username in the Customers’ Details section, where it is their email address.

You can also log in as the customer by clicking ‘Login as Customer’, or send the customer a password reminder by clicking ‘Send Password Reminder’.

To unsubscribe your customer from the mailing list:

1. Select ‘No’ from the drop-down menu
2. Click ‘Update Now’
3. The customer will no longer receive emails from you
Chapter 9. Managing Your Customers

HostPay Customer Database

Adding Products to Customers
Most products will be purchased by the customer in the HostPay front-end. If you are importing in an existing customer, or will be invoicing them, you can assign a product to that customer.

This assumes you have created a product within HostPay and that you have an existing hosting package to assign both the customer and the product to.

Assign Products to Logins

To attach a product to a customer:

1. Click 'HostPay'
2. Click 'Assign Products to Logins' under 'Management'
3. Enter in the customer’s name or email address
4. Select the customer from the names that appear
5. Click the type of product you want to add to the customer – Domain Names, Hosting Packages, VPS, or Add-ons
6. Select the existing hosting package
7. Click 'Assign'
8. Select the product you want the package to be assigned to and the renewal date
9. Click 'Assign Now'
10. The package and product is now assigned to that customer
Chapter 9. Managing Your Customers

HostPay Customer Database

Removing Customers
There will be times you will need to remove a customer from your HostPay system. Although you can attach customers to packages, you can still remove them from the system. This will remove all the contact information from the existing package.

To remove a customer:
1. Click ‘HostPay’
2. Click ‘Your Customers’ under ‘Management’
3. Check the box under the ‘Delete’ column for the customer you want to remove
4. Click ‘Delete’
5. The customer will be deleted

Importing Customers
If you are just starting to use HostPay, but already have customers saved in another database, such as the Reseller Control Centre Customer Database, or a CSV file from an external system or desktop-based program, you can import those customers into your new HostPay Customer database.

When you import customers, there will be fields that are available in HostPay that are not filled in for these customers, including the security question and date of birth. Please ask your customers to complete these forms once you have imported them in.

Importing Customers from the Customer Database
When importing customers from the Customer Database, you will need to decide if your customers will be purchasing and using hosting packages or hosting packages and domain names.
Chapter 9. Managing Your Customers

HostPay Customer Database

To import customers from the Customer Database:

1. Click 'HostPay'
2. Click 'Import Customers'
3. Select what the customer will be using
4. Check the box if you want the customer to receive a Welcome Email
5. Click 'Create'
6. The customer will now be added

Importing Customers from a CSV
You can use this feature to import from other CRMs or e-commerce solutions, such as HostDirector. Once you have imported the customers, you will need to assign them products through 'Assign Products to Logins'.

When importing customers from a CSV file, you will need to ensure that the columns match the fields we need for a smooth import.
Chapter 9. Managing Your Customers

HostPay Customer Database

You should have the following columns, all lower-case and spelled as shown:

- company
- firstname
- surname
- email
- telephone
- fax
- address1
- address2
- town
- county
- country
- postcode
- password

To import customers from a CSV:

1. Click ‘HostPay’
2. Click ‘Import Customers’ under ‘Management’
3. Click ‘Choose File’
4. Select your CSV from your computer
5. Check the box if you want to send Welcome Emails
6. Click ‘Import Now’
7. The customers will now be imported

You can download a sample CSV file from the Import Customers page.
Chapter 9. Managing Your Customers

Contacting Customers

Once your customers are in the system, you can then use the features within the Reseller Control Centre and HostPay to contact them.

Emailing Customers

There are many ways to email your customers, depending on what systems you are using and how you want to email them.

If you are using the Customer Database, you can set up automatic emails that are triggered when a customer completes an action, such as transferring a domain name or being assigned a hosting package. You can also send your own emails to customers who have certain hosting packages.

If you are using HostPay, there are a range of emails that are automatically sent out to customers when they complete an action, from signing up with your site to leaving feedback. You can also send your own emails to customers, either all customers, customers with web hosting, customers who have purchased a product, and customers who have not purchased a product.

With emails on both systems, there are variables that allow you to personalise the emails you send, such as automatically adding the person’s name, their hosting package, and the domain name for their package.

See Chapter 10. Communicating with Your Customers

For more information on emailing your customers

Invoicing Customers

Within HostPay, you can create bespoke invoices for your customers, giving you another payment option for your business.

Bespoke invoices are sent through the ‘Your Customers’ section of your HostPay, and edited through the ‘Email Templates and Settings’ section. Once you have edited the Bespoke Invoice template to match your preferred style and branding, you can produce invoices as needed.
Chapter 9. Managing Your Customers

Contacting Customers

If you supply web hosting or other digital services...
...to consumers within the EU, you will need to pay VAT for these services in the consumer’s country, not within your country. You can find out more on the Gov.UK’s website: https://www.gov.uk/vat-on-digital-services-in-the-eu

To create an invoice:

1. Click ‘HostPay’
2. Click ‘Your Customers’ under ‘Management’
3. Click the link under the ‘Details’ column for the customer you want to send an invoice to
4. Scroll down to ‘Create Bespoke invoice’
5. Enter in the amount
6. Enter in a description
7. Click ‘Request Payment Now’
8. The invoice will be sent to your customer, to you, and to any other email addresses you have specified in the template

See Chapter 6. Using HostPay
For more information on editing HostPay emails
Chapter 9. Managing Your Customers

Privacy Legislation

For your customers, privacy is important to them. They need to know that their details are stored safely and are not distributed to third-party vendors. They want to know that, by purchasing a product from you, they will not end up on a spam mailing list.

UK Law

The Data Protection Act provides the legal standing for people to view personal data an organisation holds on them, request that incorrect information within that data is corrected, or request that their data is not used for direct marketing. Organisations also have the responsibility to make certain that this data is not used in any way that may potentially cause damage or distress.

There is also the Privacy and Electronic Communications Regulations, which makes it unlawful to send someone direct marketing if they have not specifically granted permission or if there isn’t a previous relationship with them (such as purchasing a product from your business).

Good Practice

We encourage all our resellers to practice strong data protection, as it builds trust with your customers and helps your business grow.

Some of the ways you can keep your customers secure are:

- Make certain that your customers know exactly who you are and what you are going to do with their information.
- If you are planning to use your customers’ information to send them marketing material, such as sending them a newsletter, ensure that they have opted in.
- Don’t ask for more information than you need and have a plan in place for what to do when you no longer need the information.

With some reading and common sense, it can be easy to make certain that your customers have the security and trust they deserve.

You can find out more about the Data Protection Act and Privacy and Electronic Communications Regulations, including how they affect your business, at the Information Commissioner’s Office: https://ico.org.uk/for-organisations/
Chapter 10. Communicating With Your Customers

Communicating with your customers will be one of the most important parts of your reseller business. Good communication not only keeps your customers happy, it also helps you build long and lasting relationships with them, which leads to more referrals, more purchases, and more profit.

Within your Reseller Control Centre, you can:

- Edit and create automated emails
- Send a message through their eXtend Control Panels
- Send newsletters and other emails

We also have a selection of white-label materials for you to use as either direct sales materials to your customers or as a guide for creating your own sales materials.
Chapter 10. Communicating With Your Customers

Automated Emails

When a customer completes an action within the system, you can set up an email to be sent automatically to them. You can find these emails within the ‘Reseller Preferences’ panel in your Reseller Control Centre.

If you leave the email blank, it will not go out to your customers. If you put content into the email, the next time a customer completes that action, they will receive the email. We provide example messages as a guide, but you can write your emails as you see fit.

Within each automated email template, there are variables that you can include that will change depending on who the email is being sent to. This allows you to personalise each email without having to look up the information for each one. You can use the variables within the body of the email or within the subject line.

Emails can be written in plain text or, if you have experience of creating HTML emails, you can use HTML for added styling and the use of images.

Welcome Emails

When you set up a web hosting account, a Welcome Email can be sent automatically to the customer, informing them that the account has been created and providing them with all the information they need to access it, including the domain name, the ftp and mail server information, and the logins and passwords.

After creating an email, click on the ‘Save this Email’ button to save it for future use. Or if you are not happy with the email, click ‘Reset to Default’ to use the example email we have provided.

At any time, if you want to delete an email you have saved, select it from the drop-down menu, then click ‘Delete this Email’. And if you want to test the email, click ‘Test Email’ and a test version of the email, with example text included, will be sent to the email address used for your Heart Internet account.
Chapter 10. Communicating With Your Customers

Automated Emails

The fields you need to complete within the Welcome Email template are:

**Title**
The internal name you have for this particular template. This is not shown to your customers and provides you with a way to differentiate between hosting packages.

**From (Your Name)**
The name you want the emails to come from. You can choose your own name, another person’s name, or your company’s name.

**From (Your Email Address)**
The email address that the emails are coming from. If you want these emails to appear in your customers’ inboxes, it is recommended that you attach a live mailbox to this From field.

**Subject**
The subject line for the email. This should be to-the-point but also very explanatory, introducing your customer to exactly what will be inside the email. You can also use variables in the subject line, such as [DOMAIN] to list the customer’s domain name.
Chapter 10. Communicating With Your Customers

Automated Emails

Content Type
Select whether you want to use plain text or HTML. Due to how different email clients render HTML emails, if you are not experienced with HTML emails, it may be better to use plain text.

Body
The main content of the email. You can include variables in the body to provide personalised details.

The variables that can be used within the Welcome Emails are:

- [DOMAIN] – The domain name used
- [TEMPURL] – A temporary URL customers can access their site at before the domain name is fully attached to the site and the site is live
- [PACKAGE] – The package the customer has purchased
- [PASSWORD] – The password for the customer’s FTP login
- [LOGINPASSWORD] – The password to log into the eXtend Control Panel
- [WEBSERVER] – The IP address for the server the package is on
- [MAILSERVER] – The IP address of the mailserver they can use (instead of mail.[DOMAIN])
- [FTPSERVER] – The IP address of the FTP server they can use (instead of ftp.[DOMAIN])
- [WEBNAME] – The name of the server the package is on
- [MAILNAME] – The name of the mailserver the package is on
- [FTPNNAME] – The name of the FTP server the package is on
- [SETUPDATE] – The time and date the account is set up
- [OSTYPE] – The operating system of the server they are on

After you have created one email, you can set up multiple Welcome Emails and attach them to particular hosting packages under ‘Manage Hosting Packages’ in your Reseller Control Centre.
Chapter 10. Communicating With Your Customers

Automated Emails

Password Reset Emails
If your customer has forgotten their password for their eXtend Control Panel, there is an option on the page for them to request a password reset. Once they have requested it, the Password Reset Email will be sent to them.

After creating an email, click on the ‘Save this Email’ button to save it for future use. Or if you are not happy with the email, click ‘Reset to Default’ to use the example email we have provided.

At any time, if you want to delete an email you have saved, select it from the drop-down menu, then click ‘Delete this Email’. And if you want to test the email, click ‘Test Email’ and a test version of the email will be sent to the email address used for your Heart Internet account.
Chapter 10. Communicating With Your Customers

Automated Emails

The fields you need to complete within the Password Reset Email template are:

**Title**
The internal name you have for this particular template. This is not shown to your customers and provides you with a way to differentiate between hosting packages.

**From (Your Name)**
The name you want the emails to come from. You can choose your own name, another person’s name, or your company’s name.

**From (Your Email Address)**
The email address that the emails are coming from. If you want these emails to appear in your customers’ inboxes, it is recommended that you attach a live mailbox to this From field.

**Subject**
The subject line for the email. This should be to-the-point but also very explanatory, introducing your customer to exactly what will be inside the email. You can also use variables in the subject line, such as [CPNAME] to list the customer’s control panel name.

**Content Type**
Select whether you want to use plain text or HTML. Due to how different email clients render HTML emails, if you are not experienced with HTML emails, it may be better to use plain text.

**Body**
The main content of the email. You can include variables in the body to provide personalised details.

The variables that can be used within the Password Reset Emails are:

- **[CPNAME]** – The Control Panel’s name (if you have changed it from the standard eXtend Control Panel)
- **[RESET_URL]** – The URL where the customer can reset their password

After you have created one email, you can set up multiple Password Reset Emails and attach them to particular hosting packages under ‘Manage Hosting Packages’ in your Reseller Control Centre.
Chapter 10. Communicating With Your Customers

Automated Emails

Mailbox Over Quota Emails
The Standard mailbox available to your customers can hold up to 400MB of email and attachments, and the Premium mailbox can hold initially up to 2GB, and you can increase the size up to 10GB in 2GB increments. If they reach the limit of their mailbox, they will be unable to receive any further emails. To let them know before they run out of space, you can send an automatic email when they reach 90% capacity in their mailbox.

After creating an email, click on the ‘Save this Email’ button to save it for future use. Or if you are not happy with the email, click ‘Reset to Default’ to use the example email we have provided.

At any time, if you want to delete the email you have saved, click ‘Delete this Email’ and it will revert to a blank email. If you want to test the email, click ‘Test Email’ and a test version of the email will be sent to the email address used for your Heart Internet account.
Chapter 10. Communicating With Your Customers

Automated Emails

The fields you need to complete within the Mailbox Over Quota Email template are:

**Title**
The internal name you have for this particular template. This is not shown to your customers.

**From (Your Name)**
The name you want the emails to come from. You can choose your own name, another person’s name, or your company’s name.

**From (Your Email Address)**
The email address that the emails are coming from. If you want these emails to appear in your customers’ inboxes, it is recommended that you attach a live mailbox to this From field.

**Subject**
The subject line for the email. This should be to-the-point but also very explanatory, introducing your customer to exactly what will be inside the email.

**Content Type**
Select whether you want to use plain text or HTML. Due to how different email clients render HTML emails, if you are not experienced with HTML emails, it may be better to use plain text.

**Body**
The main content of the email. You can include variables in the body to provide personalised details.

The variable that can be used within the Mailbox Over Quota Emails is:

**[PERCENT]** – The amount of space used within the mailbox, displayed as a percentage (but without the % symbol)

See Chapter 5. Selling Email Services
For more information on Email Services

CHAPTER 5
Chapter 10. Communicating With Your Customers

Automated Emails

Transfer Complete Emails

When your customer is transferring a domain name from an external domain host to your Reseller Pro account, you can send a Transfer Complete email once the domain has successfully transferred over.

After creating an email, click on the ‘Save this Email’ button to save it for future use. Or if you are not happy with the email, click ‘Reset to Default’ to use the example email we have provided.

At any time, if you want to delete an email you have saved, select it from the drop-down menu, then click ‘Delete this Email’. And if you want to test the email, click ‘Test Email’ and a test version of the email will be sent to the email address used for your Heart Internet account.

The fields you need to complete within the Transfer Complete template are:

Title
The internal name you have for this particular template. This is not shown to your customers.

From (Your Name)
The name you want the emails to come from. You can choose your own name, another person’s name, or your company’s name.
Chapter 10. Communicating With Your Customers

Automated Emails

From (Your Email Address)
The email address that the emails are coming from. If you want these emails to appear in your customers’ inboxes, it is recommended that you attach a live mailbox to this From field.

Subject
The subject line for the email. This should be to-the-point but also very explanatory, introducing your customer to exactly what will be inside the email. You can also use variables in the subject line, such as [DOMAIN] to list the customer’s domain name.

Content Type
Select whether you want to use plain text or HTML. Due to how different email clients render HTML emails, if you are not experienced with HTML emails, it may be better to use plain text.

Body
The main content of the email. You can include variables in the body to provide personalised details.

The variable that can be used within the Transfer Complete Emails is:

[DOMAIN] – The domain name that has completed its transfer

HostPay Emails
HostPay also have a range of automatic emails that it sends to your customers. Within HostPay’s ‘Email Templates & Settings’ area, you can edit the content of the email, as well as your name, your email address, and the subject line.
Chapter 10. Communicating With Your Customers

Automated Emails

The emails are:

• New Customer Welcome Email
• New Hosting Welcome Email
• Order Confirmation Email
• Renewal Reminder Email
• Password Reminder Email
• Bespoke Invoice Email
• Updated Ticket Email
• Created Ticket Email
• Domain Transfer IPSTAG Error Email
• Domain Transfer Domain Locked Error Email
• Domain Transfer Complete Email
• Credit Note Email
• Feedback Thank You Email
• New VPS Email
• New SSL Certificate Installation Email
• Hosting Details Email

You can also set up additional recipients to receive the emails that are sent out. For example, if you are automatically sending out an email informing a customer that you have created a bespoke invoice for them, you can also have that sent to your Accounts department to ensure that the bill is paid accordingly.

See Chapter 6. Using HostPay
For more information on editing HostPay emails

CHAPTER 6
Chapter 10. Communicating With Your Customers

eXtend Message Centre

If you have a message that needs to appear to your customers, but is not urgent enough for an email, you can use the eXtend Message Centre to put a message on their eXtend Control Panels. This message appears at the top of your customers’ eXtend Control Panels, and will be visible until they chose to close it or until you delete the message.

To add a message to the eXtend Message Centre:

1. Click ‘eXtend Message Centre’ under ‘Reseller Preferences’
2. Enter in the title under ‘Headline’
3. Enter in the message under ‘Message’
4. Check the checkboxes for the hosting packages you want the message to appear on
5. Click ‘Preview’ to check the message
6. Click ‘Submit’ to save the message
Chapter 10. Communicating With Your Customers

eXtend Message Centre

Add New Message

**Heading**
Please update your contact information!

**Message**
If you have not recently updated your contact information for your account, we would ask that you do so as soon as possible.

Please email us as soon as possible at [email]

If multiple messages are assigned to the same package, they will see only one message, selected randomly each time they load the control panel.

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If you want to add links, use the following formats:

- [url=http://www.genericscreenshotdomain.com]The name of the link[/url]

Active Messages
Chapter 10. Communicating With Your Customers

eXtend Message Centre

To edit a message on your eXtend Message Centre:

1. Click the + icon next to your message’s title
2. Click the Pencil icon
3. Edit as needed
4. Click the Check Mark icon
5. The edits will be saved

To delete a message on your eXtend Message Centre:

1. Click the + icon next to your message’s title
2. Click the Bin icon
3. Confirm that you wish to delete the message
4. The message will be deleted
Chapter 10. Communicating With Your Customers

White Label Materials

Being part of a small business often means that you are often the director, the sales manager, the accounts manager, the systems administrator, and the marketing executive. To help you accomplish all these roles, we provide you with materials that are free for you to use. You can simply add your logo and brand name, or use our copy as a guide for your own.

You can find all our white label materials under the ‘Marketing’ panel in your Reseller Control Centre.

Web Hosting Guides

Written for your customers, our Web Hosting Guides talk them through planning and building their first website, including HTML, CSS, SEO, and analytics. These files are provided as PDFs, and you can edit them as needed to add your own branding.

The guides are:

- Planning Your Website
- Building Your Website
- Marketing Your Website
- Improving Your Website

To edit PDF files, you will need a PDF editor, such as Adobe Acrobat. Alternatively, you can copy the text into a word processor, style as needed, and then save the new file as a PDF.
Chapter 10. Communicating With Your Customers

White Label Materials

**Reseller Products Material**
Our Reseller Products Materials give you fast and easy to understand information about the products available for you to resell to your customers. You can use the PDFs as they are presented, edit them to add your own branding, or use the copy on your website.

The materials are:
- Web Hosting
- Cloud Hosting
- Email Marketing
- Domain Names
- VPS
- Hybrid Servers
- Dedicated Servers
- SiteDesigner

**Reseller Add-Ons Material**
Our Reseller Add-Ons Materials help you sell these additional features to your customers, providing you with sales copy and specifications on each product. You can use the PDFs as they are presented, edit them to add your own branding, or use the copy on your website.

The materials are:
- StopTheHacker
- Website Builder
- Mobile Website Builder
- Hosted Exchange Email
- Search Engine Submission
- SSL Certificates
Chapter 10. Communicating With Your Customers

White Label Materials

**Reseller Features Material**
Our Reseller Features Materials provide additional information for your customers, giving you sales copy and specifications on particular selling points. You can use the PDFs as they are presented, edit them to add your own branding, or use the copy on your website.

The materials are:

- Your Customers’ Control Panel
- Linux Web Hosting
- Windows Web Hosting
- WordPress Hosting
- E-Commerce Hosting
- One-Click Install Applications

**Email Marketing Templates**
Our Email Marketing Templates give you attractive and easy to read emails you can send to your customers, as well as informative copy describing some of the products available to you as a reseller. You use the templates as a basis for your own writing, use the copy within your own templates, or edit the template to include your branding.

Each template comes with the HTML email template, optimised PNG images, and editable PNG images to give you the ability to make changes to the images provided. You can edit the HTML templates in an HTML editor or within your email system.

You cannot display, license, sub-license, or distribute these templates. You cannot copy them to your website to offer as a download yourself or distribute it as a template to your customers.
Chapter 10. Communicating With Your Customers

White Label Materials

Our Email Marketing Templates are:

- Email Marketing
- goMobi
- Dedicated Servers
- Hosted Exchange
- SSL Certificates
- Domain Names
- VPS
- SiteDesigner
- Cloud Web Hosting
- .uk Domain Names

**Newsletter Templates**

If you choose to send out a regular newsletter, a good template can make the difference between a customer reading the email or just deleting it. You can use the template as it is given or make changes to add your own branding. Then just add your copy, and send it to your customers.

Each template comes with the HTML template, optimised PNG images, and editable PNG images to give you the ability to make changes to the images provided. You can edit the HTML templates in an HTML editor or within your email system.

The templates available are:

- Hosting Newsletter
- Premium Blue Newsletter
- Clean Newsletter
Chapter 10. Communicating With Your Customers

White Label Materials

Product Data Sheets
Our Product Data Sheets provide detailed information about our products for your customers. You can use these PDFs on their own, use the text on your website or own publications, or edit the PDFs to include your branding.

Our data sheets include:

- Web Hosting
- Virtual Private Servers
- Email Marketing
- Dedicated Servers
- StopTheHacker
- Hosted Exchange
- SiteDesigner
- Cloud Web Hosting
Emailing Your Customers

Once you know what you need to say to your customers, you then need to work out how to send it. If you are only emailing a few of your customers, you can use your own email software, but as you increase the numbers, you will need to look into an alternate solution, as many mailboxes and email software packages are not designed for mass mailing, and could cause your email address to be marked as a spammer.

Within your Reseller Control Centre, you can send emails to your customers through the Customer Database, or, if you are using HostPay, you can email your customers through their Email Your Customers feature.

Emailing Contacts

In the Customer Database, there is the option to email your customers based on the hosting packages they hold. You can then write a brief plain-text email with the information they need.

To email your customers:

1. Log into the Reseller Control Centre
2. Click ‘Customer Database’ under ‘Sales and Integration’
3. Under ‘Email Contacts’, select the hosting package group you wish to email in the drop-down list
4. Click ‘Email Contents’
5. Enter in your Name
6. Enter in your Email Address
7. Enter in a Subject
8. Enter in the body of the email
9. Click ‘Send Now’
10. The email will now be sent

Heart Internet’s Email Marketing system

is designed for mass mailing, and works closely with email providers and other systems to ensure that you can send many emails cleanly, clearly, and effectively. Find out more at https://www.heartinternet.uk/email-marketing
Chapter 10. Communicating With Your Customers

Emailing Your Customers

- Contacts with a Unlimited Linux Hosting package.

This primarily works for quick messages to a specific group of customers – such as when a site is down, when a file cannot be accessed, or when a special offer is available. Also, as it only sends plain-text emails, you cannot add images, colours, or HTML elements to your email.
Emailing Customers in HostPay

If you are using HostPay, you can email your customers through your HostPay customer database. You can send emails to all customers, customers with web hosting, customers who have purchased something, and customers who have not purchased something.

You can also use the following variables:

- **[NAME]** – The customer’s name, including title
- **[USERNAME]** – The email address your customer uses to log in with
- **[PASSWORD]** – Your customer’s password

You are also able to choose between plain-text or HTML for the body of the email, giving you the ability to add images, links, colours, and other HTML elements. Plus you can send a test email to yourself before you send it to your customers.

To email your customers in HostPay:

1. Log into the Reseller Control Centre
2. Click ‘HostPay’ under ‘Sales and Integration’
3. Click ‘Email Your Customers’ under ‘Management’
4. Select the group you wish to email to in the drop-down list
5. Enter in your Name
6. Enter in your Email Address
7. Enter in a Subject
8. Select the content type in the drop-down list
9. Enter in the body of the email
10. Click ‘Send Now’
11. The email is now sent
Chapter 10. Communicating With Your Customers

Emailing Your Customers

Dear [NAME],

We will be taking your website down for approximately 30 minutes on 20th March at 12:00. This is to perform routine maintenance. We will notify you when your site is back up.

Thank you for your understanding.

Sincerely,
[Your Name]
[Your Position]
[Your Company]
Chapter 11. Supporting Your Customers

A successful web hosting business doesn’t just provide the hosting space – it also provides support for when things go wrong. If a customer has a question, the better company is available to help them, whether through an FAQ (Frequently Asked Questions), support tickets, or even simply a contact form.

As a Reseller, you not only have access to our large and detailed Heart Internet Customer Support Database as a customer, but you can also provide our knowledge to your customers, through our customised support database, support ticketing system in HostPay, third-party software available through our one-click installers, and our Customer Service team available to answer your questions 24 hours a day, 7 days a week.
Chapter 11. Supporting Your Customers

Customer Support Database

Our detailed Customer Support Database not only provides support for you as a Heart Internet customer, but we have designed it so that your customers can access it as well.

With no references to Heart Internet, the database is designed to fit within your customer’s eXtend Control Panel, and have your branding and name throughout. You can add the Support Database to individual hosting accounts, certain hosting packages, or all your hosting packages.

To add the Support Database to a single hosting account:

1. Click ‘Manage Hosting Accounts’
2. Click ‘Edit’ for the account you want to edit
3. Check the box next to ‘Enable Support Database’
4. Click ‘Next’
5. Click ‘Next’
6. Click ‘Edit Package’
7. The Support Database is now added for that account
Chapter 11. Supporting Your Customers

Customer Support Database

To add the Support Database to a hosting package:

1. Click ‘Configure Hosting Packages’
2. Click the hosting package you want to edit
3. Check the box next to ‘Synchronise Accounts’
4. Check the box next to ‘Enable Support Database’
5. Click ‘Next’
6. Click ‘Next’
7. Click ‘Edit Package’
8. The Support Database is now added for that package

To add the Support Database to all your hosting packages:

1. Click ‘Manage Support Database’
2. Click ‘Enable support database’
3. The Support Database will now appear in all existing packages and accounts

You can also limit what your customers see within the Support Database.

If, for example, you are not reselling Dedicated Servers, you can remove all the Support Database categories regarding Dedicated Servers.

To configure the Support Database:

1. Click ‘Manage Support Database’
2. Uncheck the boxes for the categories you do not want your customers to see
3. Click ‘Update Now’
4. The categories will now be arranged as you need them

See Chapter 8. Branding and Marketing Yourself
For information on customising and branding your customers’ eXtend Control Panel.
Chapter 11. Supporting Your Customers

Customer Support Database

The Support Database is available to your customers through their eXtend Control Panel.

To access the Support Database as a customer:

1. Log into your customer’s eXtend Control Panel
2. Click the ‘Help’ button at the top
3. You are now in the Support Database

Can’t find what you’re looking for in the Support Database?

You can always suggest new questions for the Support Database! Just go to the Heart Internet Customer Support Database, search for your question, then put in your suggestion under ‘Suggest an article that you’d like to see’!
Chapter 11. Supporting Your Customers

HostPay Support Tickets

If you are using HostPay, you can also use the HostPay support ticket system in tandem with the Support Database to provide full coverage for your customers.

To use the Support Ticket system on your HostPay site, you need to activate it from your HostPay administrative section. You can use a simple default email form, use your own ticketing system, or use the built-in support ticketing system.

If you choose the built-in system, your customers will then have the ability to create a Support Ticket on the 'Contact Support' page. There, they can enter in the subject, choose whether it is a Billing question or a General question from the drop-down menu, and then tell you about the problem in the body. Once they click 'Create Ticket', the support ticket is in the system, and both you and the customer can update the ticket or close the ticket.

To activate the Customer Support Ticket system:

1. Click 'Customer Control Panel'
2. Select the radio button next to 'HostPay Ticket System'
3. Enter in the email address that will receive notifications of when tickets are created or updated
4. Click 'Save Changes'

Within the same panel, you have the option of creating new ticket operators. Ticket operators are a way for you to assign different tickets to different staff, whether using it as an escalating system or focusing on knowledge fields.

To create new staff for Support Tickets:

1. Click 'Customer Control Panel'
2. Scroll down to 'HostPay Ticket System'
3. Click 'Manage Ticket Operators'
4. Enter in the new Operator Name
5. Click 'Create'
6. When the operator is created, click 'Edit Signature'
7. Add in a signature
8. Click 'Update Signature'
Chapter 11. Supporting Your Customers

HostPay Support Tickets

Viewing Customer Support Tickets
Once a customer has created a ticket, you can see all the tickets in the ‘Support Ticket System’ page off of the main HostPay administrative page.

To see a Customer Support Ticket:
1. Click ‘Support Ticket System’
2. Make certain the drop-downs for ‘Operator’, ‘Login’, and ‘Status’ are set to ‘Show All’
3. The tickets will be shown below

Within this page, you can also switch which staff member you are logged in as through the drop-down list, giving you the ability to assign tickets to your staff.
Chapter 11. Supporting Your Customers

HostPay Support Tickets

Answering Customer Support Tickets

Answering Support Tickets not only requires the technical knowledge to answer effectively, but also an understanding of customer management and answering in a clear way that can be easily understood.

To assign a staff member to a Support Ticket:

1. Click ‘Support Ticket System’
2. Click ‘View All’ for the ticket you wish to edit
3. Under ‘Assign to’, select the staff member you want to use
4. Under ‘Status’, select ‘Open’ in the drop-down list
5. Enter in a brief statement under ‘Your Update’ to indicate that the ticket is being transferred to another staff member
6. Click ‘Submit Response’

If you uncheck the box next to ‘External Update’, your customer will not see the update.
Chapter 11. Supporting Your Customers

HostPay Support Tickets

To answer a Support Ticket:

1. Click ‘Support Ticket System’
2. Click ‘View All’ for the ticket you wish to edit
3. Enter in your answer under ‘Your Update’
4. If this completes the answer, select ‘Closed’ in the drop-down list, or select ‘Pending-Response’ if you need a response from the customer
5. Ensure the box next to ‘External Update’ is checked so that the customer gets a response
6. Click ‘Submit Response’
Chapter 11. Supporting Your Customers

HostPay Support Tickets

Closing Customer Support Tickets
Once a customer is pleased with the answer, or if you cannot proceed any further with the problem, either the customer or you can close the ticket. A ticket can be reopened by the customer or by your staff member, if need be.

To close a Support Ticket:

1. Click ‘Support Ticket System’
2. Click ‘View All’ for the ticket you wish to edit
3. Enter in your answer under ‘Your Update’
4. Select ‘Closed’ in the drop-down list
5. Click ‘Submit Response’

If you uncheck the box next to ‘External Update’, your customer will not see the update.
Chapter 11. Supporting Your Customers

Third-Party Support Systems

If you choose to not use the Support Database or HostPay’s Support Tickets system, you can install any number of third-party solutions onto your site. Simply find and install any software that would normally work on a website.

Your customers may need to create an additional login for these support systems, and you will not be able to easily add them to the eXtend Control Panel, which can cause problems, but they can also provide you with more control over the features you provide.

Support Databases
A Support Database is essentially a large Frequently Asked Questions, with questions and answers organised according to categories you specify. Any content management system can effectively produce a Support Database, and there are several that you can use within the one-click installers available with our Shared Hosting packages.

Some of the content management systems available are:

- PHPMyFAQ
- WordPress
- Joomla!
- Drupal
- MediaWiki

Ticketing Systems
Ticketing Systems give your customers the ability to put in support tickets for your staff to answer. They’re excellent for troubleshooting problems and providing documentation during the process. While this can be done through email, a ticketing system provides a bit more formality and makes it easy for other staff members to track the progress of a situation.

There are a few ticketing systems available as one-click installers within the Shared Hosting packages.
Chapter 11. Supporting Your Customers

Third-Party Support Systems

The ticketing systems available are:

- Trouble Ticket Express
- osTicket
- MantisBT

Support Forums
A message board or forum on your site can provide an informal and convenient way for your customers to get support, either from your staff or from other customers. Used in conjunction with a Support Database or Ticketing System, a Support Forum can provide a way to weed out easily answered questions without your staff needing to get involved.

Forums do require regular moderating however, to prevent spam, inflammatory arguments, and other problems from occurring. There is a wide range of forum software available as a one-click installation on our Shared Hosting packages.

Some of the forums available are:

- phpBB
- Vanilla Forums
- Simple Machines Forum
- bbPress Forums

Live Chat Help
Live chat is a good way to show that you are available for your customers if they need to get in contact with you. It works very well alongside a Ticketing System, as the Ticketing System can take over when your staff are unavailable.

You will need to make certain your staff know how to perform good customer service over live chat, and you will need to be prepared for potential abuse from customers. Our Shared Hosting packages have Crafty Syntax Live Chat available as a one-click installer.
Chapter 11. Supporting Your Customers

Logging In As Your Customer

Occasionally, your customers’ problems cannot be solved through written instructions. Or perhaps your customer is having a difficult time explaining what the problem is. Whatever the situation, logging in as your customer and fixing the problem yourself can solve the problem and relieve your customers’ worries quickly and easily.

Logging into your customers’ Control Panels

Logging into your customers’ eXtend Control Panel or Domain Control Panel gives you the ability to install software, change DNS settings, and more. You can access the eXtend Control Panel as the customer would see it, or as a super user, which gives you all the features available within the eXtend Control Panel.

To log into your customer’s eXtend Control Panel as a standard user:

1. Log into your Reseller Control Centre
2. Scroll down to ‘Access eXtend Web Hosting Control Panel’
3. Select the account you want to log into from the drop-down list
4. The eXtend Control Panel will load in a new window or tab
Chapter 11. Supporting Your Customers

Logging In As Your Customer

To log into your customer’s eXtend Control Panel as a super user:

1. Log into your Reseller Control Centre
2. Scroll down to ‘Access eXtend Web Hosting Control Panel’
3. Check the box next to ‘Super User Login’
4. Select the account you want to log into from the drop-down list
5. The eXtend Control Panel will load in a new window or tab

To log into your customer’s Domain Control Panel:

1. Click ‘Manage Hosting Accounts’
2. Click ‘Domain’ under the ‘Control Panel’ column for the domain you want to use
3. You are now in the Domain Control Panel

Logging into their Account through FTP

If you need to put files into your customer’s account, reset permissions, or fix a problem, using FTP to directly access their account makes it easier to sort out problems quickly.

See Chapter 4. Selling Domain Names

For more information on the Domain Control Panel

CHAPTER 4

Remember

you must unlock FTP access for your customers’ accounts before you can use FTP!
Chapter 11. Supporting Your Customers

Logging In As Your Customer

To log into FTP as your customer:

1. Click ‘Manage Hosting Accounts’
2. Click ‘Customer’ under the ‘Control Panel’ column for the account you want to access
3. Unlock FTP access for the period of time needed
4. The FTP details will be on the right menu
5. Log in using those details in your FTP client

If you have many accounts that need work, or want to use a single FTP account to access all your sites, a Master FTP account will give you access to a particular group or all your hosting accounts via a convenient single account.

To log into FTP using a Master FTP account:

1. Click ‘Master FTP and Multisite’
2. Under ‘Master Multisite’, find the username you created previously
3. Reset the password if needed
4. Log in using those details in your FTP client
Chapter 11. Supporting Your Customers

Logging In As Your Customer

Logging into their Webmail
It is rare that you will need to log into their webmail, but if their mailbox has filled up, or there is another problem, you may need to access it.

1. Click ‘Manage Hosting Accounts’
2. Click ‘Customer’ under the ‘Control Panel’ column for the account you want to log into
3. In the eXtend Control Panel, click ‘Login to WebMail’
4. Select the mailbox address from the drop-down list under ‘Log-in Now’
5. Click ‘Log-in Now’
6. The webmail account will open in a new window or tab

Logging into their HostPay Account
If a customer has difficulty with their HostPay account, you can also log in as that customer and change things as needed. You cannot purchase products for them, but you can change their details.

To log into their HostPay account:
1. Click ‘HostPay’
2. Click ‘Your Customers’
3. Click the link under the ‘Details’ column for the customer
4. Click ‘Login as customer’
5. You will now be logged in as the customer
Chapter 11. Supporting Your Customers

Resetting Passwords

As passwords become more complex and varied for customers, it is more likely they will need their passwords resetting at some point.

Many of the control panels and systems within your Reseller Pro account will allow customers to reset the passwords themselves, but if they are having difficulty, you can also reset passwords for them.

Resetting eXtend Control Panel passwords

The eXtend Control Panel password is the primary way the customer can access their website, as the eXtend Control Panel includes FTP login information and webmail login information. You can send your customers an email that directs them to a link to reset their password.

To send your customers a password reset email:

1. Click ‘Email Customer Passwords’
2. Select the domain name from the drop-down menu
3. The registered email address will automatically appear
4. Click ‘Send Email Now’
5. The customer will receive an email with a link to reset their password

To set your own password for the eXtend Control Panel:

1. Click ‘Manage Hosting Accounts’
2. Click ‘Customer’ under the ‘Control Panel’ column for the domain you want to use
3. In the eXtend Control Panel, go to ‘Control Panel Password’ on the right menu
4. Enter in a new password that reaches ‘Good’ status
5. Click ‘Change’
6. The password will be changed

For more information on formatting the Password Reset Email.
Chapter 11. Supporting Your Customers

Resetting Passwords

**Resetting FTP passwords**
If your customers cannot change their FTP passwords themselves, you can also change FTP passwords through the eXtend Control Panel for that account.

To change the default FTP account password:
1. In the eXtend Control Panel, click ‘Change Your Passwords’
2. Under ‘FTP and SSH Password’, enter in a new password that reaches ‘Good’ status
3. Click ‘Change Password’
4. The password is now changed

To change the password for an additional FTP account:
1. In the eXtend Control Panel, click ‘Additional FTP Accounts’
2. Under ‘Modify an FTP Account’, click ‘Generate new’ in the ‘Password’ column
3. A new password will be generated

**Resetting Webmail passwords**
If your customers cannot change mailbox passwords themselves, you can change the password for the mailbox in the eXtend Control Panel. This will affect not only the Webmail, but also POP3/IMAP applications they have downloading their email, such as an email app on their phone, a mail client on their desktop, etc.

To change the password for the mailbox:
1. In the eXtend Control Panel, click ‘Mail Boxes’
2. Under ‘Modify Mail Boxes’, click the text field under the ‘Password’ column for the account you want to change
3. Enter in a new password
4. Click ‘Modify’
5. The password is now changed
Chapter 11. Supporting Your Customers

Resetting Passwords

Resetting HostPay login passwords
If your customer cannot log into their HostPay login, they can get a password reminder through your HostPay site. You can also send them a password reminder through your HostPay administrative area, or you can reset the password itself.

To reset the HostPay login password:

1. Click ‘HostPay’
2. Click ‘Your Customers’
3. Click the link under the ‘Details’ column for the customer
4. Under ‘Login’, in the ‘Password’ row, click the ‘click here to edit’ link
5. Change the password
6. Click ‘Update Now’
7. The password will now be changed

Resetting other passwords
Your customers may have installed software that also require logins. Most of these programs will come with password retrieval features, and they should use them to retrieve their passwords.
Chapter 11. Supporting Your Customers

Getting Help for Your Customers

If a customer has a question that you cannot answer, you can always come to us for help – 24 hours a day, 7 days a week, 365 days a year.

Your first step should be to look at our Customer Support Database, located at http://www.heartinternet.uk/support. This has many of the same answers as your customers’ version of the Support Database, but also includes answers that are not available for your customers.

If you cannot find the answer you are looking for, you can raise a ticket with us at ‘Customer Services’, which is available on the right-hand menu.
Chapter 12. Upselling To Your Customers

Once your customers have purchased a domain name and a shared hosting package, you can provide support and renewals year after year, or you can build upon that relationship by marketing and selling additional services and products.

Whether providing one of our add-ons, selling servers, or marketing your own products, you can create new streams of revenue just as easily as you have created your hosting reselling business.

If you are using a third-party e-commerce solution for your hosting sales, you will need to know how to add products in the system.

See Chapter 7. Using Third-Party Sales Solutions

For more information on using third-party systems
Selling Add-Ons

Heart Internet has a broad range of add-ons that are available for you to resell onto your customers, including Email Marketing, SiteDesigner, Search Engine Optimisation, Hosted Exchange Mailboxes, and SSL Certificates.

The Add-Ons can be found in two places in your Reseller Control Centre – under Manage Web Hosting and under Manage Add-Ons.

Add-Ons along with shared hosting packages, you can give your customers the same high-quality products you purchase from Heart Internet, including:

SiteDesigner
SiteDesigner is website designer software that allows your customers to create professional-looking websites quickly and easily, with responsive drag-and-drop design and full customisation.

Snapshot Backups
With Snapshot Backups, you can offer your customers a full image snapshot of their account on a server on a weekly or monthly basis, giving them full backups easily.

Secure Server Certificates
Offer your customers added security with their own Secure Server Certificate (SSL).

Exchange and Premium Mailboxes
The standard mailbox size that comes with every hosting package is 400MB. If your customers need more space, you can upgrade them to a Premium Mailbox, which starts at 2GB, with additional fees for additional space up to 10GB, or move them to a Hosted Exchange Mailbox, which has 40GB and comes with a free copy of Microsoft Outlook.

Search Engine Optimisation
Give your customers detailed search engine optimisation reports to fine-tune their website, and then submit it to hundreds of search engines and directories to push it up the search engine results.

Domain Privacy and Mapping
Keep your customers’ privacy from the WHOIS database with the ability to add privacy to any website, hiding your customers’ addresses and names. Or map several domain names to the same web hosting account, giving your customers even more versatility with their brand name.
Chapter 12. Upselling To Your Customers

Selling Add-Ons

goMobi Mobile Site Builder
Give your customers the ability to make a fast and convenient smartphone-optimised website – perfect for small businesses looking to succeed.

SiteGuard and StopTheHacker
Protect your customers’ websites against hackers, viruses, and spam emails with SiteGuard and StopTheHacker proactive protection.

Web Builder Plus
A fast, easy, and convenient instant website builder with a set number of pages and templates. Perfect for anyone who wants a website, but does not know how to code.

How to Sell Add-Ons
If you choose to sell add-ons with your hosting packages, there are different ways to host them. However, in most cases, you will need to manually purchase and activate the add-ons for your customers after they have purchased it from you.

Selling Add-ons in HostPay
HostPay provides you with the ability to create add-ons and sell them automatically as part of your system.
Chapter 12. Upselling To Your Customers

Selling Add-Ons

To create an add-on in HostPay:

1. Click ‘HostPay’
2. Click ‘Add-On Products’
3. Select the add-on from the drop-down list under ‘Add New Add-on Products’
4. Select the charging period from the other drop-down list
5. Click ‘Add’
6. Edit the product’s name, if you wish
7. Enter in the product’s description
8. Enter in the price
9. Enter in the set-up fee
10. Enter in the URL for managing this add-on
11. Check the box next to ‘Is this Add-on for sale?’
12. Click ‘Save Changes’
13. The add-on will now be available for purchase on your HostPay site

How to Point an Add-On to an Account

Once a customer has purchased an add-on, you will need to purchase it from Heart Internet and then point it towards the customer’s account.

Most of the add-on products are associated with the customers’ domain name, and can be simply related to the domain name after you purchase it.
Chapter 12. Upselling To Your Customers

Selling Servers

While most of your Reseller Pro account will be focused on shared web hosting, you do have the option of selling servers as well. With a server, you and your customers can run more resource-intensive programs, such as popular websites, busy mobile apps, game servers, and more.

Heart Internet only provides hardware support for our servers, with the customer responsible for the software and security updates. You can keep this policy with your customers, or, if you have technical knowledge, you can provide software as well as hardware support.

Virtual Private Servers (VPS)

Virtual Private Servers give you fully customisable server space within a physical server rack, providing you with powerful space without paying for the entire server. Ideal for e-commerce development, start-up mobile applications, smaller game servers, and email hosting.

Hybrid Servers

Combining the ease and affordability of a virtual private server with dedicated resources, a Hybrid Server allows for even more traffic and performance under pressure. Perfect for expanding e-commerce retailers, high-traffic websites, popular mobile applications, and popular game servers.

Dedicated Servers

A dedicated server is just that – a physical server held in our data centre's server racks. Designed to provide maximum power for large and popular online retailers, high-traffic applications, streaming media, and busy game servers.

Server Control Panels

Each server comes with its own Control Panel, much like the Domain Control Panel. On the Server Control Panel, your customers can see their server’s details, how to access their server through SSH/Console, and reboot their server manually.

If you choose to sell servers, you can also add in the Server Control Panel for each server. Your customers can access it through a URL of your choice or through http://www.vps-10.com and http://www.ds-10.com, our generic control panel URLs.

The Server Control Panel is different from cPanel or Plesk, as the Server Control Panel only provides details about the server, whereas cPanel or Plesk manage the server for you.
Chapter 12. Upselling To Your Customers

Selling Servers

To activate the VPS/Hybrid Server Control Panel:

1. Click ‘Configure VPS CP’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Scroll down to ‘Enable Control Panel’
3. Click the ‘here’ link to activate the control panels
4. Customise the control panels as desired

To activate the Dedicated Server Control Panel:

1. Click ‘Configure DS CP’
2. Scroll down to ‘Enable Control Panel’
3. Click the ‘here’ link to activate the control panels
4. Customise the control panels as desired

Enable/Disable Control Panel

Click here to enable the VPS Control Panel for your customers.

Click here to enable the Dedicated Server Control Panel for your customers.

You must have already enabled selling the servers before you can enable the control panels.
Chapter 12. Upselling To Your Customers

Selling Servers

Load Balancers
Load Balancers distribute traffic between multiple VPS and Hybrid servers, improving the performance of popular websites or other services. If one server fails or is overburdened, the others can seamlessly take on the traffic.

Load balancers are used to create cloud hosting, where multiple servers host the same accounts and traffic is easily transferred between the servers to keep sites up no matter how popular they become.

If you sell servers, you can also purchase and resell Load Balancers.

To purchase Load Balancers:

1. Click ‘Load Balancers’ under ‘Manage VPS, Hybrid and Dedicated Servers’
2. Click ‘Learn More and Purchase Now’
3. Select the payment option and period
4. Click ‘Add To Basket’
5. Complete the payment process

Once you have purchased the Load Balancers, your Manage Load Balancers page will include the management information you need to set up and arrange your load balancer to properly support your servers.

How to Sell Servers
The selling and pricing of servers is your choice. Shared hosting is often more than enough performance for many websites and customers, but if you have customers who are comfortable with the responsibility of running a server, or have sites that require more resources, setting up and reselling servers can be a convenient way to increase your revenue streams.

All servers are sold to you on a rolling monthly or yearly contract, and you can cancel them at any time.

Selling Servers in HostPay
HostPay has the ability to sell the range of servers we have available, and you can customise the type of servers you offer to your customers.
Chapter 12. Upselling To Your Customers

Selling Servers

To sell Virtual Private Servers:

1. Click ‘HostPay’
2. Click ‘VPS Products’ in ‘Configuration’
3. Check the box next to ‘Yes I wish to sell VPS’
4. Select whether you will be paying by credit card or direct debit from the drop-down list
5. Customise a VPS product using the sliders, or select our Base, Plus, or Pro packages
6. Click ‘Add These Products’ if you have customised a server, or ‘Update These Products’ if you have chosen one of our packages
7. The VPS products will now be available to purchase

Our VPS come automatically with Linux CentOS, but you can offer additional operating systems and charge accordingly.
Chapter 12. Upselling To Your Customers

Selling Servers

To add VPS Operating Systems:

1. Check the boxes next to the operating systems you wish to add
2. Adjust the prices as needed compared to what you will be paying
3. Click ‘Update all OS products’
4. The operating systems will now be available to purchase

Some customers prefer to use a control panel on their server to make it easier to use. We have licences for Plesk and cPanel available, which you can also sell on to your customers for their VPS.
Chapter 12. Upselling To Your Customers

Selling Servers

To add VPS Control Panels:
1. Check the boxes next to the control panels you wish to add
2. Adjust the pricing accordingly
3. Click ‘Update all Control Panel products’
4. The control panels will now be available for your customers to purchase

And finally, you can also sell server backups to your customers. Along with set increments, you can add your own backup increment through the drop-down list.
Chapter 12. Upselling To Your Customers

Selling Servers

To add VPS Backups:

1. Check the boxes next to the backup amounts you wish to add
2. Adjust the pricing accordingly
3. Click ‘Update all Backup products’
4. The backups will now be available for your customers to purchase

You can also set up advanced VPS products, where you charge customers extra per additional CPU, RAM, HDD, or backup. This gives your customers even more versatility in their VPS purchases, and can provide an easy way for you to sell a wide range of servers without having to set up separate packages for each.
Selling Servers

To sell an advanced VPS:

1. Click 'HostPay'
2. Click 'VPS Products' in 'Configuration'
3. Click the link that says 'Click here to configure advanced VPS products'
4. Check the boxes for the Base VPS
5. Adjust the pricing for the Base VPS, CPU cores, RAM, and HDD
6. Check the boxes for the backup if you wish to include it
7. Adjust the pricing for the backup
8. Click 'Update All Advanced Products'
9. Your server package and add-ons will be available

Hybrid servers are also available through the VPS Products section. They are provided in basic packages, making it easier to sell than VPS packages, but are also less customisable. You can also add control panels as add-ons for your hybrid servers.
Chapter 12. Upselling To Your Customers

Selling Servers

To sell Hybrid Servers:

1. Click 'HostPay'
2. Click 'VPS Products' under 'Configuration'
3. Click the link that says 'Click here to configure hybrid server (dedicated RAM and RAID disks) VPS products'
4. Check the box next to 'Yes, I wish to sell Hybrid Servers'
5. Check the boxes in the 'Active' column for the servers you wish to sell
6. Adjust the customer pricing accordingly
7. Check the boxes in the 'Active' column for the control panels you wish to sell
8. Adjusting the customer pricing accordingly
9. Click 'Update'
10. The hybrid servers will now be for sale

Selling Dedicated Servers is similar to selling VPS and Hybrid Servers, but there are specific packages and payment options. The cPanel control panel and server backups are also available as add-ons, and you can also add on a UK domain name as an added bonus.
Chapter 12. Upselling To Your Customers

Selling Servers

To sell Dedicated Servers:

1. Click 'HostPay'
2. Click 'Dedicated Server Products' under 'Configuration'
3. Check the box next to 'Yes I wish to sell Dedicated Servers'
4. Check the boxes in the 'For Sale?' column for the servers you wish to sell
5. Adjust your customers' pricing as needed
6. Check the boxes in the 'For Sale?' column under 'cPanel' if you want to offer cPanel
7. Check the boxes in the 'For Sale?' column under 'Server Backups' if you want to offer server backups
8. Check the box for 'UK Domain' if you want to offer a free UK domain name to your customers
9. Click 'Save Changes'
10. Dedicated Servers will now be available to your customers
Chapter 12. Upselling To Your Customers

Selling Servers

How to Set Up a Server
If you have sold a server, our system does not automatically set up the server for you. You must purchase the server, wait for it to be set up by our systems, then provide your customer with their server’s information.

This does increase the time between sale and deployment, but it also gives you a chance to double-check your customers’ requirements and work with them to ensure they get exactly what they need.

To order a Virtual Private Server:

1. Click ‘Order VPS’ under ‘Manage VPS, Hybrid, and Dedicated Servers’
2. Select the package your customer has purchased, or click ‘Create a custom VPS’ to purchase the VPS you have created
3. Ensure your purchase matches your customer’s specifications
4. Go through the checkout process
5. Wait for the server to be implemented
6. Pass the details on to your customer

You can check on the status of your new VPS and manage it accordingly through ‘Manage VPS and Hybrid Servers’.

To order a Hybrid Server:

1. Click ‘Order Hybrid Servers’ under ‘Manage VPS, Hybrid, and Dedicated Servers’
2. Select the Hybrid configuration your customer has specified
3. Select the operating system chosen
4. Select the control panel chosen
5. Select snapshot backups, if requested
6. Ensure your purchase matches your customer’s specifications
7. Go through the checkout process
8. Wait for the server to be implemented
9. Pass the details on to the customer

You can check on the status of your new Hybrid Server and manage it accordingly through ‘Manage VPS and Hybrid Servers’.
Chapter 12. Upselling To Your Customers

Selling Servers

To order a Dedicated Server:

1. Click ‘Order Dedicated Servers’ under ‘Manage VPS, Hybrid, and Dedicated Servers’
2. Select the package your customer has purchased, including choosing the operating system, cPanel, and server backups, if requested
3. Choose the radio button for the payment method
4. Ensure your purchase matches your customer’s specifications
5. Click ‘Order’
6. Go through the checkout process
7. Wait for the server to be implemented
8. Pass the details on to the customer

You can check on the status of your new Dedicated Server and manage it accordingly through ‘Manage Dedicated Servers’.
Chapter 12. Upselling To Your Customers

Selling Premium Hosting

Premium Hosting gives your customers the power and versatility of a Virtual Private Server, but Heart Internet supports the operating system and hardware, ensuring that your customers never need to worry about security updates or OS problems.

This makes Premium Hosting ideal for customers who need the resources available for VPS, but do not have the technical knowledge needed for running their own server. You can set the pricing for Premium Hosting as needed – this is a unique feature from Heart Internet, and it can be difficult to determine a fair market price.

Because this is a new product, it does not currently have a set product listing within HostPay. To sell Premium Hosting, please refer to ‘Selling Additional Services in HostPay’ later in this chapter.

To order Premium Hosting:

1. Click ‘Order Premium Hosting’
2. Select the Premium Hosting package your customer requested
3. Select the payment interval from the drop-down menu
4. Choose the radio button for the payment method
5. Click ‘Buy Now’
6. Go through the checkout process
7. Wait for the Premium Hosting account to be implemented
8. Pass the details on to the customer

You can check on the status of your Premium Hosting account and manage it accordingly through ‘Manage Premium Hosting’.
Chapter 12. Upselling To Your Customers

Additional Services

Along with domain names, web hosting, and add-ons you can buy and sell from Heart Internet, you can also add additional services to your portfolio of products.

If you work in branding, design, public relations, marketing, search engine optimisation, development, or any other related field, you can add those items to your online presence and sell them either separately.

Selling Additional Services in HostPay

You can add additional services to HostPay as add-ons, much like you would for Domain Privacy, Premium Mailboxes, or Search Engine Optimiser.
Chapter 12. Upselling To Your Customers

Additional Services

To create an additional product:

1. Click 'HostPay'
2. Click 'Add-on Products'
3. Under 'Add New Add-On Products', select 'Custom Add-on' from the drop-down list
4. Select the charging period for the product from the other drop-down list
5. Click 'Add'
6. Enter in the product’s name
7. Enter in the product’s description
8. Select if the product is attached to a hosting product, a domain product, or nothing from the drop-down list
9. Enter in the price
10. Enter in the set-up fee
11. Enter in the web address for managing this add-on
12. Check the box next to 'Is this Add-on for sale?'
13. Click 'Save Changes'
14. The additional product is now for sale on your HostPay site
Chapter 13. Advanced Features

Reseller Logins

Along with your Heart Internet login, you can create additional logins within your Reseller Control Centre to give your staff access to information they need, such as billing, development, and support.

Creating an Additional Login

When you create an additional login, your staff will log in using your email address followed by a ‘/’ and their username. So, for example, if your email login is email@genericscreenshotdomain.com and you are creating a login for your employee Jane, she would enter in email@genericscreenshotdomain.com/Jane at the login screen.

How to create a new Reseller Login:

1. Click ‘Reseller Logins’ under ‘Reseller Preferences’
2. Under ‘Add Sub-Users’, enter in the user name you want to use
3. The user will be created under ‘Existing Sub-Users’
4. Copy down the password, as it will be encrypted on additional logins

You can change the password at any time by clicking on the ‘(Encrypted)’ cell under the ‘Password’ column. A pop-up will appear asking for the new password. Please make certain your password follows standard password security standards, such as changing case, adding numbers, or adding special characters.

You can also add the user’s name and email address by clicking on the ‘(None)’ cell under the ‘Name / Email’ column.
Chapter 13. Advanced Features

Reseller Logins

**Giving Additional Logins Permissions**
When you create an additional login, they initially do not have the ability to make any changes.

To give a user permission settings:
1. Click on the ‘(None)’ cell under the ‘Permissions’ column
2. Select the features you want the user to be able to do in the ‘Exclude’ column
3. Click on the ‘<<’ button to move them into the ‘Include’ column
4. Once you have included all the features, click the ‘Close’ button

If you want to set up particular roles within your Reseller account and assign users to those roles, you can create Groups, which will have permissions assigned to all the users within the group.

You can also create package groups, which are users assigned to a particular hosting package, rather than a role.
Chapter 13. Advanced Features

Reseller Logins

To create a new Group:

1. Under ‘Add Groups’, enter in the group’s name
2. Click ‘Add’
3. The group will be created under ‘Existing Groups’

You can then assign users to the group by two ways – adding users to the group, or adding the group to the user.
Chapter 13. Advanced Features

Reseller Logins

To assign a user to a group:

1. Click on the ‘None’ cell under the ‘Users’ column
2. Select the user under the ‘Exclude’ column
3. Click on the ‘<<’ button to move the user to the ‘Include’ column
4. Once complete, click on the ‘Close’ button

To assign a group to a user:

1. Click on the ‘None’ cell under the ‘Groups’ column
2. Select the group under the ‘Exclude’ column
3. Click on the ‘<<’ button to move the group to the ‘Include’ column
4. Once complete, click on the ‘Close’ button

See Chapter 3. Selling Hosting Packages

For more information on creating Hosting Package Groups
Chapter 13. Advanced Features

Reseller Logins

You can also assign individual permissions to users or groups under ‘Permissions’. Simply click on the cell under the ‘Groups’ or ‘Users’ column for the permission you want to configure and the appropriate editing screen will appear.
Chapter 13. Advanced Features

Global Hosting Flags

With global hosting flags, you can change certain aspects of your server hosting across all packages and accounts.

Currently, you can add a button within your customers’ eXtend Control Panel to take them to their Domain Control Panel.

To change a global hosting flag:

1. Click ‘Set Global Hosting Flags’ under ‘Reseller Preferences’
2. Check the box under the ‘Enabled?’ column
3. Click ‘Update’
4. The setting will be changed across all your packages and accounts
Chapter 13. Advanced Features

Demonstration Sites

Many customers want to see how a product works before they choose to buy it. Through the Reseller Control Centre, you can create demonstration sites, showing potential customers how your packages work.

You can use our existing demonstration sites for SiteDesigner, Website Builder Plus, and VPS, or you can set up a domain name with a hosting package to hold your eXtend Control Panel or Website Builder demonstration site.

To set up a demonstration site for the eXtend Control Panel or Website Builder:

1. Click on ‘Setup Demos’ in the ‘Manage Web Hosting’ panel
2. Select the domain name from the drop-down list
3. The demonstration sites will be built and you can link to them from your site
Chapter 13. Advanced Features

Multisite FTP

As a Reseller, you can create a single FTP account that can then log into any of your customer accounts. Or if you have your hosting accounts arranged into groups, you can arrange for a single FTP account to log into only those accounts.

Global FTP Unlocking

We have locked FTP access to all our servers for added security. This means that you cannot access any site through your FTP client unless you have unlocked it in advance. However, you can unlock all your customers’ accounts for your IP address, or a range of IP addresses that you use, which means you will never need to worry about unlocking the server before accessing your customers’ accounts.

To unlock global FTP access:

1. Click on ’Master FTP and Multisite’ under ’Manage Web Hosting’
2. Enter in up to 10 IP addresses that you wish to unlock under ’Global FTP Unlock’, separating each IP address with a comma
3. Click ’Update’
4. Each IP address will have FTP access across all your accounts
Chapter 13. Advanced Features

Multisite FTP

**Master Multisite FTP Login**

If you want to access all your accounts in one FTP login, you can create a master multisite login. Through this account, if you log into any of the ftp servers you have on your account, you will automatically see all the hosting accounts you hold.

To create a master multisite FTP login:

1. Click ‘Master FTP and Multisite’ under ‘Manage Web Hosting’
2. Under ‘Master Multisite’, select the domain name you wish to use from the drop-down menu
3. Click ‘Create’
4. Make a note of the password, as it will not be shown again
5. Use your new FTP login

If you need to reset the password at any time, click ‘Reset Password’, and a new password will be automatically generated.

**Package Group FTP**

If you have your hosting packages arranged in groups, you can also create a single FTP login for those groups. This will allow you, or the person you have working on those sites, access to the sites that are needed, but does not allow access to other sites.
To create a Multisite Package FTP:

1. Click ‘Master FTP and Multisite’ under ‘Manage Web Hosting’
2. Under ‘Multisite FTP’, select your Package Group from the drop-down menu
3. Select a domain name from the drop-down menu
4. Click ‘Create’
5. Make note of the password, because it will not be visible again
6. Use your new FTP login

This FTP login can also be used as an eXtend Control Panel login, if you check the box in the ‘eXtend?’ column.
Chapter 13. Advanced Features

Snapshot Backups

Our Premium Snapshot Backups take daily backups of the websites and databases within your Reseller Pro account, which automatically protects you against data loss. We keep the backups for a rolling 30 days, meaning that you can restore a customer’s website from any point within the past 30 days. You can offer this as part of your standard hosting service, or as an extra to certain customers – you pay the same low rate no matter how you use the backups.

Our Premium Snapshot Backup service is priced on a tier structure, based on the number of websites that are active within your account on the billing date for the service. The tiers are:

- 0 – 25 sites
- 26 – 50 sites
- 51 – 100 sites
- 101 – 250 sites
- 251 – 1000 sites

If you have more than 1000 sites, the price increases for every 100 additional sites. You can pay monthly or annually, and the rate automatically adjusts on your next billing date.

To activate Premium Snapshot Backups:

1. Click ‘Snapshot Backups’ under ‘Manage Web Hosting’
2. Select the payment schedule and method
3. Click ‘Activate Backups’
4. The backups will now be available

To restore a Premium Snapshot Backup:

1. Click ‘Snapshot Backups’ under ‘Manage Web Hosting’
2. Find the domain name in the table
3. Click ‘Restore’
4. Select the date you wish to restore from
5. Select whether you want to have the current site overwritten or have the backup moved to a separate directory
6. The site will be restored to that previous version
Chapter 13. Advanced Features

Reporting Features

Within the Reseller Control Centre, you can see some of the basic information you need when running a Reselling business, all under the ‘Reports’ panel. These give you an opportunity to track how your accounts are doing, and to make any changes if need be.

Packages by Server
The ‘Packages by Server’ report gives you the name of the web and mail servers your accounts are on. This is helpful if you need to open a ticket with our Support Team, as you will be able to point them directly to the problem. You can also edit each account from this report, if you need to.

Domain Status Report
The ‘Domain Status’ report tells you the status of each domain name in your account, including when it was purchased/transferred, the renewal date, if it is with Heart Internet or is a reference, and provides a link to the Domain Control Panel to manage the domain.

You can also transfer all domains to Heart Internet, if you choose to.

Disk Usage
Although you have unlimited disk space with your Reseller account, you may choose to set limits on your customers. With ‘Disk Usage’, you can check exactly how much space each account is using, as well as what limit you’ve set them at.

You can then choose to disable their account if you need to, or edit their disk space limit.

See Chapter 6. Using HostPay
For more information

CHAPTER 6
Chapter 13. Advanced Features

Reporting Features

Bandwidth Usage
We also provide unlimited bandwidth, but you may set limits or there may be a suddenly burst of popularity on one account that affects the performance of other accounts. In the ‘Bandwidth Usage’ report, you can check on exactly how much bandwidth is being used on each site, including this month’s, last month’s, and expected figures.

You can disable accounts if needed, or edit them to increase their bandwidth allowance.

Mailbox Size
Each Standard mailbox has 400MB to use. If a customer is getting close to that limit, you can suggest upgrading to a Premium mailbox, or send them a message asking them to clear out their mailbox. In the ‘Mailbox Size’ report, you can see the current mailbox size, the maximum size, and the percentage being currently used.

Database Size
We provide unlimited MySQL databases to our Resellers, but the larger a database is, the more its performance is slowed down and easily affected. With the ‘Database Size’ report, you can keep track of the size of any databases that are over 1MB.

Accounts Added and Removed
In the ‘Accounts Added and Removed’ report, you can see the bar chart and the statistics of how many hosting packages you have added and removed over the past 12 months.
Chapter 14. If You Need Help

As one of our valued Reseller customers, we want to support you in your hosting business. If you have any questions that are not answered in this book, there are several ways to find the answers to your problems.
Chapter 14. If You Need Help

Our Support Database

You can find our customer support database at http://www.heartinternet.uk/support. We update this database with the questions you and your fellow customers have, and work to keep it as timely and informative as possible.

If you have a question that you would like answered, please submit it by clicking the ‘Suggest a Support Question’ link in the database.
Chapter 14. If You Need Help

Our Customer Services Team

Our Customer Services team is available 24 hours a day, 7 days a week, 365 days a year to answer your questions.

To contact Support:

1. Log into your Heart Internet Customer Area
2. Click ‘Customer Services’ on the right-hand menu
3. Click ‘Create a new Customer Services Ticket’
4. If you need to add an alternate contact, click the + icon next to ‘If you would like to enter alternative contact information for this ticket, please click here’
5. Enter the name and email address of the alternate contact
6. Select the service you have a question about from the drop-down list
7. Enter in a short one-line summary of the problem
8. Enter in the full details of the problem, including any error messages
9. Attach a screenshot or attachment if you have one
10. Click ‘Submit Ticket’
Chapter 14. If You Need Help

Our Customer Services Team

Please make certain that your information about the problem is as detailed as possible, including what you were doing at the time, any error messages that appeared, and what should have happened instead of the problem.

Also, when you enter in the details of the problem, answers from the Support Database will appear. Please review the questions and answers that appear – you may find that your question has already been answered.

You will receive an email notifying you that you have submitted the ticket, and then you will receive emails when the ticket is updated by our Customer Services Team. You can also check on the status of your current and past tickets from the Customer Services page by clicking the 'View Current and Past Customer Services Tickets' link.
Chapter 14. If You Need Help

If your website is down

If your site is down, please first check the status of your server at http://www.webhostingstatus.com/. This not only includes any current problems, but also tells you about planned maintenance.

If you think it might be down for just you, you can check the URL at http://www.downforeveryoneorjustme.com/

If it is down and it isn't listed as a server problem, then raise a ticket with the Customer Services team and check the box next to ‘Tick this box if your email or website is completely inaccessible’.

This is not to be used lightly, and abuse of this facility will result in your account being suspended.
Chapter 14. If You Need Help

If you have a sales enquiry

If you are interested in finding out more about a product before you purchase it, you can contact our Sales team during standard UK business hours (9am – 5:30pm GMT) using:

- Email: sales@heartinternet.co.uk
- Form: https://www.heartinternet.uk/contact
- Telephone: 0330 660 0255
- International Telephone: +44 115 845 6654
Chapter 14. If You Need Help

Your Feedback

Your feedback on your Reseller Pro account, the features available, and the service provided is incredibly important to us. We regularly send out email surveys to find out your opinion on the service we provide, and we also have a form that you can fill out at any time.

To give us feedback:

1. Log into your Heart Internet Customer Area
2. Click ‘Your Feedback’ on the right-hand menu
3. Add in your answers in
4. Click ‘Send Feedback Now’