
Reseller Handbook

KangaWeb Technologies Pty Ltd



<http://www.kangaweb.com>
Frustration-Free Web Hosting

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1 Getting started

The KangaWeb Reseller Program allows you to build your own web hosting service with the support and guidance of a well established web host. As a reseller, you advertise KangaWeb hosting plans at a price you feel is appropriate, and when a customer places an order for one of your hosting packages, you order a new web site (standard web hosting plan) through us, we send you the details of the new web site, and you send these details to your customer. We remain anonymous to your customers at all times. You provide them with technical support (with assistance from us if you need it) and each month you are billed for the amount owing for all of your web sites.

Getting started as a reseller is a straight-forward process. Simply follow the steps below. If at any time you are unsure of something or have questions, the KangaWeb support team will be more than happy to assist you.

The steps are:

1. Place an order for your reseller account
2. Build your web site
3. Customize your Customer HQ
4. Decide how you will receive payments from your customers
5. Promote your service

Easy!



StickBoy says...

Thank you for your interest in the KangaWeb Reseller Program. If you have any questions about any aspect of our Reseller Program, KangaWeb's support team will be more than happy to assist you.

1.1 Place an order for your reseller account

If you haven't already done so, the first step to take is to order a KangaWeb reseller account. Reseller accounts come in two varieties:

Reseller Gold is our premium reseller plan which comes with a 300MB master web site, a 50% discount on subsequent web sites and your own branded versions of KangaWeb facilities.

Flexible Reseller is a plan well suited for part-time resellers. It is free to join and includes a 35% discount on your sixth to tenth web sites, and a 50% discount on subsequent web sites. This plan also gives your customers access to the full range of services, but those services will not be branded. Instead, your customers will access their web-based administration facilities through the brandless customerhq.linuxengine.net.

Please visit the reseller section of our main web site for more information on the features offered by each plan.

1.2 Build your web site

If you are just starting out as a reseller, you will need to create a site to advertise your services and to allow customers to place their orders. For this purpose, we provide:

Ready-Set-Go! Hosting Templates - ready-made pages for your hosting sales site.

Order Express - an easy-to-install order system with sophisticated features.

If you are already a reseller and are moving from another web host, you can choose to redesign your existing site or to start fresh with the templates provided. You will also need to decide whether you will be transferring your existing customers' sites over to KangaWeb or leaving them with your current web host. If you have full access to your existing clients' sites, transferring sites to KangaWeb is an easy process which is extensively documented by the "Moving your site to a new web host" guide which is available at <http://www.kangaweb.com/freereports/migrating/migrating.pdf>.

1.2.1 Ready-Set-Go! Hosting Templates

We provide a set of standard reseller page templates that you can download and customize to meet the needs of your particular service. As well as this, you are more than welcome to reuse any of the text from the public sections of KangaWeb's site when describing your own services, as long as the text is used only for the purpose of reselling KangaWeb services.

After you have signed up, you can download a zip file containing the Ready-Set-Go! Hosting Templates via the Reseller Tasks section at <http://my.kangaweb.com>. Once you have downloaded and unzipped these, you can easily modify the look and feel of the pages by changing only a couple of files. Full details about the Ready-Set-Go! Hosting Templates are available in appendix B.

1.2.2 Order Express

Order Express is our ready built order facility that you can easily install via the “Reseller Tasks” section of my.kangaweb.com. This system streamlines the process of receiving and submitting orders, as you will not need to manually enter the details of orders you receive. Full details about Order Express are available in appendix C.



StickBoy says...

It is strongly recommended that you use the set of terms and conditions that are provided by KangaWeb as these terms and conditions are customized to our particular service.

Having built your site, you are ready to upload it. If you are unsure of how to do this, more information is available via the *Tech Support Wizard* (explained below).

1.3 Customize your Customer HQ

Once your site is up and running, you are ready to customize the services that are provided for your customers.

Your customers have access to a number of services via your *Customer HQ*. Your Customer HQ allows your customers to perform tasks such as configuring their email accounts and shopping cart system, uploading files and many other webmaster tasks.

To customize your Customer HQ, you log in to my.kangaweb.com. Tools for customization of your Customer HQ can be found in “Reseller Tasks” → “Preferences”. More information on my.kangaweb.com is available in section 2.



StickBoy says...

Once you have customized your Customer HQ via my.kangaweb.com, the changes will be visible to your customers when they log in. Please note that to view the changes you have made you will need to log in to your own Customer HQ, as they will not be visible via my.kangaweb.com.

1.4 Decide how you will receive payments from your customers

Before setting up your site to receive customer orders, it is a good idea to consider how you will be receiving payments from your customers. If you will be receiving customer payments via mail or fax, then setting up your site is as easy as providing your postal address or fax number on your site. To receive payments online, you may wish to register with a third party payment service provider¹. A third party service provider will process your customers' billing details and will arrange for payments to be made into your account. Setting up your site to use a third party payment gateway is usually a simple process – in most cases, you just need to cut-and-paste a section of HTML code to start using the third party payment service. For a list of some leading third party payment providers, please visit <http://www.kangaweb.com/features/gateways.htm>

If you want to receive payments online but do not wish to use a third party payment service, you can instead receive customer payments via a form on your site which will take your customers' details, encrypt them and mail them to you. You can then manually process them offline using your regular merchant account (such as your mail or telephone order facility). If you plan to use this method, please check with your bank or financial institution to ensure that they don't place any restrictions on accepting transactions over the Internet.

We provide a script called encrypted FormMail (EncFormMail) which encrypts form results and sends them to you. To use this, you will need SSL/GPG enabled on your site. Although we provide instructions on how to install encrypted FormMail, people with less technical experience may instead prefer the ease of setup of a third party payment gateway. More information on encrypted FormMail is available via the Tech Support Wizard.

For information on how to get Order Express to work with your payment system, please see appendix C.

1.5 Promoting your service

Now that your site is up and running, you are ready to announce it to the world. Hire a sky-writer! Shout it from the rooftops! More information on advertising is available in section 5.

¹Please note that your registration with a third party payment service is external to KangaWeb, and will need to be handled separately. Most payment services charge a percentage commission on each transaction. For a list of leading payment processing firms, please see <http://www.kangaweb.com/features/gateways.htm>.

2 My.KangaWeb.com (Customer HQ)

My.kangaweb.com is your central access point to all of the facilities which are available to you as a reseller, and is a powerful tool for managing your web sites.

If you are a Reseller Gold customer, you should log in to my.kangaweb.com using the username and password of your master account. If you are a Flexible Reseller, you should log in using your reseller ID and password.

If you are a Reseller Gold customer, your customers will access your Customer HQ (your own version of my.kangaweb.com) using an address based on your own domain name. For example, if your domain name was `reseller.com`, your customers would access your Customer HQ at `http://customerhq.reseller.com`. If you are a Flexible Reseller, your customers can access your Customer HQ at `http://customerhq.linuxengine.net`.

Outlined below are the major sections of my.kangaweb.com, and a short description of each. Unlike my.kangaweb.com, your Customer HQ does not contain a Reseller Tasks section.

- Support

The Support section contains general information on getting a site up and running, as well as the Tech Support Wizard which helps you to find answers to your customers' (and your own) questions. You can also contact the KangaWeb support team via the Tech Support Wizard.

If you choose to allow your customers to access the Tech Support Wizard, any queries they submit will be sent to the customer service email address you specify in my.kangaweb.com → Reseller Tasks → Preferences → General.

- Reseller Tasks

The Reseller Tasks section covers all of the day-to-day tasks that are carried out by resellers. It allows you to do such things as place orders, view reports and manage your sites. More detailed information on this section is given below.

- Control Panel

The Control Panel is used by your customers to configure many aspects of their sites, and you can also use the Control Panel to configure your own site. The Control Panel allows you to upload files to your web site, manage email addresses, set up shopping cart facilities, view site statistics and a great deal more.

- Admin / Billing

The Admin/Billing section deals with billing issues such as making payments.

- Resources

The Resources section contains links to useful information for webmasters such as tutorials, software and search engines.

- WebMail

The WebMail section provides a web-based mail interface which allows you and your customers to access your KangaWeb mail from anywhere in the world. WebMail has a rich set of features for handling mail, as well as allowing its look and feel to be customized by each POP user.

The Reseller Tasks section of my.kangaweb.com is the most important section for resellers, as it allows you to perform tasks such as placing new orders, and managing your existing web sites. The Reseller Tasks section is divided into categories which are explained below:

- Orders

If you are using the Order Express system, when your customers order web sites, the Orders section allows you to view their orders. Once you have reviewed an order (section 4 contains more information on reviewing orders), you can choose to submit it for processing. If you prefer, or if you have not installed Order Express, you can place orders manually via this section.

- Reports

This section includes a number of reports containing summary information on your web sites. Here you can get information on sites with high traffic and sites which are currently suspended. There are also tools for finding more detailed information on a particular web site.

- Preferences

The Preferences section allows you to customize your Customer HQ to suit your service. Reseller Gold customers can change various aspects of its design such as fonts, colors, backgrounds and icons. All resellers can modify the Customer HQ menus by adding and removing standard items and even adding your own custom items.

For example, if you are a web designer and do not want your customers to have access to Site-O-Matic then you can simply remove the option for Site-O-Matic from your Customer HQ menu.

The preferences section also allows you to change the default names of tools such as Site-O-Matic and i~sell.

- Site Toolkit

Via the Site Toolkit, you can perform administrative operations on your web sites. For example, you can use the Site Toolkit to suspend a web site (disconnect the site from the Internet), grant telnet/secure shell access to a web site and diagnose mail problems. The Site Toolkit also lets you perform user management operations such as resetting user passwords.

Once you have requested an operation using the Site Toolkit, your changes will come into effect within 15 minutes of you placing your request, and you will be sent a message if appropriate.



StickBoy says...

The reports and diagnostic tools contained in the Reseller Tasks section of my.kangaweb.com can be extremely useful in diagnosing problems reported by your customers. For example, if a customer is having trouble accessing their POP mailbox, the *POP Diagnosis Tool* in the Site Toolkit will diagnose (and if necessary fix) the problem as well as providing a full explanation of the cause. Making use of these reports can greatly reduce the time it takes to solve a clients' problem.

3 Learning the ropes

Once you are familiar with the layout of my.kangaweb.com, you are ready to explore the different services that KangaWeb provides. This will help you gain an understanding of what your customers will experience, and will also introduce you to some common reseller tasks.

If you haven't already done so, take a moment to explore my.kangaweb.com yourself. For a taste of the most common features, try the following activities:

- Browse the Tech Support Wizard.
- Learn how to place an order for a web site.
- Try using WebMail to check your mail.
- Learn how to register or transfer a domain (for more information on this, see the "Moving your site to a new web host" document at <http://www.kangaweb.com/freereports/migrating/migrating.pdf>).
- Explore the Control Panel to familiarize yourself with the maintenance tasks that your customers can perform themselves.
- Using the Tech Support Wizard, learn how to contact the KangaWeb support team.

If you are able to carry out these tasks, you are well on your way to becoming a fully-fledged reseller. Some other tasks that you will encounter less often, but may be interested to try are included here:

- Via the Control Panel, add a new POP account to your site. Try creating a mail alias to point to this POP account.
- Try changing the password of the POP account you just created. (Email Management → Settings → Reset Password).
- Try configuring the shopping cart on your site. (Control Panel → eCommerce).
- If you are a Reseller Gold, try connecting to your site with telnet or secure shell (SSH). For more details on how to do this, see the Tech Support Wizard.
- If you are a Reseller Gold customer who wants an additional challenge, try connecting to a MySQL database via telnet/SSH. Before you will be able to do this, you will need to use the Site Toolkit in the Reseller Tasks section of my.kangaweb.com to add a MySQL database to your site (there is no charge as long as you add a single database to your Reseller Gold master account). Once you have done this, follow the directions in the Tech Support Wizard.

4 On-going tasks

4.1 Adding web sites

4.1.1 New orders

Under KangaWeb's terms and conditions, it is your responsibility to check that orders are valid before setting them up. The purpose of checking orders is to ensure that anonymous people are not given access to our servers, and to ensure that access is not given to someone who will breach our terms and conditions.

In certain circumstances, this may mean that you will have to ignore orders which do not appear to be appropriate. In the web hosting industry, the threat from hackers and spammers is significant and very real, so every effort must be taken to ensure that they do not gain access to our servers. A hacker or spammer can have an adverse effect on your other customers, and letting them through tends to be a waste of money, as their web site will be removed immediately and set up fees will have been needlessly incurred.

When you receive a new web site order, it is important that it is thoroughly checked before setting it up. Although there is no single way to determine whether a web site is safe to set up, there are a number of characteristics that you can check which will substantially lower the chances of setting up a bad web site.

Certain people will sign up for a web site specifically to get shell access (via telnet or secure shell) to a server, so that they can then use that server as a starting point to launch attacks on other computers on the Internet. It is a good idea to screen web hosting packages which provide telnet/SSH access more closely than normal, as these tend to be higher risk web sites. This said, it is still important to closely review orders which do not provide telnet/SSH access.

There are online resources that can assist you in checking new orders. If the name and/or address details included in the new order look suspicious, you may wish to verify them by using an online phone book. Similarly, for questionable business names, there are online facilities that allow you to search for a business name to ensure that it is a registered business.

Closely inspecting payments is another good method of verifying new orders. Requiring payments be made in advance of the web site being set up greatly helps to reduce the number of false orders you receive. As well as this, many of the online third party payment gateways provide payment checking services such as address-based verification, checking of credit card security codes and other fraud detection measures which can assist in screening orders.

For even further verification, you may consider requiring some form of identification before setting up a web site, or contacting new customers by phone and confirming their details before the web site is set up.

Finally, the IP address of the person who submitted the order can be a great source of information. Using an online tool (such as the "whois lookup" at <http://www.arin.net>)

can give you an idea of the country of origin of the IP address. If this whois tool tells you that the IP address is allocated to “RIPE.NET” or “APNIC.NET”, you should go to the relevant site (<http://www.ripe.net> or <http://www.apnic.net>) to complete the whois lookup process. If the country listed in the whois lookup does not match the country the customer specified in the order form, there is a good chance that you should not set up this web site. For example, if the order form claims to be from a person located in the United Kingdom, but the IP address is Indonesian, it is likely that the web site should not be set up.

In cases where the order does not look legitimate, we highly recommend that you simply ignore the order rather than contacting the customer. This will tend to discourage the person from making further sign up attempts, whereas writing to them will probably just tip them off about your screening processes, and will enable them to more easily circumvent your checking procedures in the future.



StickBoy says...

When setting up a new web site, it is important that you enter the domain name correctly. Changing a domain name for a web site involves canceling the existing web site, and setting up a new web site with the correct domain name. This process will attract a second setup charge to cover the cost of setting up the web site a second time.

Once you have checked the new web site order and are satisfied that it is legitimate, you can submit it to KangaWeb for processing via Order Express at my.kangaweb.com.

4.1.2 Registering domains

Domain names for your customers’ web sites can be registered through the registrar of your choice. Once the new domain has been registered, you will need to arrange to have it transferred to the primary and secondary name servers supplied to you when the new web site was created. Please note that the name servers can vary from web site to web site, so you will need to make sure that you transfer the domain to the name servers provided when the web site was created.

KangaWeb provides its own domain name registration service, which enables you to register *.com*, *.net* and *.org* domains. You can access this via the Reseller Tasks section of my.kangaweb.com. If you choose to use this registration service, the domain name is automatically transferred to the correct name servers for that web site, and you will not need to carry out this step yourself.

Please note that you must place your order for domains through my.kangaweb.com. If you go directly to <http://register.kangaweb.com> our systems will not recognize that you are

a reseller, so you will be charged a higher price and/or your registration request may not be processed.

When registering a new domain name, it is important to ensure that the “admin” contact email address is set to a working email address. If the username and/or password details for the domain are lost, they can only be sent to the email address listed as the admin contact. For this reason, you may even consider putting your own email address as the admin contact.

If you choose to register your domain through the KangaWeb domain registration service, we will never contact your customer directly. When their domain comes due for renewal, you will be sent a reminder 30 days and 7 days before the renewal date. This message will contain instructions on how to make the payment to renew the domain.

If the domain is not renewed promptly, it may be the case that our parent registrar will automatically send an email to the contacts on record for the domain. Unfortunately, we are not able to stop this from happening, but can assure you that KangaWeb is not mentioned in the message. Such a message would be addressed from `renewal@linuxengine.net`, and if a customer were to reply to this address, they would get an automatic response telling them to contact their web host for help with domain renewals.

When you place an order for a new domain via KangaWeb’s registration service, you will be given instructions on how to make your payment. Once you have completed the registration process, the domain will appear on the web within 24 – 48 hours.

4.2 Working with customers

4.2.1 Receiving payments

KangaWeb will never contact your customers directly, and will endeavor to remain completely anonymous to them. This has an impact on the way billing works. KangaWeb will not bill your customers for their web sites directly, so it is up to you to bill your clients yourself.

As mentioned previously, it is a good idea to ensure that you are paid in advance for any service you provide. That is, when setting up domain names or web sites, adding features to web sites, or any other such service which attracts a charge, you should receive payment from your customer before carrying out the requested action. This ensures that you are not left to foot the bill for an action that your customer refuses to pay for.

If a customer does not make their payment by the due date, you may decide to disable their site until payment is received. This is called *suspending* their site, and can be carried out via the Reseller Tasks section of `my.kangaweb.com`. Please note that full charges for the web site will still apply until the web site is actually canceled.

Your billing cycle starts on the day that you order your first web site, and a new cycle begins at the same day of each subsequent month. You will be sent an invoice for your web sites one week before the invoice is due. Each invoice will be due within a few days of your billing cycle start date.

All fees are payable in advance, which means that your monthly invoice will contain charges for the upcoming month. Please also note that all fees are non-refundable unless exceptional circumstances apply.

Rather than sending individual invoices for each of your web sites, a combined invoice is sent each month which contains the amount owing for all of your web sites. When you create a new web site, the setup fee is charged immediately and is added to your next invoice. To bring the new web site's billing schedule into line with your other web sites, an extra pro-rata amount is also charged. This amount covers the hosting period from the setup date up to and including the last day of the current cycle.

If you cancel a web site after the next billing cycle's invoice has been issued, but before that cycle has started, the current invoice will not be re-issued, but the amount payable for the next month for the canceled web site will be automatically credited on your next invoice.

For example, suppose you are a reseller with the web sites **a.com**, **b.com**, and **c.com**. If your next billing cycle begins on the 2nd of February, you will be sent an invoice approximately one week before this date containing the amounts owing for each of these web sites. If on the 29th of January you decide to cancel the web site **b.com**, you would pay the full amount stated on the invoice already issued, and the amount overpaid on the invoice for **b.com** will be refunded on the following invoice for the period starting on the 2nd of March.



StickBoy says...

As fees are payable in advance, it is important that if you wish to cancel a web site, you do so prior to the start of your next billing cycle. Otherwise full charges will apply for the next period. Please also note that if you cancel a site before the end of your billing cycle, you will not be refunded for the unused part of that billing cycle. Only fees for completely unused future months are refundable. We strongly recommend that you apply a similar policy with your own customers.

A detailed example of how the billing system works is available in appendix A.

4.2.2 Answering customer questions

As a reseller, a key part of your role is to provide support for your customers, but KangaWeb's support team are always happy to help with questions you are unsure how to answer.

KangaWeb's support team are able to offer assistance for issues relating to the services provided directly by KangaWeb. Matters such as web page design and scripting assistance are outside the scope of support that we are able to provide. Of course, if you feel that you are able to provide support to your customers for these sorts of issues, then you are most

welcome to do so, and the KangaWeb support team are always more than happy to answer any questions you have relating to KangaWeb services.

The fastest way to answer customer questions is to check the extensive documentation that is available via the Tech Support Wizard. Most day-to-day issues are explained there as are many of the more uncommon questions you will be asked.

If you are unable to find an answer in the Tech Support Wizard, KangaWeb's support team will be more than happy to answer your questions. If the Tech Support Wizard does not answer your question, you will be directed to our Support Request Form which you can use to contact us.

When writing to the support team, it is best to provide full details of the problem. The following sorts of information may be useful in diagnosing the problem:

- a detailed description of the problem
- your client's domain name
- any error messages (in their entirety)
- if relevant, explicit directions on how to reproduce the problem
- username and password details, if relevant
- the name and version of the software causing the problem (for example, web browser, ftp software, mail client, FrontPage)
- the operating system that is being used



StickBoy says...

If you do not provide adequate details, it may take longer to get an answer to your question and we may need to reply to your message, asking for more information before being able to investigate the problem. It is surprisingly common to receive support requests which do not mention the web site that is having problems, or the particular user who cannot access their mail.

If your client has not told you something that you feel might be useful in diagnosing their problem, it is often worth asking them for the information in advance of submitting your Support Request Form. Having the information ready ensures that your questions are answered quickly. You'll soon get a feel for what information is needed to answer certain questions, and will be able to query your clients in advance.

Finally, information provided at my.kangaweb.com can give you a better idea of what is causing your customers' problems. The "Reports" section of Reseller Tasks, and the Site Toolkit contain tools which diagnose and in some cases fix common problems and provide detailed explanations.

4.3 Providing SMS services

As a KangaWeb reseller you can choose to give your customers access to our Short Message Service (SMS) facilities. These rare facilities will make your web hosting packages more attractive and will allow your customers to:

- Create cellphone-enabled email addresses such as `12225551234@theirdomain.com` (where `12225551234` is your customer's full international cellphone number and `theirdomain.com` is your customer's domain name). When an email is sent to this address, the first 160 characters of the message will be sent via SMS to the relevant cellphone. A copy of the full message will be sent to an email address chosen by your customer.
- Use our "SMS Alerts" feature to send an SMS to a given cellphone whenever an important message arrives. Your customer decides what is important. For example, your customer could elect to have an SMS message sent to their phone each time a shopping cart order arrives.

There is a small charge for each SMS sent. That is, each SMS consumes one "SMS credit". Our SMS prices are extremely competitive. Each account comes with a small allocation of free SMS credits for testing purposes. However once these free credits are used up your customers will need to purchase further SMS credits.

As a reseller, you will need to purchase SMS credits on behalf of your customers. This creates an additional source of revenue for you. We sell SMS credits to you at a deeply discounted price, and you can charge your customers whatever price you think the market will bear. Our recommended SMS prices are available on our site.

If you would like to offer these SMS facilities to your customers, please follow these steps:

- Review our current SMS pricing on our main site and decide what prices you will offer your customers. Create a "Buy SMS Credits" page on your own site which customers can use to make payments for SMS credits.
- Log in to `my.kangaweb.com` and go to the Reseller Tasks section. Click on Preferences and proceed to the General Preferences page.
- In the "SMS Facilities" section select "Yes".
- In the "SMS Purchase Page" section enter the URL of your "Buy SMS Credits" page. The Control Panel will include links to this page so that if your customers run out of SMS credits they can follow the link within the Control Panel to purchase more SMS credits.
- Save your new preferences by submitting the General Preferences form.
- Go to the SMS Credits section of `my.kangaweb.com` (under Reseller Tasks) and purchase some SMS Credits. These credits are added to your "SMS Credit Pool".

- When a customer purchases SMS credits from you, go to the SMS Credits section of my.kangaweb.com and use the SMS Transfer facility to move the appropriate number of credits from your SMS Credit Pool to the relevant resold account. The credits will then be instantly available to your customer for use on the resold account you specify during the transfer process.

There are some very important points to note about this process.

- All SMS credit purchases are non-refundable.
- You can buy SMS credits in bulk and then allocate them to resold accounts within two months of your purchase. If you purchase SMS credits but fail to allocate them to your resold accounts within a two month period then they will expire without refund. Obviously if you prefer not to buy in bulk then you can buy them on a “just-in-time” basis. For example, if a customer orders 100 SMS credits from you, you could visit the SMS Credits page at my.kangaweb.com to purchase 100 credits, and then transfer them immediately to the relevant resold account. However we recommend buying credits in bulk because it will give you access to the best prices and will save you time since you will not have to go through the SMS purchase process as often.
- Once you have transferred the SMS credits to a resold account the credits must be used by your customer within 12 months or they will expire without refund.
- You are not able to transfer SMS credits from one resold account to another. Similarly, you are not able to transfer credits from a resold account back into your SMS Credit Pool. That is, the transfer of credits is a one-way, irreversible process from your SMS Credit Pool to a resold account of your choice.

At KangaWeb we aim to provide innovative facilities to help you succeed in the web hosting business. We hope you are able to incorporate these useful SMS facilities into your service.

5 Promoting your service

Promoting your service is an important part of becoming a successful reseller. Of course, how you go about doing this is entirely up to you, but included here are some tips to get you started.

- KangaWeb will periodically offer “specials” such as lowered prices or additional features. Incorporating these specials into your service is a great opportunity to attract new customers. We offer these specials because we believe that the reduction in price or addition of features will lead to an overall profit increase and have found that resellers who pass on our specials tend to do better in the long run than resellers who do not.
- The web hosting industry is very price sensitive. We strongly recommend that you match our prices. Higher prices will lower sales and will ultimately result in less profit for you.
- Distinguish your service by promoting the aspects that make it unique. For example, our comprehensive email facilities are hard to beat and our combination of SMS, anti-spam and anti-virus tools is quite unique.
- It is a good idea to carefully research methods of promotion. Before advertising with a particular service, try to gain as much specific information as possible. Information such as the number of click-throughs you can expect to achieve and the success rate of other advertisers is useful in deciding whether or not an advertising service is suitable for your needs. Asking the right questions can help to disclose this kind of information.
- Make sure your site is clear and easy to navigate. Be sure to provide prominent links to your Customer HQ demo to make your site more interactive.

5.1 Choosing where to promote your service

When promoting your service, it is worth considering the sort of customer at whom your services are targeted. Being aware of this will help to give you a better idea of the sort of promotion that is likely to be successful. To get you started, we have listed a number of resources which you may be interested in exploring.

5.1.1 Online promotion



StickBoy says...

Because the majority of your target audience will already have access to the Internet, advertising your services online makes sense. Below is a list of sites which provide more information on online promotion.

- Web Marketing Info Center
<<http://www.wilsonweb.com/webmarket/>>

Wilson Internet's Web Marketing Info Center is one of the most comprehensive web marketing resources we have encountered. Here you will find links to thousands of useful articles, covering a large range of web marketing issues.

- 29 Ways To Promote Your Site
<<http://www.wilsonweb.com/articles/checklist.htm> >

The ultimate checklist. This page is also a part of the Wilson Web Marketing Center, and gives a quick but comprehensive list of the essentials of web site promotion.

- Adbility
<<http://www.adbility.com>>

Adbility.com is the online resource for everything there is to know about advertising online. It was originally created by Mark Welch, an authority on online advertising.

- Search Engine Watch
<<http://www.searchenginewatch.com>>

A useful site containing information on search engines - getting your site listed, how search engines actually work, which engines are the most popular and so forth.

- WebMonkey
<<http://hotwired.lycos.com/webmonkey/e-business/marketing/index.html> >
This site is part of the Lycos network and contains many informative articles on all aspects of web site promotion.
- Secrets of Searching the Web & Promoting Your Web site
<http://www.gocee.com/eureka/e_howtms.htm>
A straight forward and informative guide to the why?, what?, where? and how? of search engines.
- Apromotionguide
<<http://www.apromotionguide.com>>
Apromotionguide.com is a promotional site that focuses mainly on search engines and directories. This site is well maintained and articles are updated regularly.

Banner exchange programs are a great way to generate traffic to your web site and many of them are free to join. These generally work by another site displaying your banner advertisement in return for you displaying theirs. One example is the Banner Exchange Network at <<http://www.bpath.com>>

Pay-Per click advertising is another effective way to attract visitors to your web site, and you only pay when somebody actually visits your site.

- ClickThru <<http://www.clickthru.com>>
- GoClick <<http://www.goclick.com>>
- GoToast <<http://www.gotoast.com>>
- Google <<http://www.google.com/ads>>

5.1.2 Offline promotion

Not all of your promotion need be done online. Advertising in the traditional media helps to increase public awareness of your brand, which is beneficial as web users are increasingly seeking out known brands and are relying less on search engines. For a web host who is just starting up, an advertisement placed in an Internet magazine or the technology section of a local newspaper can certainly get results. Such advertisements are often cheaper and more effective than broader based advertising campaigns.

6 Congratulations!

Having followed these steps, you are well prepared for life as a successful reseller. KangaWeb's support team will always be happy to answer any questions and are happy to assist with your customer queries while you learn the ropes.

If you have not already done so, you may be interested to read the "Moving your site to a new web host" document which is located at <http://www.kangaweb.com/freereports/migrating/migrating.pdf>. This will acquaint you with the steps involved in moving a site between web hosts, and will give you an idea of what your customers will have to do to move their existing sites over to your service.



Welcome aboard!

A Billing example

Suppose you sign up as a Reseller Gold on the 5th of January. Your billing cycle begins immediately, so your subsequent invoices will fall due on the 5th of February, the 5th of March and so on.

Your first resold account is a “Small Business Starter” which you sign up on the 15th of January. When this account is created, the initial set up fee is added to your invoice, as well as a pro-rata charge for the 21 days of hosting until your next billing cycle.

Around the 29th of January, you will be sent an invoice for the following month. It would contain the following items:

- the monthly charge for your Reseller Gold account
- the setup fee for the “Small Business Starter” account created on the 15th of January
- a pro-rata charge for the “Small Business Starter” account which covers hosting fees from the 15th of January until the 4th of February
- the charge for the next month worth of hosting for the “Small Business Starter” account, which covers from the 4th of February to the 4th of March

On February the 14th, you sign up a new customer with a “Corporate Giant” account. Again, when this account is created, a setup fee and pro-rata amount are added to your next invoice.

On the 21st, you receive your monthly invoice. It now contains the following items:

- the monthly charge for your Reseller Gold account
- the setup fee for the “Corporate Giant” account created on the 14th of February
- a pro-rata charge for the “Corporate Giant” account which covers hosting fees from the 14th of February until the 4th of March
- the charge for the next month worth of hosting for the “Small Business Starter” account, which covers from the 4th of March to the 4th of April
- the charge for the next month worth of hosting for the “Corporate Giant” account, which covers from the 4th of March to the 4th of April

On the 25th of February, the owner of your “Small Business Starter” account thanks you for your excellent service, but regretfully tells you that they will be canceling their account, as they wish to follow their life-long dream of becoming a traveling mime. Although the charge for their next month of hosting already appears on the invoice you were issued, as long as you cancel their account on or before the 4th of March, the amount overpaid will be credited on the invoice due on the 5th of April.

B Ready-Set-Go! Hosting Templates

Setting up your site is quick and easy. We provide a zip file with page templates for a complete and operational web hosting site which you can use out of the box or modify to suit your business.

The first step is to download the web site package (the Ready-Set-Go! Hosting Templates). You can find it at <http://my.kangaweb.com/> in the Reseller Tasks section.

Once you have downloaded the file you should unzip it using your favorite archiver, for example, WinZip.

Now would also be a good time to browse the files in the package to get a feel for their content. The files will look very different when uploaded as some scripting will be executed when viewed, so it is a good idea to compare the files from the package with the online demo version which is available via <http://my.kangaweb.com/>.

(Reseller Tasks → Ready-Set-Go! → View Demo Site).

B.1 Global customization

The Ready-Set-Go! Hosting Templates use a scripting language called PHP to dynamically generate your site. At the top of each file there is a section of PHP code which sets up the header of the page. This example is taken from `index.php`:

```
<?php
include ("config.php");
$page_title = "Welcome";
include ("header.php");?>
```

The first line tells the server to run this section as a script. The next line imports your settings from `config.php` (covered in the next section), and the one after it sets the page title. The final line draws the headers for your page (everything down to just after the left-hand menu). Please note that the order of these lines is important.

For each of the pages in the package you can change the title by editing the `$page_title` variable, but most of the time the defaults will be fine.

B.1.1 The configuration file

The first thing you should do is edit `config.php` to reflect information about your business. Open it up in your favorite plain text editor (for example, Emacs or Notepad) and change the variables to suit you.

B.1.2 Headers and footers

The file `header.php` will be inserted at the top of each page in the package. You can quickly change the look and feel of all of your pages by editing just this file, although you may need to change `footer.php` as well to reflect your other changes.

If you have a title graphic that you would like to head each page, change the `` tag in `header.php` to point to your custom graphic. Currently the file used is `images/stratus.gif`.

This file also draws the site menu, so you can add or modify any menu items here.

`footer.php` complements `header.php`: it closes off all of the table tags created in the header. It also adds the right-hand highlights column of the site template.

B.1.3 Colors

You can change the colors and styles of your whole site by editing the file `site.css` - please see our document on Cascading Style Sheets for information on how to edit this file. You can find this at <http://www.kangaweb.com/freereports/csstutorial.html>.

B.2 Fine-Grained customization

The other PHP files in the package define each page of the site. Each can be changed to suit your needs, but most of the changes were made for you when you modified your `config.php` file. Throughout the files are strings like this: `<?php print $busn_name;?>` - this is a dynamic call to a variable in `config.php`. This particular one is replaced with your business name.

Before you go to the next step you should make sure you have changed your Terms and Conditions (in `terms_body.php`) to suit your business. Also the file `specials.php` has a generic special offer listed which you should change as it is unlikely to apply to you. If you are using Order Express, you may prefer to link to the Order Express `terms_body.php` file. This will save you from having to maintain two different copies of your terms and conditions. You can change this link in the `config.php` file.

B.3 Upload your site

Having modified your site to your needs, you should now upload it to the server. You can do this in the normal way described in our New Account Ready email (file-by-file using the Control Panel or FTP).

You will also need to remove the old `index.html` from your web directory as it will conflict with the `index.php` of this package.

Once your site is uploaded, pointing your browser to your site should show the Ready-Set-Go! Hosting Templates with all of your customizations.

B.4 Install Order Express

As a last step to setting up your site, you should install our Order Express system. This will allow you to receive and process orders easily.

To install Order Express, please visit the Reseller Tasks Section at my.kangaweb.com. More information on Order Express is available in appendix C.

C Order Express

Order Express is a ready-built order form system which you can use to receive web hosting orders from your customers.

Order Express can be installed on your hosting sales site within minutes (as long as the site is hosted by us). Your customers can then place orders for hosting packages through the new order form provided by Order Express. When each order is submitted, you will receive immediate notification via email. The details will also be stored at my.kangaweb.com so that rather than re-typing the order details into our order form, you can simply review the order details and choose whether you want us to process it.

Order Express is a time saver. It is highly customizable and easy to use.

C.1 Install Order Express

To install Order Express please follow these steps:

- Login to my.kangaweb.com and go to Reseller Tasks → Order Express → Install Order Express. Follow the on-screen instructions to install Order Express into a subdirectory of your site.
- Once it is installed you can access your new order form at <http://www.you.com/subdir/> where `subdir` is the subdirectory you specified during the installation, and `you.com` is the site which you specified during the installation. The full source code for the order form is installed on your site so you are welcome to make any changes you wish. Please be sure not to change the basic form mechanisms though, such as the `ACTION` tags and the `HIDDEN` fields, otherwise your order form system may cease functioning. Please be aware that if you make manual changes then assistance with your changed version of the Order Express order form will probably fall outside the scope of our technical support.
- The order form is ready to use but you may want to make the following changes:

Change the HTML header and footer files

Upload your HTML header and footer files to `/home/you/www/subdir/`. The header file should be named `header.htm` and should contain the section of HTML code which you want to appear at the top of each of your order pages. Normally this would include your site's header images and basic layout. Similarly the footer file should be named `footer.htm` and should contain the section of HTML code to appear at the bottom of each of your order pages.

Adjust the terms and conditions

The file `terms_body.php` in your Order Express subdirectory contains our default terms and conditions. If you want to make changes to the default terms and conditions simply edit the `terms_body.php` file.

Add custom fields

If you would like to add any fields to your order form you can do that by editing the source code of `order.htm`, `termcond.htm` and/or `confirm.htm`. Any fields which are present in `confirm.htm` will be passed through to the Order Express backend and will be included in the confirmation email you receive when each order is placed. The custom fields will also appear in the View Orders facility at my.kangaweb.com. Please note though that if you edit the Order Express source code then assistance with your Order Express system is likely to be outside the scope of our technical support.

Adjust your order completion page

During the Order Express installation process you are asked to enter the full URL of your order completion page. If you like, the completion page can be a script. Details of the order are passed back to your order completion page via CGI variables, so if your completion page is a script then you could, for example, read in the initial payment amount due and then direct the customer to your payment gateway. A full list of the variables passed back to your order completion page is provided in section C.3 of this handbook.

Adjust the configuration

A number of the features of your client order form can be easily modified by changing the `config.php` file in your Order Express subdirectory. You can change aspects such as prices, form color, package names etc by modifying this file.

Your Order Express system is now fully installed. To test it, place an order via your new order page and then visit my.kangaweb.com to view the order (Reseller Tasks → Order Express → View Orders). To finish up, delete the test order from your queue (please do not submit it to us for processing or we will set it up for you and charges will be incurred).

When customers place orders via your new order system you will be sent an email with the details. You should then visit my.kangaweb.com → Reseller Tasks → Order Express → View Orders to review the order details and, if you want to go ahead with the order, submit it to us for processing by clicking on the “Submit to KangaWeb” button when viewing the order details.

C.2 Order Express frequently asked questions (FAQ)

How will Order Express save me time?

Previously you would have had your customer give you their details in some form (e.g. by completing a form on your site, giving details over the telephone etc). You would then have had to check over the details, and then submit them to us by entering them into our order form.

With Order Express the details do not need to be entered twice - the client enters their details via the web form, and then you check over them and submit them to us for processing.

Can I still manually enter an order?

We understand that not all resellers will receive all of their orders on the web, and that some resellers will already have an order system they are happy with. For this reason, you are still able to manually enter orders if you need to. To manually enter an order visit my.kangaweb.com → Reseller Tasks → Order Express → Manual Order.

Do I have to use Order Express?

No. You are welcome to use your own order system instead. If you choose to do that then you will need to manually enter your orders at my.kangaweb.com → Reseller Tasks → Order Express → Manual Order.

Can I choose which hosting account to install the Order System on?

Sure. Order Express can be installed on any site as long as it is hosted by us. Naturally, Order Express can only be used for the purpose of reselling our services.

Can I add my own fields to the form?

Absolutely. If you will be adding your own fields, please ensure that the fields are passed on throughout the customer order process. Any fields that are included on the order confirmation page ([confirm.htm](#)) will appear in the “Additional Information” section of the order details at my.kangaweb.com, and will also be included in the confirmation email we send you when each order is placed.

I made changes to my Order Express system but now it won't work! What should I do?

The source code for Order Express has been made readily available to you. Hopefully this will enable you to customize your order pages to the extent that you require. However we cannot guarantee that Order Express will continue to function correctly after manual changes are made. If Order Express stops working after changes are made, you will need to remove the current files, and then reinstall the system. Please note that we are unable to provide technical support for problems occurring after manual changes have been made.

I don't offer a package equivalent to your Business Power. Can I allow for this?

If you don't offer one or more of our packages to your clients, you can certainly allow for this. After installing Order Express on your site, edit `order.htm` and remove the HTML OPTION tag containing the package you do not offer. That is, simply remove the relevant hosting plan from the drop-down list on your order form.

How do I get Order Express to work with my payment gateway?

During the Order Express installation process you are asked to enter the full URL of your order completion page. If you like, the completion page can be a script. Details of the order are passed back to your order completion page via CGI variables, so if your completion page is a script then you could, for example, read in the initial amount due and then direct the customer to your payment gateway. A full list of the variables passed back to your order completion page is provided in section C.3 of this handbook.

C.3 CGI variables passed to order completion page

The following variables are passed back to your Order Completion Page:

acctype : the web hosting package (1=Small Business Starter, 2=Business Power, 3=Corporate Giant)

domain : the domain name for the new web site

frontpage : whether FrontPage extensions should be installed (yes/no)

ecommerce : whether i~sell shopping cart should be installed (yes/no)

newold : whether the domain name has been registered (new = not yet registered, old = already registered)

fname : first name

lname : last name

busname : business name

client_email : email address

address1 : street address

address2 : additional street address information

city : city

state : state

zip : ZIP/postal code

country : country

initial_amount : the initial amount payable

Custom fields : all your custom fields will be passed through to your order completion page.