DelegatedSSL Interface Design Blueprint

Goal: At first glance, a busy agency owner thinks: "This is the professional, white-label solution to eliminate SSL chaos and protect my margins."

Design delivers an authoritative enterprise feel with simple, clear UX.

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1) Visual Identity System

Brand attributes to express

- Authoritative: confident headlines, crisp layout, strong hierarchy, minimal fluff

- Business-first: copy emphasizes time saved, fewer support tickets, predictable cost, new revenue

- Scale-ready: tables, bulk actions, organization controls, audit logs

- Calm control: "Green Light" motif, traffic-light status, reassuring microcopy

Color palette (neutral + trust + status)

- Base / Background: #F8FAFC (light neutral)

- Surface / Card: #FFFFFF

- Border: #E2E8F0

- Text Primary: #0F172A

- Text Secondary: #475569

- Primary (Trust Blue): #2563EB

- Primary Hover: #1D4ED8

Status system (traffic light + icon shape, never color-only):

- Success / Active: #16A34A (dot + check)

- Warning / Action Needed: #F59E0B (dot + exclamation)

- Error / Blocked: #DC2626 (dot + x)

- Neutral / Pending: #64748B (dot + clock)

UI motif: "All Green = All Good." Use green as a signal, not decoration.

Typography

- Font: Inter (or Manrope if you want a slightly more premium feel)

- Base size: 16px

- Headline scale:

  - H1: 48–56px / 1.05

  - H2: 32–36px / 1.15

  - H3: 20–24px / 1.2

- UI labels: 12–13px, uppercase optional for overline categories

Layout + spacing

- 12-column grid, max width 1200px

- 8pt spacing system: 8 / 16 / 24 / 32 / 48 / 64

- Cards: 16–24px padding, subtle shadow only on marketing pages (dashboard stays flatter)

Iconography & imagery

- Icons: thin-line + solid status glyphs (shield, domain stack, dollar-shield, branded certificate tag)

- Imagery: dashboard illustrations/screens showing many green checks + a few yellow/red for credibility

- Avoid "hacker/terminal" visuals. This is ops + business, not dev-tool vibes.

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2) Marketing Website Information Architecture

Top navigation (always visible)

Left: DelegatedSSL logo

Center: Product · Solutions · Pricing · Security · Docs

Right: Log in · Start Agency Trial (primary button) · Schedule a Demo (secondary)

Primary CTA language

- "Start Your Agency Trial" (dominant)

- "Schedule a Demo" (for higher-intent / enterprise)

Secondary utility links

- Status page, Changelog, Support, Contact

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3) Homepage Layout + Production Copy

A) Hero section (above the fold)

Headline (H1):

The Set-and-Forget SSL Dashboard for Agencies

Subheadline:

Manage 1,000+ client domains in one place. Stop the 3 AM "Certificate Expired" calls with automated renewals, clear status alerts, and a workflow your team can run in minutes.

CTA row:

- Start Your Agency Trial (primary)

- Schedule a Demo (secondary, outline)

- Small link: "View Pricing"

Trust microcopy under CTA:

No credit card. 10-minute setup. Cancel anytime.

Right-side hero visual (dashboard preview):

A "Green Light Overview" mock showing:

- "Organization Overview" card: 15 Seats Used · 450/500 Domains Active

- Domain table snippet with status dots (mostly green)

Quick stat strip (under hero):

- Flat-rate plans that don't punish growth

- 100% white label client verification

- Traffic-light status so nothing slips

Hero wireframe (text)

[Nav: Product | Solutions | Pricing | Security | Docs]   [Log in] [Start Trial]

H1: The Set-and-Forget SSL Dashboard for Agencies
Sub: Manage 1,000+... eliminate 3AM expiry calls...

[Start Your Agency Trial] [Schedule a Demo] View Pricing
(No card. 10-min setup. Cancel anytime.)

```
---------------------------------------------
| Org Overview        | Domain Health   |
| 15 seats used       | ● Active 412    |
| 450/500 domains active | ● Action 21    |
| Plan: Agency        | ● Errors 3     |
---------------------------------------------
| Domain         Client      Status   Expires  |
| acme.com         ACME Co      ● Active  62 days  |
| shop.example.com  Example LLC   ● Action  —      |
| ...                          ...    |
```

B) "You're not selling SSL. You're selling reliability." (Pain → relief)

Section headline:

Stop SSL from becoming a support burden.

Three bullets (business language):

- Reduce tickets: fewer emergency outages and "site is down" escalations

- Save time: one place to monitor renewals and client readiness

- Scale cleanly: add clients without adding chaos or per-domain surprises

Add a small "before/after" visual:

- Before: scattered providers, spreadsheets, manual renewals

- After: DelegatedSSL dashboard with mostly green lights

C) Core Features / Benefits (three-column)

1) Stop Certificate Sprawl

Unified dashboard for every client domain.

Search, filter, and see what needs attention across your entire portfolio—without jumping between hosting panels and registrars.

Icon: stacked domains / grid

2) Protect Your Margins

Flat pricing that scales with your business.

Competitors punish growth with per-domain overages. DelegatedSSL keeps costs predictable so you can bundle managed SSL and mark it up confidently.

Icon: shield + dollar / upward margin line

3) 100% White Label

Your brand stays front and center.

Client verification portals, links, and instructions live on your domain—so clients see you as the provider.

Icon: certificate badge with editable label

D) Product story section: "Green Light Dashboard"

Headline:

One dashboard. One standard. All green.

Body:

DelegatedSSL gives your team a single "Green Light" view of every domain: what's active, what needs client action, and what's blocked—before it becomes a fire drill.

UI callouts (annotated mock):

- "Expiring Soon" filter

- "Action Needed" queue

- "Bulk actions" (send verification reminders, export report)

- "Audit Log" (who changed what, when)

E) Workflow section: "How it works"

Headline:

Set it up once. Run it like a service.

Step cards:

1. Connect your organization

   Add your team, set roles, and choose your plan.

2. Add domains in bulk

Import from CSV or paste a list. Group by client.

3. Send white-labeled verification

   Clients get a clean link on your domain with simple DNS instructions.

4. Stay green automatically

   DelegatedSSL renews and monitors—your team focuses on higher-margin work.

F) Pricing snippet (flat-rate emphasis)

Headline:

Flat-rate plans built for agencies.

Pricing cards:

Agency

$79 / month

Up to 250 domains

- Unified dashboard

- White-label verification portal

- Team access & roles

- Status monitoring & renewals

  CTA: Start Your Agency Trial

Enterprise

$299 / month

2000+ domains + SLA

- Everything in Agency

- Higher domain capacity

- Priority support & SLA

- Advanced reporting & audit controls

  CTA: Schedule a Demo

Below pricing:

Need custom limits, multi-org, or special workflows? Talk to Sales

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G) Testimonial / Use-case

Headline:

Agencies use DelegatedSSL to turn SSL into a profit center.

Quote card (example):

> "DelegatedSSL took SSL off our plate completely. We went from chasing renewals to running a clean weekly queue. Clients see our branding, and we now bundle managed SSL into every maintenance plan."
> — Alex R., Owner, Nimbus Web Co.

Add metrics under testimonial (credible, not hypey):

- "Saved ~6–10 hours/month of manual checks"

- "Cut expiry escalations to near zero"

- "Standardized onboarding across clients"

H) Footer (enterprise-grade)

Columns:

- Product: Features · Solutions · Pricing · Security

- Resources: Docs · Support · Status · Changelog

- Company: About · Contact · Terms · Privacy

- CTA: Start Your Agency Trial · Schedule a Demo

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4) Dashboard UI Design

App shell (consistent across screens)

Left sidebar (collapsible):

- Overview

- Domains

- Clients

- Verification Links

- Reports

- Team & Roles

- White Label

- Billing

- Audit Log

- Settings

- Support

Top bar:

- Organization switcher (multi-agency groups)

- Global search (domains, clients)

- Notifications bell (Action Needed, Errors, Expiring Soon)

- User menu (Profile, API keys if applicable, Logout)

Core UI principle:

Every screen should answer: "What needs my attention right now?"

A) Overview screen ("Organization Overview")

Top row: KPI cards

1. Domains Active (e.g., 450)

2. Action Needed (e.g., 21)

3. Errors (e.g., 3)

4. Expiring Soon (e.g., 12 within 14 days)

Second row:

- Plan usage card: 450 / 500 Domains Active with progress bar

- Seats used card: 15 / 20 Seats Used

- Domain health chart: stacked counts by status (Active / Action Needed / Error)

Queue panel (most important):

"Today's Priority Queue"

- Red items first, then yellow

- One-click actions: "View issue", "Send reminder", "Assign to teammate"

Microcopy tone: calm + direct

- "No urgent issues. You're green."

- "3 domains need client verification to go live."

B) Domains screen (table-first, built for scale)

Header controls:

- Search bar: "Search domains, clients…"

- Filters: Status, Expiry window, Client, Verification state

- Bulk actions: Send verification · Export CSV · Assign owner · Tag

Table columns (optimized for agency ops):

- Domain

- Client

- Status (pill with icon + label)

- Expires (relative + exact date on hover)

- Auto-renew (On/Off)

- Last check

- Actions (View, Copy client link, Notes)

Status pills (examples):

- ✅ Active — "Auto-renewing"

- ⚠️ Action Needed — "Client DNS verification pending"

- ❌ Blocked — "CAA policy prevents issuance"

- ⏳ Pending — "Provisioning in progress"

Row expansion (quick detail without leaving page):

- Certificate issuer, coverage, verification link, last error message, "Send reminder"

C) Domain detail screen

Left: Domain summary

- Current status

- Expiry date + renewal window

- Verification state

- Last successful issuance

- Client owner / assigned teammate

Right: Action panel

- Copy client verification link (white label)

- Resend verification email

- View DNS instructions

- Run status check (manual refresh)

- Open support ticket (internal)

Timeline component:

- "Verification sent → DNS detected → Certificate issued → Auto-renew scheduled"

D) Clients screen

Client cards or table:

- Client name, # domains, status breakdown (green/yellow/red), last activity

- "Client-facing portal link" (optional)

- Notes + tags (e.g., "VIP", "SLA", "Needs handholding")

E) Verification Links screen (white-label centerpiece)

Purpose: this is the money screen for agencies—shows how painless the workflow is.

Table columns:

- Client

- Domain

- Link status (sent/opened/completed)

- Link URL (copy button)

- Created by

- Last reminder

- Action

Example URL display (white-labeled):

https://certs.your-agency.com/verify/7F3K9D

One-click reminder button:

"Send reminder (white-labeled email)"

F) White Label settings

Brand kit panel:

- Upload logo

- Primary color picker (defaults to DelegatedSSL blue but configurable)

- Accent/status colors remain consistent for clarity (don't let users break UX)

Custom domain panel:

- "Client portal domain": certs.your-agency.com

- DNS instructions (copy records)

- Verification status: ✅ Verified / ⚠️ Pending

Email templates (simple, controlled):

- Subject line field + body with variables

- Preview mode

- "Send test email" button

G) Team & Roles (enterprise expectation)

Roles:

- Owner

- Admin

- Operator (manage domains, send links)

- Read-only (view only)

Seats usage: visible here and in Overview.

H) Audit Log (trust + accountability)

Filterable events:

- Domain added/removed

- Verification link created/sent

- Settings changed (white label, domain)

- Role changes

- Billing plan changes

This is a conversion lever for MSPs: "Yes, this is a real tool."

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5) Client Verification Portal UI (White-Labeled)

Design goals:

- Looks like the agency's product, not DelegatedSSL

- 1 screen = 1 job: add DNS record, verify, done

- Zero jargon unless necessary; show exactly what to paste

Page structure:

- Agency logo + "Secure Domain Setup"

- Step 1: "Add this DNS record" (copy buttons)

- Step 2: "Click Verify"

- Confirmation state: ✅ "You're secured. No further action needed."

DNS record block (copyable):

- Type: CNAME / TXT

- Name / Host

- Value

- TTL (optional)

Helper text (calm, authoritative):

"If you don't manage DNS, forward this page to whoever does. This takes 2 minutes."

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6) Component Library (design system essentials)

Buttons

- Primary: solid trust blue, strong label

- Secondary: outline

- Tertiary: text link

- Destructive: red outline + confirm modal

Cards

- KPI card

- Feature card (icon + title + 2 lines)

- Testimonial card (quote + attribution)

Tables

- Sticky header

- Row hover

- Inline actions

- Bulk select + bulk actions bar

Status indicators

- Dot + label + icon

- Tooltips with plain-language explanation

- Status summary chips on Overview

Empty states (important for onboarding)

- "No domains yet. Import a list to get your first dashboard."

- "No action needed. Everything is green."

7) "Production-Ready" Starter Markup (Hero + Dashboard Preview)

Below is a clean starting point you can drop into a React/Next layout or static page. This is intentionally framework-agnostic and uses CSS variables.

```
<style>
  :root{
    --bg:#F8FAFC; --surface:#FFFFFF; --border:#E2E8F0;
    --text:#0F172A; --muted:#475569;
    --primary:#2563EB; --primaryHover:#1D4ED8;
    --success:#16A34A; --warn:#F59E0B; --danger:#DC2626; --neutral:#64748B;
    --radius:14px;
  }
  body{margin:0;font-family:Inter,system-ui,-apple-system,Segoe UI,Roboto,Arial;
background:var(--bg); color:var(--text);}
  .container{max-width:1200px;margin:0 auto;padding:24px;}
  .nav{display:flex;align-items:center;justify-content:space-between;gap:16px;padding:14px 0;}
  .nav a{color:var(--muted);text-decoration:none;font-weight:500;margin:0 10px;}
  .btn{display:inline-flex;align-items:center;justify-content:center;padding:12px
16px;border-radius:12px;font-weight:600;border:1px solid
transparent;cursor:pointer;text-decoration:none;}
  .btn-primary{background:var(--primary);color:white;}
  .btn-primary:hover{background:var(--primaryHover);}
  .btn-secondary{background:transparent;color:var(--text);border-color:var(--border);}
  .hero{display:grid;grid-template-columns:1.1fr 0.9fr;gap:28px;align-items:center;padding:36px
0;}
  .h1{font-size:54px;line-height:1.05;margin:0 0 14px;}
  .sub{font-size:18px;line-height:1.5;color:var(--muted);margin:0 0 18px;}
  .meta{color:var(--muted);font-size:14px;margin-top:10px;}
  .card{background:var(--surface);border:1px solid
var(--border);border-radius:var(--radius);padding:16px;}
  .kpi{display:grid;grid-template-columns:1fr 1fr;gap:10px;margin-bottom:12px;}
  .kpi .tile{border:1px solid var(--border);border-radius:12px;padding:12px;}

.label{font-size:12px;color:var(--muted);font-weight:600;text-transform:uppercase;letter-spacing:.
04em;}
  .value{font-size:18px;font-weight:700;margin-top:6px;}
  .table{width:100%;border-collapse:collapse;}
  .table th,.table td{padding:10px;border-top:1px solid var(--border);font-size:14px;text-align:left;}
  .status{display:inline-flex;align-items:center;gap:8px;font-weight:600;}
  .dot{width:10px;height:10px;border-radius:99px;background:var(--neutral);}
```

```
    .dot.success{background:var(--success);}
    .dot.warn{background:var(--warn);}
    .dot.danger{background:var(--danger);}
</style>

<div class="container">
  <div class="nav">
    <div style="font-weight:800;">DelegatedSSL</div>
    <div>
      <a href="#product">Product</a>
      <a href="#solutions">Solutions</a>
      <a href="#pricing">Pricing</a>
      <a href="#security">Security</a>
      <a href="#docs">Docs</a>
    </div>
    <div style="display:flex;gap:10px;align-items:center;">
      <a class="btn btn-secondary" href="#login">Log in</a>
      <a class="btn btn-primary" href="#trial">Start Your Agency Trial</a>
    </div>
  </div>

  <section class="hero">
    <div>
      <h1 class="h1">The Set-and-Forget SSL Dashboard for Agencies</h1>
      <p class="sub">
        Manage 1,000+ client domains in one place. Stop the 3 AM "Certificate Expired" calls with
automated renewals,
        clear status alerts, and a workflow your team can run in minutes.
      </p>
      <div style="display:flex;gap:12px;flex-wrap:wrap;">
        <a class="btn btn-primary" href="#trial">Start Your Agency Trial</a>
        <a class="btn btn-secondary" href="#demo">Schedule a Demo</a>
      </div>
      <div class="meta">No credit card. 10-minute setup. Cancel anytime.</div>
    </div>

    <div class="card">
      <div class="label">Organization Overview</div>
      <div class="kpi">
        <div class="tile">
          <div class="label">Seats Used</div>
          <div class="value">15</div>
        </div>
        <div class="tile">
```

```html
      <div class="label">Domains Active</div>
      <div class="value">450 / 500</div>
    </div>
  </div>

  <table class="table">
    <thead>
      <tr>
        <th>Domain</th>
        <th>Client</th>
        <th>Status</th>
        <th>Expires</th>
      </tr>
    </thead>
    <tbody>
      <tr>
        <td>acme.com</td>
        <td>ACME Co</td>
        <td><span class="status"><span class="dot success"></span>Active</span></td>
        <td>62 days</td>
      </tr>
      <tr>
        <td>shop.example.com</td>
        <td>Example LLC</td>
        <td><span class="status"><span class="dot warn"></span>Action Needed</span></td>
        <td>—</td>
      </tr>
      <tr>
        <td>client-site.net</td>
        <td>Client Site</td>
        <td><span class="status"><span class="dot danger"></span>Blocked</span></td>
        <td>—</td>
      </tr>
    </tbody>
  </table>
  </div>
 </section>
</div>
```

8) Vance Mercer Take (Cut-Throat Review + Recommendations)

You've got the bones of a serious, enterprise-feeling product. The message is clean: scale, calm control, profit. That's what wins agencies.

Now here's how we weaponize it.

What's strong (keep it)

- "Set-and-forget" + "3AM calls" is the correct emotional trigger. Agencies feel that pain.

- The Green Light dashboard motif is perfect: it sells calm control visually in 2 seconds.

- Flat-rate + white-label are the two biggest buying triggers. You positioned them correctly.

What's missing (add this to print money)

1. ROI calculator section (mandatory)

   Put a "Profit & Time Saved" calculator above pricing.

   - Inputs: # domains, hourly rate, current SSL cost

   - Outputs: "Estimated hours saved/month" + "margin opportunity"

     Agencies buy when they see a number.

2. Competitive comparison table (don't be shy)

   One clean grid: DelegatedSSL vs per-domain tools.

   - "Flat pricing" ✅

   - "White-label portal" ✅

   - "Traffic-light dashboard" ✅

- ○ "Audit log" ✅

  Keep it factual. You're not insulting; you're closing.

3. Security page must look like a bank wrote it

   Agencies and MSPs will hesitate without it. Add:

   - ○ RBAC, audit logs, encryption in transit/at rest (high level)

   - ○ Incident response posture (simple, professional)

   - ○ "Vendor risk ready" language

     This is enterprise foreplay.

4. Homepage CTA discipline

   Primary CTA everywhere: Start Your Agency Trial

   Secondary CTA for big fish: Schedule a Demo

   Don't scatter. Convert.

5. Add "Weekly Green Report" as a feature

   A one-click branded PDF/email report agencies can forward to clients:

   "All domains secure ✅ / Action needed ⚠️"

   This becomes their proof-of-work and makes your product sticky.

Final recommendation

Ship the marketing homepage + the dashboard preview exactly as designed, then immediately iterate on:

- ● ROI calculator

- ● Comparison table

- Security page credibility

- Branded reporting

Because this isn't about SSL. It's about control, margin, and looking like the agency has their act together. DelegatedSSL should make them feel like a machine.