**Create listing service for franchisee**

Any registered member can become franchisee by creating listing service. One can save up to 3 listing services.

Where user can create new listing service for his website specifying following information:

1. Country
2. State
3. City
4. Category
5. Language
6. Input a sub domain prefix (like ‘tody.guru.in’, here ‘tody’ is the prefix, ‘www’ not allowed)
7. Select theme from four options
8. Input a DNS CNAME (like [www.tody.com](http://www.tody.com))
9. Header HTML
10. Footer HTML
11. Custom CSS
12. Expected max hit per hour

Specifying at least one of the information – location, category or language is must. All other fields in the above form are mandatory. While specifying location he can specify it in any level i.e. country, state or city. Similarly, he can specify category also in any level – it could be top level category or a mid level category or leaf level category.

A user can create up to 5 listing services. Each listing service created requires admin’s approval before activation.

Listing service provides filter options down in the category tree, creator has selected. Same is true for location. Otherwise listing service web site provides all the features that [www.guru.in](http://www.guru.in) provides except following:

1. User wants to register his service as guru/expert in other category than what is available in that franchisee site, he needs to click the link ‘register via guru’ and that will take him to the guru site to complete the process.

Why will user start listing service? Revenue from Google ad is shared with user if visitor access that listing service pages and for this purpose view count is recorded. Total revenue earned (both through CPC & CPM) by [www.guru.in](http://www.guru.in) from Google ad is shared based on that view count recorded. View count should be tracked via session to make it unique count as much as possible. (Note: if cookie is not available i.e. it is robot, view count should not be added).

*We need to verify whether that Google’s JavaScript ad snippet counter will work on third party URL or not while giving credits to the* [*www.guru.in*](http://www.guru.in)*.*

Also each member get registered through franchisee site is tracked. So that when this member become verified or get his service featured, guru.in can share revenue with the franchisee.

Payment to the franchisee is mad offline.

Note: HTML purifier will be used for the fields Header HTML & Footer HTML, for XSS attack protection.

Note: In future (phase 2), API service will be provided for franchisee, so that they can build his custom website.

**Comments:**

1. Askliala.com we need to discuss.
2. dmoz.org is to be discussed.
3. Need to discuss about facebook login. This may not work in franchisee site.

**Franchisee Features**

1. Registered member can apply as Franchisee for redistribution of search result under any category and language and city. They will also share commission in case visitor come and register in the guru through their site.
2. On activation as franchisee they will have access to something like admin panel whereby they will be able to manage the franchisee site.
3. Franchisee members can add more than one domain into his account.

***Manage franchisee***

Registered users will be able to apply as Franchisee for redistribution of search result under any category and language and city. Franchisee users will be able to login to their own account and share commission in case visitor come and register in the guru through their site. The system will track the number of registration made from the franchisee site as well from Guru website. While applying for a franchisee, user need to specify the following:

* Domain name,
* Sub domain name,
* Location,
* Category,
* Franchisee theme,
* Language,
* Logo,
* Site management etc.

On activation as franchisee they will have access to something like admin panel where they will be able to manage the franchisee site

***Manage franchisee***

* Add franchisee
* Edit franchisee
* View/delete franchisee

The admin will be able to manage the franchisee users from the admin panel. Franchisee records will be added from the frontend. However admin will b able to manage the records from the admin panel too.

***Manage commission***

* Add commission
* Edit commission

The admin will be able to manage the commission amount to be paid to the franchisee users on basis of registration from the franchisee website.

***Manage site stat***

* View site stat

The admin will be able to view the site stat from this section. The site stat will show the number of users registered to the website (via franchisee and via main website).