

An Introductory Guide
**RESELLER HOSTING
FUNDAMENTALS**



RESELLER HOSTING FUNDAMENTALS

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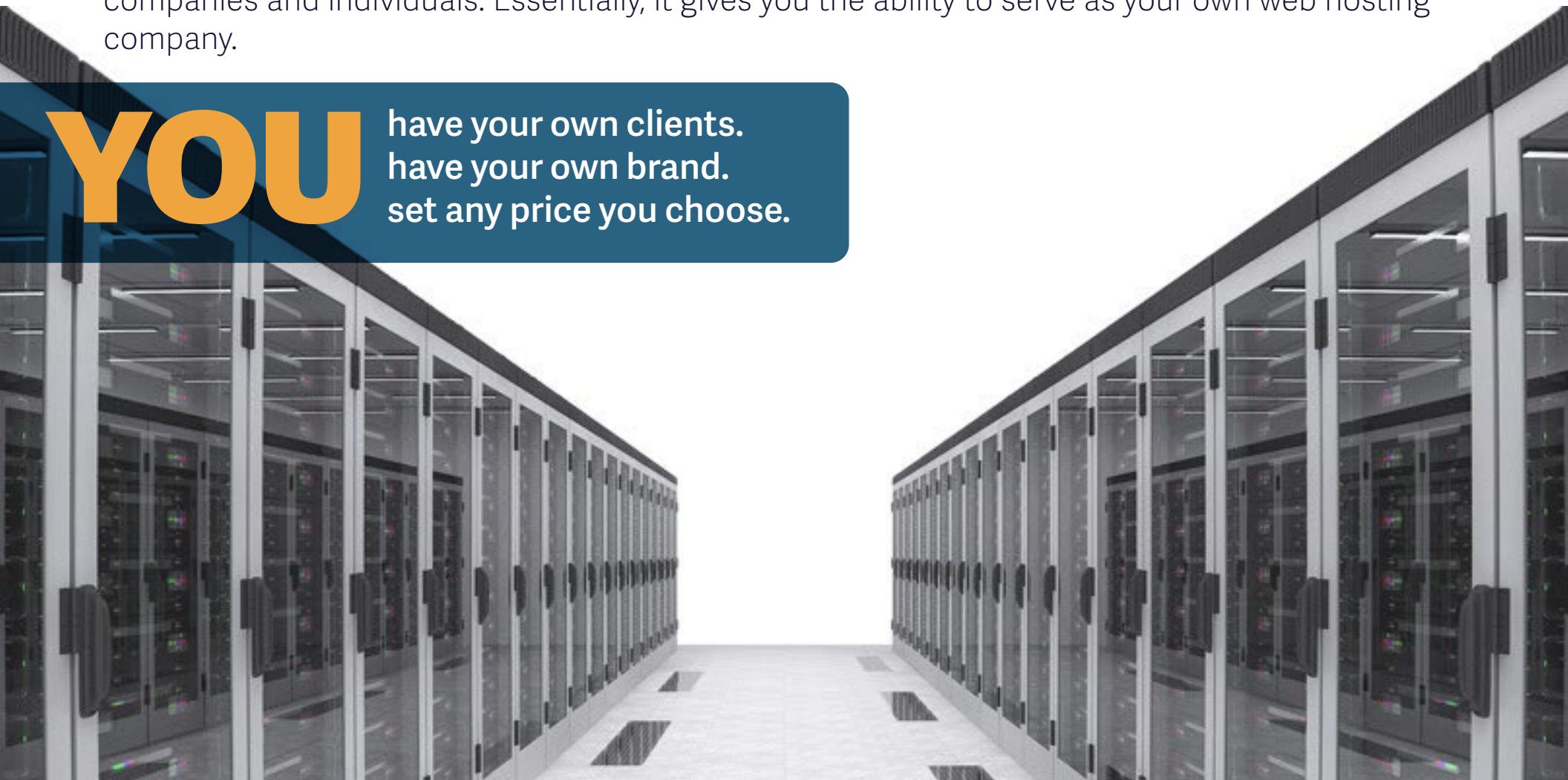
INTRODUCTION

WHAT IS RESELLER HOSTING?

Reseller hosting allows you to re-package and re-sell server resources as if they were your own. You can use your allocated hard drive space and bandwidth to host websites on behalf of other companies and individuals. Essentially, it gives you the ability to serve as your own web hosting company.

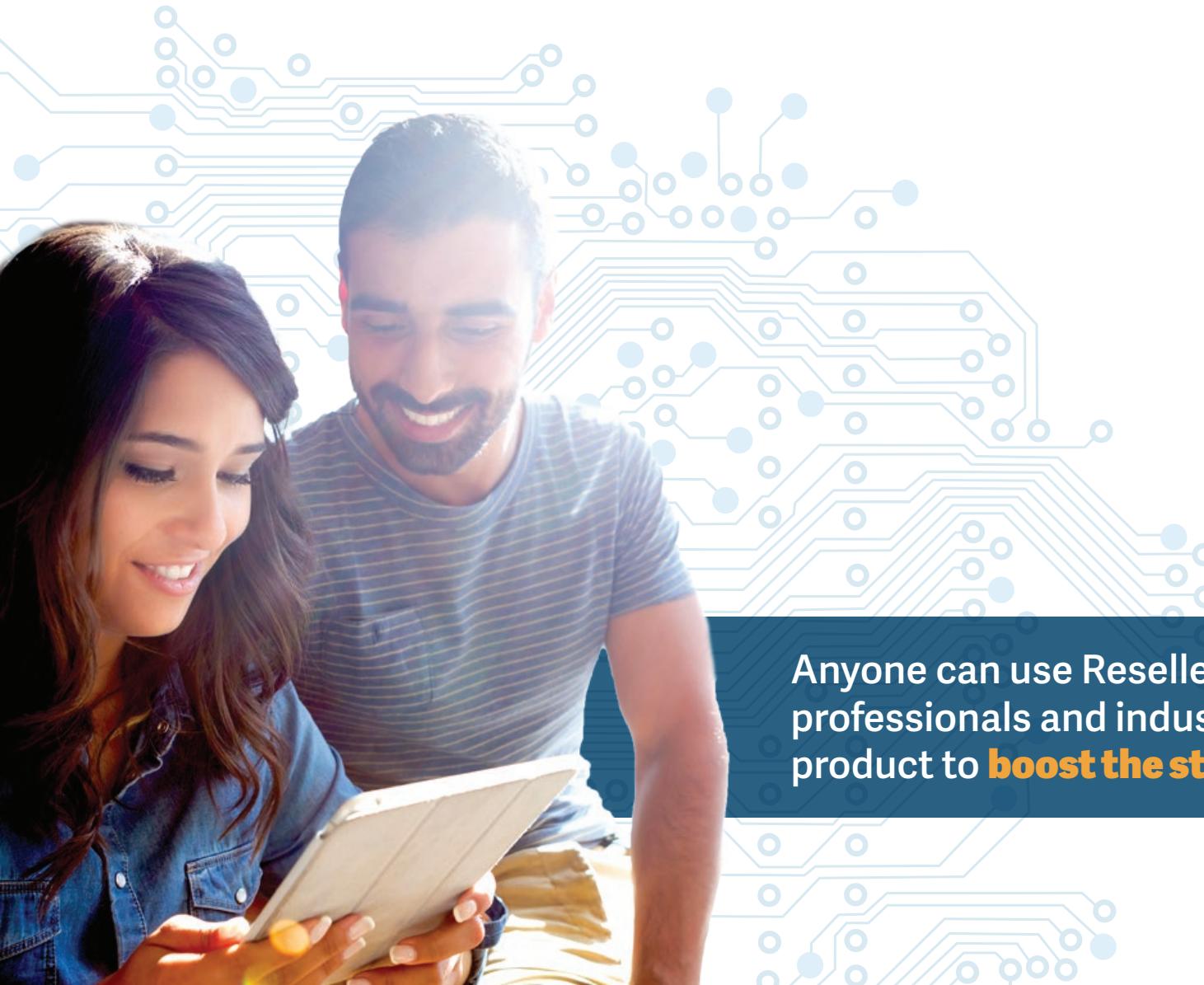
YOU

have your own clients.
have your own brand.
set any price you choose.



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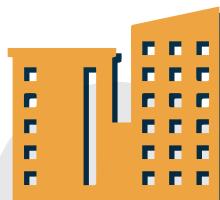
PART 2 HOW TO USE IT?



Anyone can use Reseller Hosting, but for some professionals and industries, it is an essential product to **boost the strength of their services.**

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WHITE-LABEL BUSINESS

An independent hosting business

White-label means that it's your own brand with your own logo and name.

E.g.: Starbucks doesn't produce coffee beans. They buy from farmers, and package the beans as their own.

This set-up is for entrepreneurs and those with an enterprising spirit interested in starting their own independent hosting business.



ADD-ON SERVICE

An additional product for clients

An add-on service is something like an "upsell" during check-out at a store.

E.g.: Someone buying an item from Amazon is given the choice of gift wrapping, faster shipping or accessories to complement their purchase – that's an add-on.

Hosting as an add-on (Ha3) is a way for web developers, programmers, and design firms to augment their products by offering their clients the choice to host their website.



LOCALLY SOURCED

Host your Friends & Family

Hosting your local network, and being the neighborhood 'techie' of hosting

E.g.: You live in a friendly, local, and small community where a good majority of the town needs websites for their businesses or personal blogs

If you're tech savvy enough to understand what web hosting is, how the basic functionality works, then you can be a reseller too. You can host your friends, family, and local businesses with Reseller Hosting.

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PART 3

HOW TO SELL IT?

Having a great product and lacking a strong strategy to **let the world** know it exists is the real hurdle with any business or idea. A clear marketing plan helps you push your content out into the world, or **pull their eyes to you.**



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3 MARKETING

Marketing is an integral part of your Reseller Hosting plan.

SO HOW DO YOU TELL PEOPLE THAT YOU CAN NOW HOST THEIR WEBSITE ONLINE?

With marketing, you are essentially communicating why your services are better, and emphasizing the reasons why they should be chosen.

Digital marketing's paths, channels, and strategies for promoting your services can take many forms:



Search Engine Optimization



Social Media



Digital Ads



Influencers & Endorsements



Partnerships



ORGANIC

These are strategies that you can achieve by spending very little to no money on pushing your brand

Collaborative Marketing

Offering someone a free hosting plan in exchange of advertising your services. This way you can exchange networks.

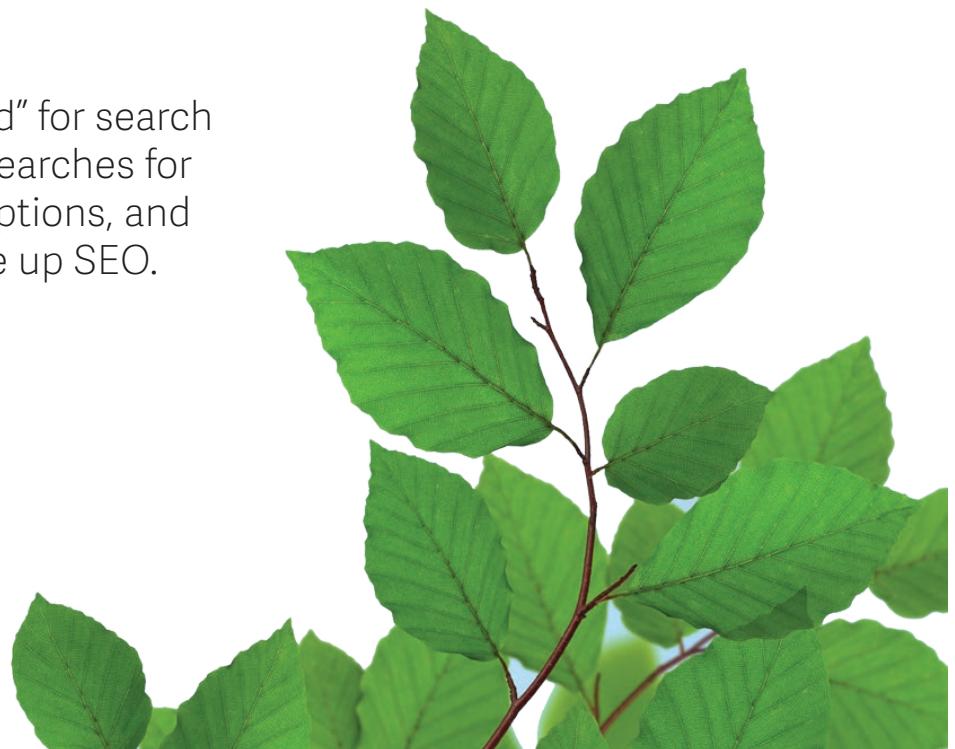
Example: Offer free website space to a local cafe in exchange for allowing you to advertise your services.

Search Engine Optimization

SEO means that your website and content is “optimized” for search engine crawlers to find you quicker when a customer searches for specific terms and keywords. Header tags, meta descriptions, and backlinks are some of the main components that make up SEO.

Word of Mouth

Digital marketing has taken word of mouth advertising and amplified its voice. It's still the same concept though: impress customers with your service, wait for the word to spread, and reign in the referral traffic. This is achieved by networking and attending events.



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3 PAID ADVERTISING

Sometimes, paying to get your services in front of your target audience is a good way to boost your brand as well.

Digital Marketing



This is a broader channel, but would include getting your website and service onto such services like Google AdWords' PPC (pay-per click) where your advertisement would show up in the search results as well as relevant websites. Other channels include:

- Stumble Upon
- PR WEB

Influencer Marketing



Finding influencers that have audiences in a specific industry and asking to partner up for a joint promotion or deal

Business Directories



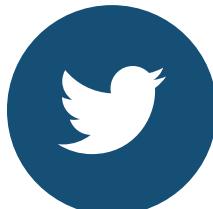
Online or print business directories like the YellowPages have lists of local businesses that might not have websites
[see Opportunities]



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SOCIAL MEDIA

3



Twitter

Offer to host their blog or pay for a tweet about your business



Facebook

Find groups, post relevant content – offer hosting discounts



LinkedIn

Approach professionals and small, local companies asking if they need a website or web hosting



OPPORTUNITIES

According to the U.S. Census statistics presented on the right, almost half of all businesses in the U.S.A. don't have websites. And you're saying that there aren't any opportunities to make money?!



48% of small businesses do not have a website*



The fastest growing industries below are just 3 of the industries that you can target. If half of each industry below have no websites, then you have more than enough opportunity to approach them and offer to host their business's website with your hosting services.

Fastest Growing Sectors for Freelance Businesses



Auto Repair



Construction



Real Estate

Source: 2011 United States Census Bureau: Statistics of U.S. Businesses

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3 OPPORTUNITIES IN ACTION

Let's take InMotion Hosting's 3-tier Reseller Hosting plan here to break down as example of an Opportunity in Action:

RESELLER HOSTING PLANS

R-1000S

Disk space: **80GB**

Bandwidth: **800GB/mo**

R-2000S

Disk space: **120GB**

Bandwidth: **1,200GB/mo**

R-3000S

Disk space: **80GB**

Bandwidth: **800GB/mo**

Size of an
Average Website

500MB
(=0.5GB)



The Average
Wordpress Site

Bandwidth

2GB

120 GB
available

0.5 GB
to host a website

= **240 clients**

240 clients x **\$20/mo.**
to host their website

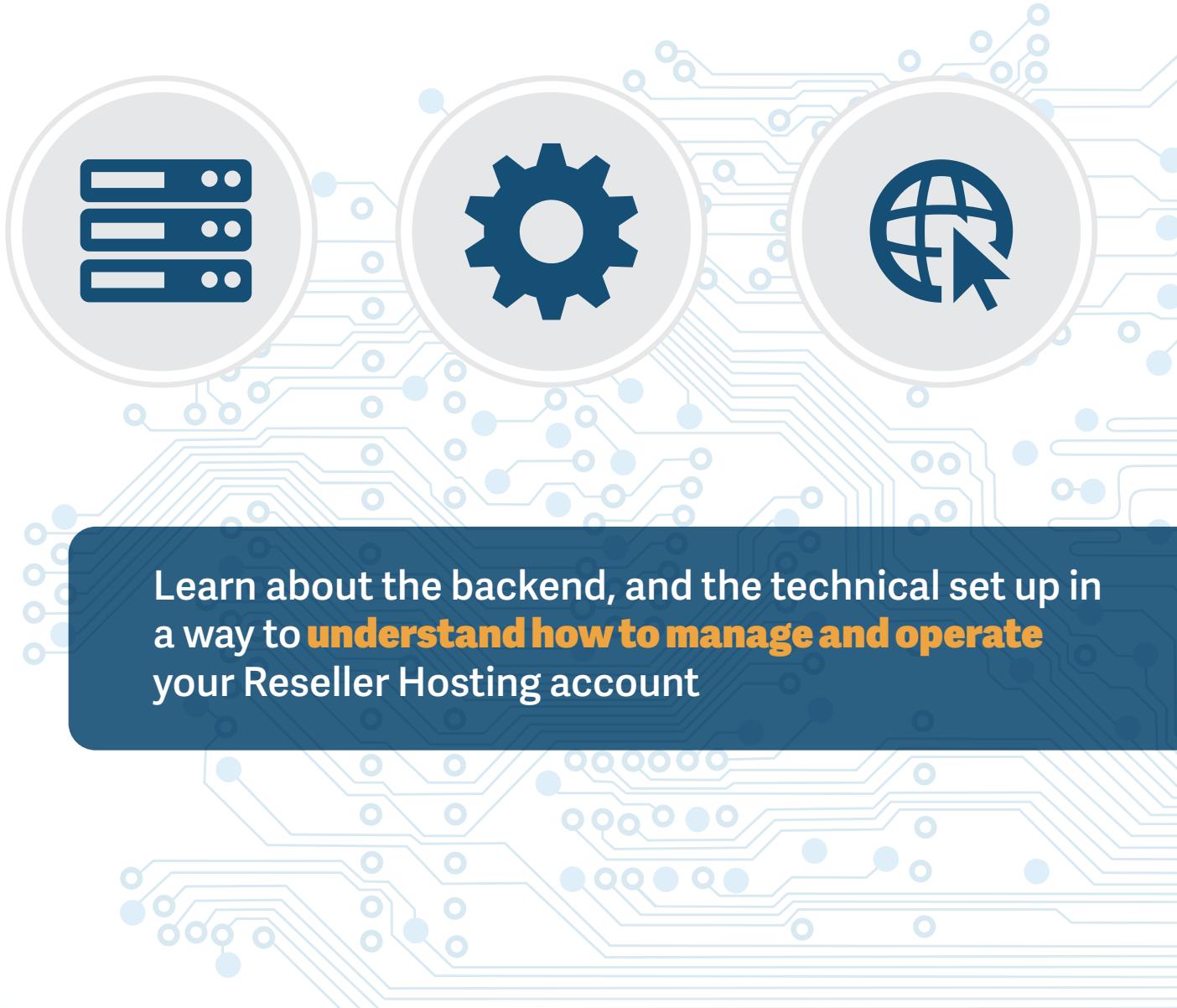
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**\$4,800/mo.
in sales**

For the most current pricing and
specs, please visit
www.InMotionHosting.com

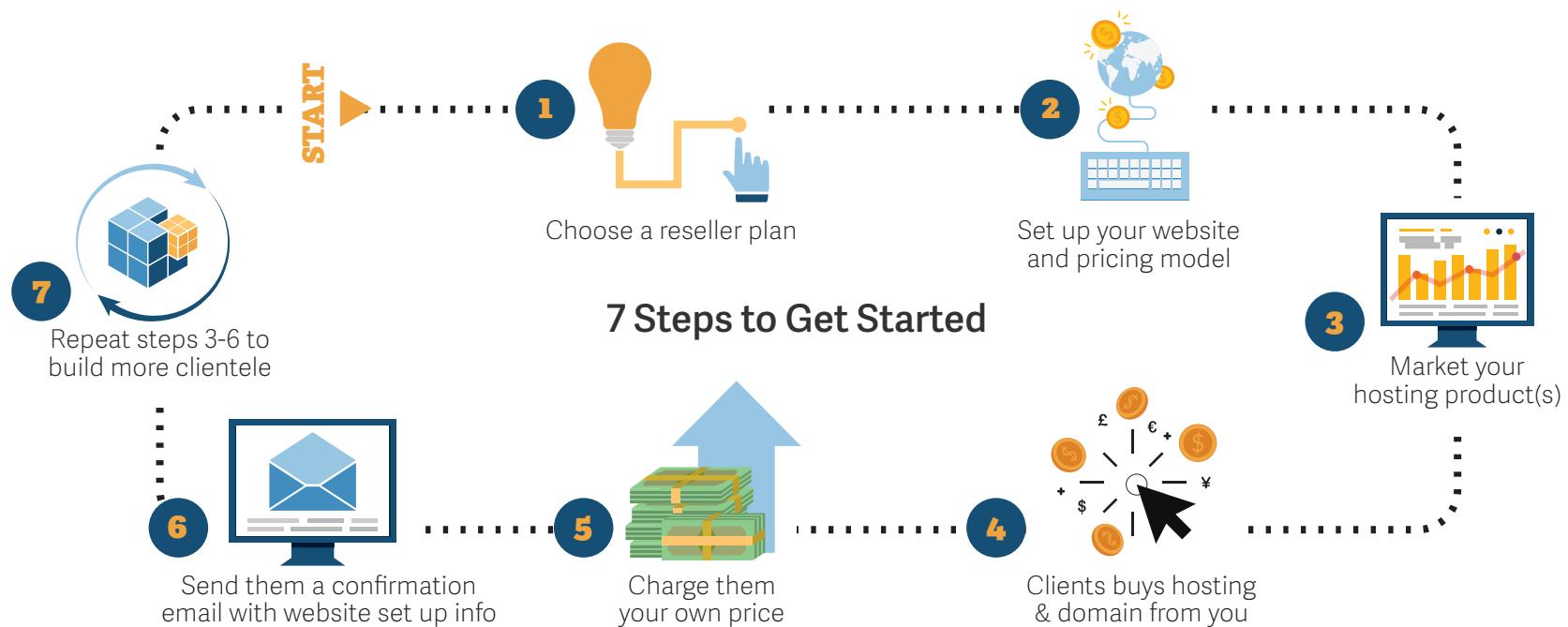
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PART 4 SET UP



Learn about the backend, and the technical set up in a way to **understand how to manage and operate** your Reseller Hosting account

UNDERSTANDING CONCEPTS



AMP

(ACCOUNT MANAGEMENT PANEL)

Manage your domain names, initiate domain name transfers, update your billing /contact information, purchase additional services and much more.



WHMCS

(WEB HOST MANAGER COMPLETE SOLUTION)

Your billing software. You want to be able to charge clients and get paid right? With WHMCS you can automate invoices.



cPANEL

(CONTROL PANEL)

cPanel you can easily create email accounts, FTP accounts, "Add On" domains, sub-domains, databases, manage files and access a host of other features.

SUPPORTING YOUR CUSTOMERS

A good Reseller Hosting provider supports you, so that you can support your clients. You, the reseller, are responsible for providing support to your customers. **A good Reseller Hosting provider should have a support system in place via email, live chat, and telephone.** They might even have a Support Center full of articles, and tutorials – that would make your job easier. Make sure to ask what kind of information bundles come with their reseller hosting package so that you're not just being sold a plan, but are being given the tools necessary to rectify any issues that may occur.



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TRANSFER

Transfers are done when an existing reseller wants to ‘transfer’ their account to another hosting company’s servers. This can be done because the reseller host is not satisfied with the web hosting company that they signed on with due to lack of good support, down-time, and other problems that may arise from a poor host.

When you’re looking to transfer your reseller account to another web hosting company, ask about how they transfer cPanels, as this is an important part of reseller account transfers. cPanel transfers can be costly, and you don’t want the headache of a large cost along with extra time spent transferring to a new host.

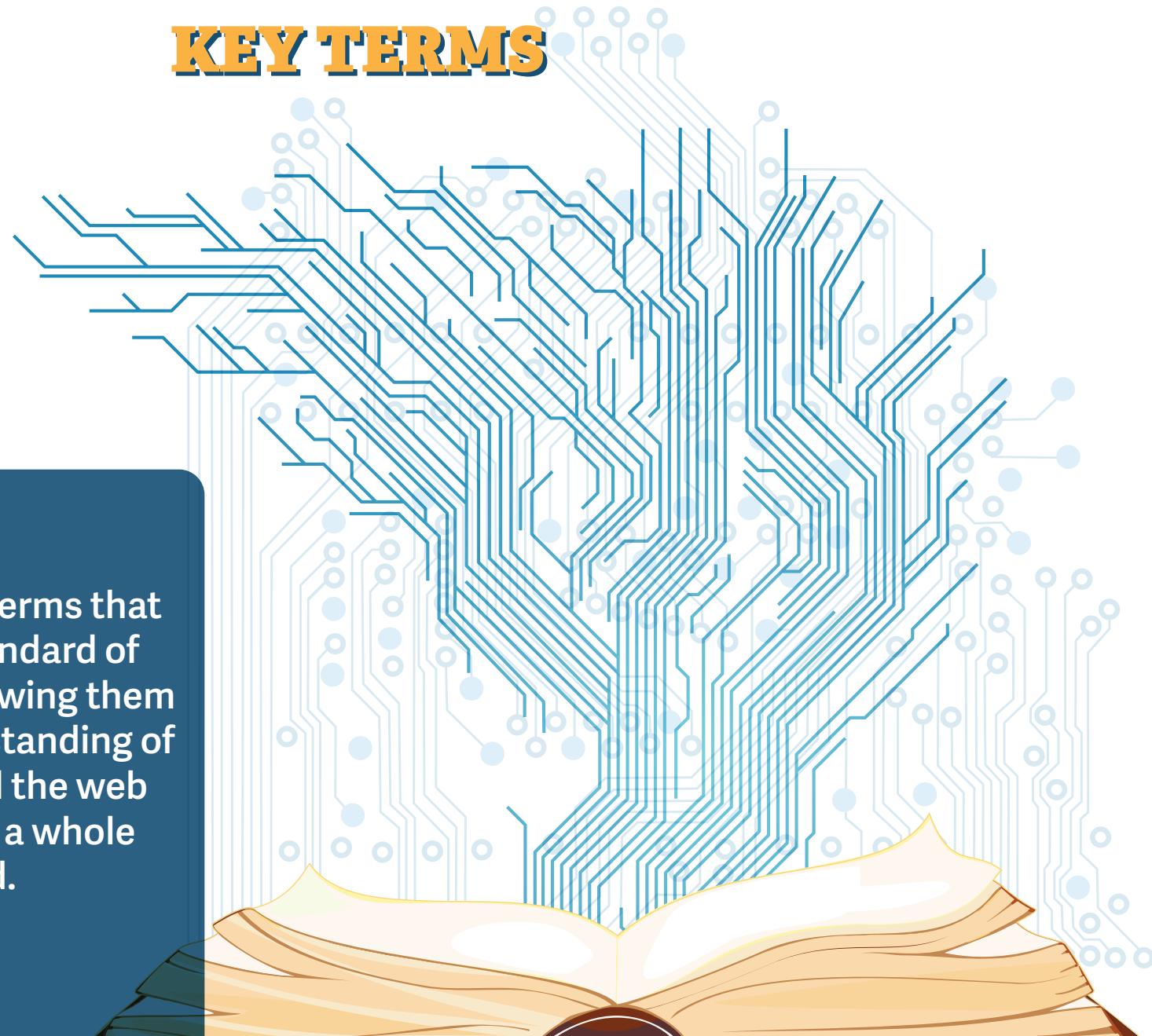
Transfers could take a few days, but this can vary based on the amount of accounts you need transferred, and the account information you have before transferring.



PART 5

KEY TERMS

These are basic key terms that are the industry standard of Reseller Hosting. Knowing them will make your understanding of reseller hosting, and the web hosting industry as a whole more refined.



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TOOLS & TERMS

SSDs

Solid State Drives that run 20x faster than disc drives. Important for speed.

cPanel

Your control panel. Manage hosting accounts, domains, email and more.

ENOM

You can offer your customers .com's, .net's, .org's and all other top level domains they need.

WHMCS

A billing software used in receiving payments. Automates invoices.

Softaculous

Auto-install with Softaculous is important for integrating apps like WordPress, Drupal, and PrestaShop, and other open source software

BackUps

A good Reseller Hosting provider performs routine backups in order to safeguard you and your clients against server down time or connection hiccups

Email Accounts

Make sure that your reseller provider offers this, because your clients might want 2-3 emails for one website, and you can't be a good reseller if you have to limit their email accounts

White-Label Business

Essentially, we make it; you rebrand and sell it as your own. Make sure to ask for a dedicated IP to help with white-labeling. Some hosts charge, the best ones offer it for free.

IP

(Internet protocol); Your internet return address

MySQL

Software to manage a database of information

FTP

(File Transfer Protocol); used to transfer files from one host to another

READY TO START YOUR RESELLER JOURNEY?

Make it with the industry champion of
Reseller Hosting, and the #1 in support



START NOW

We want to make your Reseller Hosting business a success.



FREE SSD Drives

Included with All Hosting Plans



FREE Billing Software

Keep Your Business Organized



FREE cPanel & WHM

Save \$425 a year



90-Day Guarantee

100% Money Back Guarantee



FREE Domain Reseller

Resell Popular gTLD's & SSL Certs



Softaculous

FREE Auto Installer

+310 Available Applications



FREE Backups

Automatic, Worry-Free Hosting



Build Your Brand

Easier White Labeling



IMAP, POP, SMTP

Access Email from Any Device



FREE Site Transfer

Zero Downtime, Hassle Free

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