# **Selling Shared Hosting**

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# How To Sell Shared Hosting

This guide is designed to show the basic steps required and best practices to begin selling shared hosting. Here we describe installing a control panel module, configuring packages and package groups, and creating an order form.

Shared Hosting Supported Modules*		
Module Name		
cPanel	CentOS Web Panel	ispmanager
DirectAdmin	CyberPanel	Vesta
Plesk	Interworx	Virtualmin
APNSCP	ISPConfig	

# **Install a Control Panel Module**

The first step toward selling shared hosting is to configure a control panel module. You can do this by going to [Settings] > [Company] > [Modules] > [Available] and select the control panel module of your choice. We're going to be using the DirectAdmin module for this tutorial. After installing the module you can proceed to add the module settings. Click on "Add Server" and you will be presented with the following:

Edit DirectAdmin Server
Basic Settings
Server Label
Host Name
Port 2222
User Name
Password
✓ Use SSL when connecting to the API (recommended)
Account Limit

Field Name	Description
Server Label	Enter a label for this DirectAdmin server, it can be anything you like.
Host Name	Enter the FQDN hostname for your DirectAdmin server, i.e. "directadmin.domain.com".
Port	The port for your DirectAdmin server. Defaults to 2222.
Username	Enter your DirectAdmin Reseller username. This is the username you would log into DirectAdmin with.
Password	Enter your DirectAdmin Reseller password. This is the password you would log into DirectAdmin with.
Use SSL when connecting to the API	Check this option to use SSL for all API requests to your DirectAdmin server. This is highly recommended.
Account Limit	Enter the maximum number of accounts that should be added to this DirectAdmin server.

Name Servers		
		+ Add Additional Name Server
Name Server	Hostname	
Name server 1		Remove
Name server 2		Remove
Notes		
		Edit Server
Field Name	Description	
ame Servers	Enter the name servers that should be used for the	is server. These will be available in the package welcom

# Set up a Server Group

Notes

Next, we need to set up a server group, this will allow you to sort out servers when you get a lot more, so you can have US Servers or London Servers, etc.

Manage DirectAdmin			
			Add Server Group Add Server
Servers			
Server Label	Host Name	Accounts	Options
Blesta Reseller	resellers.blesta.com	0 / 1000	Edit Delete
Server Groups			
There are no server groups.			

Enter any notes that pertain to this server for future reference.

Click on "Add Server Group" and you'll be presented with the following, you can skip this step if you prefer but it's our recommendation:

Add DirectAdmin Serv	ver Group				
Group Name					
Add Order					
Evenly Distribute An	nong Servers 🗸				
Assigned Servers		Available Servers			
		Blesta Reseller			
	•				
Force Server Limits	?		]		
				Add Crown	
				Add Group	
Option	Details				

option	20dillo
Group Name	Enter the name for this server group.

Add Order	Choose how servers in this group will be selected for provisioning. Currently, "Evenly Distribute Among Servers" is the default option.
Assigned Servers	Select servers under "Available Servers" and click to move them to the left column to add them to the group.

# Create a Package Group

The third step is to create a package group that will contain all of your shared hosting packages, you can do this by going to [Packages] > [Groups] > [Add Group] blocked URL

New Package Group	
English, US	
Name	
Description	
B I H Ø D I I I Ø Preview	2
	<i>2</i>
	lle.
✓ Allow Upgrades/Downgrades between Packages within this Group	
Type Standard V	
	Create Group

Option	Details
Name	Enter the name of this package group. Eg: "Shared Hosting"
Description	Enter the description for this package group (Optional).
Allow Upgrade /Downgrades	Tick the box to allow customers to upgrade or downgrade packages in this group, this is good if customers can go from a basic to a professional package.
Туре	Select the type for the package group. For packages, we need "Standard".

# **Create Packages**

The third step is to create a package that your customers can purchase. You can create a package by going to [Packages] > [Browse Packages] > [Add Package] blocked URL.

The Package contains all the important information from the pricing and name to the welcome email the client receives after the order has been provisioned.

Basic

The Basic section consists of the following options:

New Package
Basic
English, US
Package Name
▼ Description
Status       Active       Quantity_Available       © Unlimited O
Use renewal prices for package upgrades ?
Module DirectAdmin V

Field Name	Description
Package Name	Enter the name of this Package, it will be visible wherever services are listed and on any order forms.
Status	"Active" is the default, "Inactive", and "Restricted" are also available.

Quantity Available	If this Package has a limited quantity available, enter the quantity, or leave it as "Unlimited".
Description	Enter a Description for this Package. HTML is allowed, and descriptions appear on order forms.
Configurable Options	A Configurable Option Group may be selected if previously created, but this module does not support configurable options during provisioning.
Module	Select "DirectAdmin" for the module.

#### **Module Options**

The Module Options section consists of the following options, which are specific to DirectAdmin:

Module Options		
Server Group USA - California 🗸		
Account Type           Iser         Reseller		
DirectAdmin Package		
IP Address 127.0.0.1		

Field Name	Description
Server Group	Select "Any" if you wish to specify a specific group, or select the group to provision from. Selecting a group means that accounts will be provisioned from the group. Selecting a group is recommended.
Account Type	Select the account type, for this guide we're creating a shared hosting account which is defined as a "User" to create reseller accounts use "Reseller".
DirectAdmin Package	Select the package name which you would like to use for all account creations using this package. We're using "newpackage" as an example.
IP Address	If your reseller account has multiple IPs you'll be able to select an IP address to use for these packages.

I hear you, how do we create a package on DirectAdmin to do this?

Log into your DirectAdmin admin area: https://server.yourdomain.com:2222

<b></b> blesta <sup>*</sup>	Q Please enter your search criteria	Access Level     Reseller     User	Hello,demoreseller
Navigation filter Q	Reseller Stats Statistics for your Account • View more	Disk Space Bandwidth	5.55 GB / 10 GB 816.92 MB
Add New User	List Users	Inode	865176
Manage User Packages	• View more	E-mails	40
Change Passwords Edit User Message	Skins	Forwarders	-20
爰 Server Manager 4	Choose a new look	Auto-Responders	0

Click on "Account Manager" and then "Manage User Packages"

	•blesta <sup>**</sup>	Q Please	e enter your search criteria	Ø	Access Level User	Hello,demoreseller
Navi	gation filter Q	Mana	ge User Packages		• Import Packages	ADD PACKAGE BACK
00	Account Manager 🗸 👻				Columns 🔻	Density: 🗮 🗮 🗂 🗯
	Add New User		Package	Bandwidth	Disk Usage	
	List Users		Blesta	Unlimited	Unlimited	+
	Manage User Packages		newpackage	Unlimited	Unlimited	+
	Change Passwords					
	Edit User Message					
ιφ	Server Manager 4					

Click on "Add Package" and you'll see the following:

÷	blesta		Q Please enter your search criteria	Access Level Reseller User Hello,demore	seller 🔻
Navig	ation filter	Q	Create New Package		ВАСК
00	Account Manager		Bandwidth (MB)	MB 🔻 1000	ted
	List Users		Disk Space (MB)	MB 🗸 100 🗌 Unlimit	ted
	Manage User Packages		Inode		ted
	Change Passwords Edit User Message		Domains	1 Unlimit	ted
	Server Manager		Sub-Domains	10 Unlimit	ted

Fill in the form and create the package. It will show up on Blesta under the "Modules" section above.

#### Pricing

The pricing sections consists of the following:

Pricing							
						Add Add	ditional Price
Term	Period	Currency	Price	Renewal Price ?	Setup Fee	Cancellation Fee	Options
	Month v	USD v	0.0000	0.0000	0.0000	0.0000	Remove
Taxable							
Cancel at end of term							

	Enable	Pro	rata	1
_				

Field Name	Description
Term	Enter the term for the desired pricing option. For example, if you wish to create a 3 month pricing option, enter 3 here.
Period	Select the period for this pricing option. "Day", "Week", "Month", "Year", and "One time" are options. The client will be invoiced every "term period", for example every 3 months if 3 is entered for term, and Month is selected for period.
Currency	Select the currency this pricing option is available for.
Price	Enter the price for this pricing option.
Setup Fee	If there is a setup fee, enter it here.
Cancellati on Fee	If there is a fee to cancel early, enter it here.

Click the "Add Additional Price" to add more pricing options. It's common for people to create 1 Month, 3 Month, 6 Month, and 1 Year price options. There are many possible combinations.

#### Welcome Email

#### The Welcome Email consists of the following:

Welcome Email																												
Tags:																										Load S	ample I	Email
{client.id} {client.id_co {package.package} {pa	ode} {cliei ackage.ip	nt.first_n )} {service	iame} {clie e.direct_ad	nt.last_nar Imin_userr	me} {pric name} {s	ing.term ervice.d	n} {prici irect_ac	ng.per min_p	iod} { asswc	oricing. ord} {se	.curren ervice.d	cy} {pr irect_a	ricing.pi admin_c	rice} {p domaii	ricing.s 1} {servi	etup_fee ce.direct	e} {prici Ladmir	ng.canc _ip} {se	el_fee} rvice.di	(module rect_ad	e.host_na min_ema	ame} {r ail}	nodule.	name_s	servers	i} {packa	se.type}	
English, US																												
HTML	Tex	xt																										
Paragraph	~	Aª ∽	AI ~	<u>/</u> ~	÷	A	~ A	~	в	Ι	Ø	$\underline{T}_{x}$	:=	~ 1/2	= ~	≡ 1	~ =	4-	_	$\langle \rangle$	<b>.</b> *	"		~ ▶	•			:

The "Tags" section describes tags that may be used in the welcome email. The welcome email content is inserted into the "Service Creation" email template under [Settings] > [Company] > [Emails] > Service Creation. Only details unique to this service should be entered into the welcome email section for the package.

You can click "Load Sample Email" to pre-fill the HTML and Text sections with our sample email below:

#### Sample Email

This sample email could be used in the Package Welcome Email section to help you get started. Be sure to enter content for your welcome email in both the HTML and Text sections.

```
Your DirectAdmin account is now active, details below:
Domain: {service.direct_admin_domain | safe}
Username: {service.direct_admin_username | safe}
Password: {service.direct_admin_password | safe}
To log into DirectAdmin please visit https://{module.host_name | safe}:2222
Please update your name servers as soon as possible to the following:
{% for name_server in module.name_servers %}
Name server: {name_server}{% endfor %}
Thank you for your business!
```

When creating or editing a package that uses this module, the following tags will be available:

Tags	Description	Notes
{service. direct_admin_domain}	The domain name that the hosting account is created under.	e.g. "domain.com"
{name_server}	An array of available name servers for this module	Array elements must be looped over in the email template. See above for an example.
{package.package}	The package meta package name	e.g. "Bronze"
{package.price}	The package meta price	e.g. "\$9.99"

#### **Group Membership**

Group Membership		
A package must belong to at least one group to	o be usable.	
● Select from Available Groups ○ Create a New Gro	up	
Member Groups	Available Groups	_
Shared Hosting	Dedicated Servers	
	·)	
		_
		Cre

If this is the first Package you are creating with this module, select the "Create a New Group" option, and enter a Group name. If you are adding a subsequent Package and wish for it to be part of the same group, select "Select from Available Groups", and move the group from the right to the left of the multi-select box.

We created a package group above called "Shared Hosting", so we've moved that from right to left.

When finished, click "Create Package" to create this package.

#### **Create an Order Form**

The final step is to create the order form where your customers can purchase your shared hosting services.

You can create an order form by going to [Packages] > [Order Forms] > [Add Order Form] blocked URL.

#### Basic

The Basic section consists of the following options:

Order System - Add Form						
Basic						
Status Active O inactive Active O inactive Label Status Visibility Public Type General Status	https://bio	stademo.com/admin/order/	main/index/			
Template C roug to select a different package. Quad Core 15-760	Quad Core I5-760 Internation S175.00 USD GGB HM 2x1TB SKR Romgin S118 Bandwidth S104 Content	cPanel Shared Hosting Belief # package and then configure if down Bronze Standard	Step 1         >           Covery mar plant         >           Shared Hosting         >           Stol Rest Toos         >           Stol Rest Toos         >	Core to suffer a stiffered gate	Quad Core 16-760 *** S175.00 USD 80 FM 2x115 BAR5 Bronge S18 Bandwidh	Chancel Shareed Hooking to the Borne Standard Contract C
AJAX Slider Preview	O AJAX Boxes Preview	O AJAX List Preview	O Standard Preview	O Wizard Slider Preview	Wizard Boxes     Preview	O Wizard List Preview

Field Name	Description
Status	"Active" is the default, "Inactive" is also available.
Name	Enter the name of this Order Form, it will be visible when visited and if no default order form is selected.
Label	Enter the label for the order form this will be the URI the user visits to purchase a product.
Description	Enter a Description for this Order Form. HTML is allowed, and descriptions appear above the order forms.
Visibility	"Public" is the default, "Shared", and "Client Only" are also available.
Туре	"General" is the default option however you can use "Domain and other" if you're selling domains and hosting together. See this guide instead.
Template	Select a template you would like to use for selling Shared Hosting, we recommend the Wizard Boxes or Wizard List.

Default Client Group
General 
?
Allow Coupons
Require Manual Review and Approval of All Orders
Force Secure Connection (HTIPS)
Require Human Verification Challenge for All Signups
Require Agreement to Terms of Service
Terms of Service URL

Field Name	Description
Default Client Group	Select the client group the client will be assigned after ordering, this is good if you prefer to group customers depending on the product they first purchase.
Allow Coupons	Check the box if you would like coupons to be enabled for this order form, if you won't offer coupons at all you can leave this blank and the field won't show up.
Require Manual review and Approval of all orders	Check this box if you would like to manually approve all orders for domains. Otherwise, keep it blank and they will be provisioned with the cron job.
Force Secure Connection (HTTPS)	Check this box if you wish to force orders for domains to require https://yourdomain.com/ this isn't required if you already force https://.
Require Human Verification Challenge for all signups	Check this box if you wish to force customers to pass the human verification challenges when ordering. This can be set under the Settings tab on the order forms section.
Require Agreement to Terms of Service	Check this box if you wish to force customers to check the box to accept the terms and conditions please link to the terms and conditions in the box below.

# Package Group

The Package Group section is where you pick the Package group we created above to group the packages together. Simply move it from right to left to assign it:

# **Currencies and Gateways**

The Currencies and Gateways section consists of the following options:

Currencies						
AUD INR	EUR     JPY	GBP USD				
Gateways						
PayPal Payments Standard						
		Add Form				
Field Name	Description					
Currencies	Select the currencies which are accepted when a client is ordering a domain. Select as many as you wish.					
Gateways	Select all the payment gateways you accept when a client is ordering a domain. Select as many as you wish.					

#### Conclusion

And there we have it, you have completed your first order form for selling shared hosting with Blesta.