



Website Builder RWI 2 User Guide

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Website Builder RWI 2 User Guide,

Service description

Prior to offering the Website Builder

In order to be consistently numbered with existing OpenSRS products, this document has been assigned a version number of '2.8.3'. This is the starting version number for the Website Builder RWI 2 User Guide. The version number for future releases of this document will increment from 2.8.3.

Website Builder is a service category that provisions access to a tool for creating websites. The tool's URLs are masked to the Reseller, and users' websites continue to be Reseller hosted. The tool contains over 10,000 professional templates, and provides wizards for creating and customizing website content.

This document describes the process for provisioning the Website Builder tool using the RWI 2 (Reseller Web Interface 2).

Before you can offer the Website Builder to your customers, you must complete the steps listed below. These steps are explained in further detail later in this document.

1. Sign and submit the Website Builder contract.
2. Create your Brand(s) using the RWI 2. See Brands in the Definitions section for more information about Brands, and see Creating Brands for how to create a Brand.
3. Configure a sub-domain for your Brand URL using a CNAME that points to the Website Builder engine. See Creating Brands for more information.

4. Configure the templates for system-generated, Website Builder email messages. These messages notify end users and Resellers when a Website Builder order has been processed. See [Customizing Website Builder Messaging](#) for more information.
5. Visit the Admin Control Panel to configure your interface for the Website Builder Engine, and configure the Lost Email Password template. The Admin Control Panel is accessible from the RWI 2.

Website Builder RWI 2 User Guide, Introduction

Definitions

Brands Before any of your customers can purchase an account and use the Website Builder tool, you must create at least one Brand. A Brand is the Reseller-branded, front-end of the Website Builder tool. The Brand is what your customers see when they're creating their website. You can create multiple Brands according to your business model. For example, if you operate several subsidiary companies (e.g. Dedicated Hosting, Managed Hosting, Co-located Hosting, etc.), you can create a brand for each subsidiary.

When you create a Brand, a unique identification number, called the Brand Code, is generated for that Brand. The Website Builder engine uses the Brand Code to identify your Brand, and to create the Test Drive and Login links for your Brand. See [Retrieving your Brand Code](#).

Once you've created the Brand, customized the Brand's appearance, and updated the DNS settings for the Brand URL, that URL will take your customers to the Website Builder tool with your branding on the front-end. See [Creating Brands](#) for detailed information.

Accounts

An account provides your customers access to the Website Builder tool.

Each account must be associated with one of your Brands. Accounts are billed monthly, according to the package purchased for that account. There is also a one-time, initial fee for new accounts.

See also [Purchasing Website Builder Accounts](#).

Trials A Trial account enables your users to create a complete website, based on one of the available packages, using the tool. All features included with the selected package are available with a trial account; however a website created using a trial account cannot be published.

Packages When you purchase a Website Builder account, you must specify the package that will be used to build the website. Each package includes different features and design templates; see below for a brief description of each package.

Business Card – A basic, one-page package for customers in need of a small website.

Starter Website – A simple three-page package that includes personal templates, a photo album, and more.

Personal Website – For individuals seeking a more established presence. Features include a site creation wizard, image editor, photo album, and resume builder.

Small Business Website – Includes a custom form creator, Flash animation editor, maps, driving directions, and all the features of a personal website.

Website Builder RWI 2 User Guide, Definitions

Ecommerce Website – For individuals or companies that want to build an online storefront. The e-commerce wizard allows users to set up a store and integrate many industry standard payment gateways.

Package Comparison

Feature Comparison Business

Card

Starter

Website

Personal Small

Business

Ecommerce

Standard Features

Splash Page Wizard

Navigation Manager & Page Editor

Quick Start Wizard

WYSIWYG HTML editor

Template Features

Categories (personal/ business)

Maximum no. of pages 1 3 10 30 70

Designs to be offered

in each pack

General

Themes

Personal

Categories

Personal

Categories

All

Categories
All
Categories
Page Goodies
Animated cursors
Current date time-stamp
Tell-a-Friend
Google search
Hit counters
Last modified date time-stamp
News
Yahoo presence
Event calendar
Driving directions
Maps
Page Types
Text editor page
Link to external sites
Flash intro Wizard
Photo album
Sample content pages
Feedback for

Website Builder RWI 2 User Guide, Definitions

Site Tools
Image editor
Image/logo incorporation
Language translation
Spell check
Marketing Features
Form Wizard
Guest book
Banner
Footer
Meta tag creator
Shop Features
Product catalog
Authorize.net integration
Catalogue import
Shop Wizard
Verisign integration
2Checkout integration
Catalog & Shopping Cart
Paypal integration

Protected vs. open HTML

You have the option to choose how the sites your customers build using the ResellOne Website Builder are published to your servers. By Brand, you can designate either HTML (open HTML mode) or Protected (protected HTML mode). By default, all brands that have already been created will be maintained in the protected model. You can change this setting by editing your brand settings. Once you change to HTML or Protected, all of your clients will automatically publish to the new format when they next publish their site. New Brands do not have a default HTML setting; you will have to choose the format when you create the Brand.

Protected HTML mode – Through this model, the website that is FTP'd down to your hosting servers is one that includes HTML and JavaScript. This makes the site itself not easily read by standard HTML editors. This model was devised to protect Resellers from their customers using the tool for a small amount of time, and then taking the contents to another hosting provider. Any visitors to the sites of your customers using this model must have JavaScript enabled in their browser in order to see the site (only 2% of users have JavaScript disabled). If your users want to move their website from one server to another, they can do so, but will be charged a one-time export fee.

Website Builder RWI 2 User Guide, Definitions

Exporting a site converts it to editable HTML format, and packages it in a zip file that the user can download.

Open HTML mode – Through this model, your customer's files will always reside on your hosting servers in plain HTML. This allows your customers to move to another hosting company at any time. Browsers displaying the site do not require JavaScript to be enabled.

Actions The purchase and management of Website Builder accounts includes the following actions.

Purchase – You must purchase an account for each of your customers in order for them to be able to access and use the Website Builder.

Go Live – A 30-day trial period is available for your customers to create a website using the tool. Unless your customer activates their account to “Go Live”, their trial account will be deleted after the 30-day trial period. See also Trials.

Upgrade – To increase the features and number of pages available for a website, you can upgrade the package type used by the Website Builder tool. Packages can only be upgraded; you cannot downgrade to a lower package at this time. See Packages for more information regarding the four packages, and see Payments and Billing for information regarding how an upgrade affects account billing.

Export – The Export function converts all of the website’s content to a re-publishable format and packages it in a zip file. If your customers decide that they no longer want to use the Website Builder tool, they can export their site and obtain a copy of it. The Export function is required because the website’s files as they exist on the Reseller’s hosting server are not in a standard format.

Please note that exporting a site does not cancel the Website Builder service and the account will continue to be billed unless the account is canceled. See also Exporting Sites.

Cancel – The cancel function closes an account and terminates access to the Website Builder tool. Once an account is canceled, the website that was created with that account will be deleted from the Website Builder server. The website that has been FTP’d to the Reseller’s hosting server will be unaffected unless they have features that require the central server to operate.

If you want a copy of the website, be sure to export the site before canceling it. See also Payments and Billing for more information regarding canceled accounts.

Website Builder RWI 2 User Guide, Definitions

Implementation Scenarios

Retail site integration

There are two ways that a reseller can implement this solution: Retail Site integration or Hosting Panel Integration.

Reseller can charge extra for this tool, and sell it in combination or independent of a hosting package.

User logs in through the Reseller’s retail site to access the Website Builder.

Reseller is not concerned with managing access to the tool centrally; instead, the user is responsible for their own access and profile.

Test Drives and Trials

On a retail site, you want to ensure that you reduce the barriers to user adoption. The Website Builder tool allows you to integrate two different selling methods to your site: test drives and trials.

The Test Drive is a quick view of the tool's features and will be branded to your brand choice. Inside the Brand Administration Interface you can, by clicking the Embed Links area, get the code required to create a Test Drive button on your website. This gives users a quick view of the environment without having to sign up.

Trials allow the user to sign up for an account, but not publish to the hosting environment. Be sure to enable the messaging to remind trial users to go live at the end of the 30-day trial.

Messaging

All messaging for this service can be enabled or disabled. If you have chosen to sell off of a retail site, enabling these messages would be a good idea. It is especially important to activate the "Trial Expiring" message as it will remind your users that their trial is expiring, and that they should sign up with you before they lose the work they have done during their trial.

Username, Passwords, and Lost Passwords

When your customer signs up for the service, they will be sent a message with a link to your Brand URL, and their username and password to access your Brand URL.

There is a setting in the Brand Administration Interface that allows you to disable the ability for an end user to change their password. In a retail setting it is advised that you keep this enabled. Please note that if you have allowed the password to be changed, you should review the Website Builder RWI 2 User Guide, Implementation Scenarios

Hosting panel integration

"Lost Password Email" in the Brand Administration Interface. Password management, in this case, is authoritative at the Website Builder Engine.

Control Panel Links

You are able to add two links to the "Account Management" portion of the control panel presented to your end users. It is advised that you create two links similar to the following:

Compare packages – This will allow users to know if they'd like to upgrade their package to a higher priced one.

Upgrade or Go live – Use this link to send them to your retail site to expedite upgrading or a new account. If you do not wish to automate this process, use the link to send you a request to upgrade/go live.

Helping Your Users

Through the Brand Administration Interface, you will be able to view the customers that have been enabled on your brand, and also login with their credentials. This enables you to reset their password if necessary, and if your end user is having problems with the tool itself, you can always jump in and see what they are seeing.

Reseller provides access to a Website Builder account as a seamless feature of their hosting panel.

The end user is logged-in and their account is activated through the

Reseller's hosting control panel.

The end user has no idea that they have explicitly activated a

Website Builder account, and doesn't need to know.

Account Activation

When your customer enables their hosting account with you, their Website Builder account is also activated; Website Builder account activation is an invisible process to them.

When you create and process an order with ResellOne, and you also pass the user's existing username and password. This user will then be immediately created on our system.

Auto Logins from Your Hosting Control Panel

Automatically logging-in your users to the Website Builder from your hosting control panel is another way you can make Website Builder integration appear seamless to your users. When the user clicks the access point to the Website Builder from your hosting control panel, you can send an HTTP POST of the username and password so that the user will bypass the login fields.

Website Builder RWI 2 User Guide, Implementation Scenarios

Messaging

All messages in this environment can be disabled. If you are automatically creating accounts and logging-in your users, they do not need to be told their account name or password. They also do not need to be warned of trials expiring as their accounts are automatically live.

Review the messaging to see if there are any messages that you'd like to receive or have sent to your users, but on the whole, none should be required. For example, you may want to be notified of account activation, but don't want this notice to be sent to your users.

Changing Passwords and Sending Lost Passwords

From within the Brand Administration Interface, you can disable the ability for your user to change their password. Disabling the change-password capability will keep the automatic login from your application seamless and functional.

If you have an "update password" function in your hosting control panel, and you would like to sync this with your user's Website Builder account, you can use the update account API call to update the password without the user's intervention.

Helping Your Users

Through the Brand Administration Interface, you will be able to view the customers that have been enabled on your brand, and also login with their credentials. If your end user is having problems with the tool itself, you can always jump in and see what they are seeing.

Website Builder RWI 2 User Guide, Implementation Scenarios

Purchasing Concepts

RWI 2 The RWI 2 (Reseller Web Interface 2) provisions the Website Builder, services Digital Certificates, Email, Email Defense, and DNS services. It does not provision domains; domains are provisioned using the RWI. The RWI 2, and subsequently the steps involved in purchasing RWI 2 services, differ considerably from the process of purchasing domains. Before using the RWI 2, there are four concepts with which you should become familiar: RWI 2 User, Orders, Order Items, and Services Sold. RWI 2 user All transactions and order management activities for services in the RWI 2 (i.e. Website Builder) are centered around a user. This user profile is not your Reseller account information; it is required in addition to your Reseller account, and is specified after you have logged-in to the RWI 2. System structure for provisioning domains (RWI) v.s. provisioning of RWI 2 services (e.g. Website Builder, DNS, etc.) The system for provisioning domains can be understood as being organized according to each domain. In order to manage a domain, you must search for the domain using its domain name and supply the username and password for managing that domain.

RWI: Provisioning system for

RWI 2: Provisioning system for
Domains

Website Builder, DNS, and Digital Certificates

The provisioning of the Website Builder, Digital Certificates, and Managed DNS services is completely separate from

Website Builder RWI 2 User Guide, Purchasing Concepts

The provisioning of domain registrations and management. As such, information regarding the products that you have purchased is not shared between the two systems. One of ResellOne's goals is to integrate the two systems.

Organizing your orders and users

Each Reseller account can have any number of RWI 2 users associated with it. Having multiple RWI 2 users allows you to create one RWI 2 user profile for each of your customers, simplifying the organizing of customers and respective orders. Alternatively, you can purchase and manage services on behalf of all of your customers, and create a single RWI 2 user that you as a Reseller control. See the options below for a description of how you can organize your RWI 2 users and their orders.

All orders placed by any of the RWI 2 users associated with your Reseller account will be billed to your Reseller account.

Important: Regardless of how you choose to organize your customers and their orders, the username for each RWI 2 user that you create must be unique. For this reason, some RWI 2 usernames may have already been taken and are no longer available.

Option 1 – Multiple RWI 2 user profiles, one for each customer.

This option simplifies the management of your customers and their orders, and is useful if you don't have a customer management system.

Benefit: This approach allows you to have a customer-related contact set so as to keep all customer information together.

Website Builder RWI 2 User Guide, Purchasing Concepts

Option 2 – One RWI 2 user profile is used to manage all orders for all customers. Your contact data (Reseller's) is used for all orders.

Use this option if you have your own customer management system and would like to make purchases on behalf of all of your customers.

Disadvantages

- .. You cannot filter customer information to view details regarding a specific customer.
- .. Unlike Option 1, you cannot use this approach to manage your customers (i.e. as a customer control panel).

RWI 2 user example

The first step of ordering a service requires that you specify the RWI 2 user upon whom the order will be based. You can do this by either creating a new RWI 2 user, or choosing an existing user. The image below shows the RWI 2 user selection stage of the purchase process. You need to be logged into the RWI 2, using your Reseller account, in order to see this page.

A – Use this area to create a new user for your new order.

B – Use this area to base your new order on an existing user. You can either enter the user's name or search for that user.

Important: When choosing a password for an RWI 2 user profile, do not use special characters. Creation of a new user will fail if you attempt to submit "!", "@", or "#" in the password.

Usernames must be 1 -256 characters; passwords must be 3 - 256.

Website Builder RWI 2 User Guide, Purchasing Concepts

Orders and An order is similar to setting up a 'shopping cart' in that it contains Order Items individual products, or order items. Once an order has been created, you can add up to 20 order items to it. Once all the items have been added, you can then submit the order and send all order items in that order to process all at once.

Order

Website Builder Account sample-user10

Website Builder Account sample-user11

Website Builder Account sample-user12 Order

Items Order Items vs. Services Sold

Once an order item has been processed and fulfilled, it becomes a service sold. Only order items that have been processed can be found under services sold.

To further understand the difference between orders and services sold, it is helpful to think of the difference between a purchase order for a product and the actual product that was delivered.

Note: These concepts also apply to the searching functionality that will be discussed later in this document.

Website Builder RWI 2 User Guide, Purchasing Concepts Logging-in and Navigating

Accessing the Website Builder provisioning system

Navigating the Website Builder provisioning system

In order to begin provisioning Website Builder accounts, ensure that you have:

Access to the Reseller Web Interface 2 (RWI 2). The RWI 2 is used to purchase and manage the Website Builder service category.

If logged-in to the RWI, you can access Website Builder from the RWI main page:

<https://resellers.resellone.net/resellers/>

Or from the RWI 2 login page:

<https://resellers2.resellone.net/resellers/>

A username and password for your Reseller Login. This is the same as your current Reseller Login used to access the ResellOne RWI.

To access Website Builder from the RWI 2 login page:

1. Open your Web browser and go to the Reseller Login page. The OpenSRS Reseller Login page opens.
2. Type your username and password in the Username and Password fields.
3. Click the Reseller Login button. The User Management page opens. There are five tabs in the Website Builder Provisioning system that you will find useful in purchasing and managing your Website Builder orders: Users, Orders, Services Sold, Website Builder, and Settings.

Website Builder RWI 2 User Guide, Logging-in and Navigating

Users tab

In order to purchase Website Builder accounts, you must first specify, or create, an RWI 2 user. The RWI 2 user profile includes contact information, so that whenever you perform a transaction or administrative activity, you do not need to re-enter contact information. From the Users tab, you can create new, delete existing, or search for contacts and users. Usernames need to be unique across all of ResellOne's services.

Note: You cannot delete contacts that have orders or purchases attached to them or if the contact is primary. Additionally, you cannot delete users that have contacts, orders or purchases attached to them.

Orders tab

This is where you begin the process of purchasing a Website Builder account. If you already have orders in the system, you can search for orders, order items, or order items by status.

Services Sold tab

Use this tab to search for services that you've sold to your customers, and to see your upcoming payments.

Website Builder tab

This tab is divided into two sections: Orders and Services Sold. Orders: This section pertains only to Website Builder orders, and provides various search and view options. Additional Information: This area (within Orders) provides links to supporting information, including pricing and an overview of Website Builder provisioning.

Services Sold: This section pertains to Website Builder services sold, and provides various search and view options.

Reseller Options: This area (within Services Sold) enables you to configure Website Builder email messages, and manage your Website Builder Brand(s).

Settings tab

This tab provides access to the templates for system-generated email messages that notify end users and Resellers when a Website Builder order has been processed. You can also update your Reseller contact information from this tab.

Website Builder RWI 2 User Guide, Logging-in and Navigating

Creating Brands

About Brands Before any of your customers can purchase an account and use the Website Builder tool, you must create at least one Brand, as each account must be associated with a Brand. A Brand is the Reseller-branded, front-end of the Website Builder tool. The brand is what your customers see when they're creating their website. You can create multiple Brands according to your business model. For example, if you operate several subsidiary companies (e.g. Dedicated Hosting, Managed Hosting, Co-located Hosting, etc.), you can create a Brand for each subsidiary.

Process overview

To create a brand, you must:

- i. Create the Brand in the RWI 2.
- ii. Create a URL for the Brand (e.g. builder.yourcompany.ca), which will be your Reseller-branded front-end of the Website Builder Engine.
- iii. Update the DNS settings for your Brand URL to include a CNAME record that points to the Website Builder engine.
- iv. Use the Brand Administration Interface to customize the appearance of your Brand.

Creating a Brand

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens.
3. Click the New button. The Create Brand page opens.
4. Use the form to add the Brand's default settings. These settings will be applied to new accounts provisioned using that Brand; however, if the account requires different FTP details, you can replace the default settings when you create the account. The following table describes the requirements for each field.

Website Builder RWI 2 User Guide, Creating Brands

Brand Information

Brand User Name The name of the Brand. The Brand name must be unique within the Website Builder system. This is an internal name; once the Brand is created, you can designate how your name appears on your Brand by Customizing the Brand's appearance.

Password The password required to update the Brand

Confirm Password Confirmation of the password
Brand URL The URL where your users will use the Website Builder tool. The Brand URL is your Reseller-branded, front-end of the Website Builder engine. You must specify a unique URL, reserved solely for use with the Website Builder engine; using a subdomain is recommended. Enter the host name; do not enter "http://" or "www." Example: builder.yourcompany.ca

Purchase URL The URL where your users will sign-up and purchase access to the Website Builder tool. This can be used if you want to indicate to Trial users where to sign up for a live account. If included, the purchase URL is added to the Expiry Message. See the Customizing Website Builder Messaging section.

Language Preference Language in which the Website Builder will be displayed
Protected HTML Code Determines if the brand will create websites in open HTML format, or in a protected format that cannot easily be copied and republished. Y = Publish sites in protected format; an export is required to convert sites to a re-usable format. N = Publish sites in HTML format; exports will not be necessary as sites will already be in open HTML format.

Default FTP Information

Default FTP Host The IP address or FQDN (Fully Qualified Domain Name) of the Reseller's web server where websites created using the Brand will reside - optional

Default FTP Port The port to use when transferring files from the Website

Builder engine to the Reseller's web server - optional
Default Directory The default directory on the web server where website files will reside - optional

Filename of Default Index Document The filename to use as the website's start page

5. Enter contact details to associate with the new Brand. You can specify a new contact using the textboxes in the Contact Information area, or you can choose an existing contact from the Contact drop-down list.

6. When done filling out the form, click the Create Brand button. The page reloads, indicating that the brand was successfully created.

Website Builder RWI 2 User Guide, Creating Brands

Creating a Brand URL

Customizing the Brand's appearance

In order for your customers to use the Website Builder tool, you need to provide them with a URL where they can access the tool. For each of your Brands, you should create a Brand URL for that Brand's interface. A subdomain, reserved solely for use as the front-end of the Website Builder engine, is recommended.

Brand URL DNS Setting

The Brand URL must use the following CNAME to point the interface to the Website Builder engine. CNAME: wsbuildingtool.com

Once you've created the Brand using the RWI 2 and assigned a URL for use as the Brand URL, you can use the Brand Admin Control Panel to customize the appearance of the Brand.

The Brand Admin Control Panel provides several designs to use as your Brand interface. The designs can be further customized by choosing a different color scheme, adding your logo, specifying links, headings, and other details.

Because the Brand interface must communicate with the Website Builder engine, you cannot design your own pages, but must instead use one of the templates provided.

To access the Brand Admin Control Panel from the RWI 2:

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens. All of the Brands that you have created are listed.
3. Locate the Brand that you want to customize, then click Manage Brand Details. The Admin Control Panel page opens.

Note: If your CNAME is still resolving, you may not be able to immediately preview your Brand. In that situation, you can view your Brand using a URL that includes the CNAME and your Brand Code:

www.wsbuildingtool.com/?u=<brand_code> where “<brand_code>” is your Brand Code number. See Retrieving your Brand Code to obtain this value.

To log-in to the Brand Admin Control Panel directly:

Go to www.wsbadmin.com and log-in using the Brand name and password specified when you created the brand.

To change the Brand template and add links, logos, and text to your Brand: Use the links in the Private-Branding Related section to customize the appearance of your Brand. See Using the Admin Control Panel for more information.

Website Builder RWI 2 User Guide, Creating Brands

Choose Design Template – Use this link to choose the design template to use as the interface for your Brand.

Customize Top Panel & Footer – Allows you to add your logo, links, and other elements, or specify a URL to use as the source for the header and/or footer.

Set Application parameters – This link allows you to .. change the Brand Name as it appears on your implementation of the

Website Builder,

.. assign your own names to the different Website Builder packages,
.. copy code that you can use on your Reseller website (not the Brand URL) to log your users directly to the Website Builder tool, and link users to your Website Builder Trial or Login page, add your own images and text to the header and footer of the Website builder tool for each package. This allows you to customize content according to package.

Important: Whenever you change your Brand using the Admin Control Panel, click Publish Changes in the Review & Publish section, then click the YES, PUBLISH button. If you do not publish your changes, your users will not see your updated Brand.

See the Managing Brands section for more information on using the Admin Control Panel to customize your Brand.

Website Builder RWI 2 User Guide, Creating Brands

Managing Brands

Updating Brand settings

Retrieving your Brand Code

Follow the steps below to change your Brand name, password, URLs, display language, FTP settings, and contact information.

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens.
3. Locate the Brand that you want to update, then click the Edit link for that Brand. The Update Brand page opens.
4. Edit the fields in the Update Brand page with the new information and settings. See Creating Brands for a description of the field requirements.
5. When done updating Brand settings, click the Update/Save button. The Manage Reseller Branding page opens, indicating that the changes were saved. When you create a Brand, a unique identification number, called the Brand Code, is generated for that Brand. The Brand Code is used by the Website Builder engine to identify and display your Brand, and to create the Test Drive and Login links for your Brand. See Linking to your Brand.

If you use the RWI 2 for provisioning, you do not need to record your Brand Code, nor will you be required to input it anywhere; it is used primarily by the Website Builder engine. You can, however, use an HTTP POST to automatically log in your users to their Website Builder; this HTTP POST requires the Brand Code. See Logging-In Users From Your Hosting Application.

Website Builder RWI 2 User Guide, Managing Brands

Deactivating a Brand

Follow these steps to retrieve the Brand Code from the RWI 2.

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens.
3. Locate the Brand that you want to update, then click the Edit link for that Brand. The Update Brand page opens. The Brand Code is listed in the Brand Information section and cannot be edited.

You cannot delete a Brand, but you can deactivate it. Deactivated Brands can be reactivated later if required. Deactivated Brands are removed from the list of available Brands when ordering new accounts.

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens.
3. Locate the Brand that you want to deactivate, then in the Status column, choose inactive from the drop-down list.

4. Click the Save Changes button. The page reloads, indicating that the change was saved and the Brand's status is now inactive. To reactivate the Brand: Repeat the steps above, but choose Active from the Status drop-down list.

Website Builder RWI 2 User Guide, Managing Brands

Using the Admin Control Panel to manage Brands and Brand users

The Admin Control Panel is the interface where you can change your Brand's appearance, manage users, customize Website Builder package names, and perform other Brand maintenance.

The Admin Control Panel is automatically updated with the Brand name, password, and Brand URL from the information entered in the RWI 2 when the Brand was created.

Accessing the Admin Control Panel

The following sections describe how to use some of the features available in the Admin Control Panel.

To access the Brand Admin Control Panel from the RWI 2:

1. Click the Website Builder tab.
2. In the Reseller Settings area, click the Manage Reseller Branding link. The Manage Reseller Branding page opens. All of the Brands that you have created are listed.
3. Locate the Brand that you want to customize, then click Manage Brand Details. The admin Control Panel page opens.

To log-in to the Brand Admin Control Panel directly:

Go to www.wsbadmin.com and log-in using the Brand name (Admin Username field) and password specified when you created the brand.

Website Builder RWI 2 User Guide, Using the Admin Control Panel to manage Brands and users

Managing users

The Admin Control Panel allows you to search for users of your Brand. You can also use the Admin Control Panel to log-in to your users' accounts so that you can manage their accounts on their behalf if necessary.

1. From the Admin Control Panel main page (see image above), click the Manage End-Users link. The Manage End-Users page opens.

2. Use the options in the form to isolate the users that you want to view and manage. For example, you can search for trial users only and filter by package type. Or, to specify a search criterion, use the drop-down list and textbox in the Search by section.
3. Click the VIEW SELECTED USERS or the GO button. The page reloads, displaying the search results at the bottom of the page. To view a user's profile: click the user's name in the Username column of the search results.

To manage a user's account on their behalf: click the Login link. The end user's Control Center (your branded version of the Website Builder tool for that user) opens. From here, you can edit the user's website content.

Website Builder RWI 2 User Guide, Using the Admin Control Panel to manage Brands and users

Linking to your Brand

The Admin Control Panel generates the links required to access your Brand's login and test drive page. You can add these links to your retail site or any other web page.

The Admin Control Panel also provides a script that you can add to your retail site, which will add log-in fields and a submit button. When your users enter their account name and password in those fields, and click the submit button, they will be logged in to your branded Website Builder.

Note: If your Brand URL is unique – i.e. there are no other WSB Brands using the same URL for their Brand URL – you do not need to use the Admin Control Panel to generate a login link. Instead, you can use the Brand URL as the login link. However, if you have more than one Brand using the same Brand URL (i.e. the same subdomain), you must include the Brand Code (provided by the Admin Control Panel) in the login link for each Brand.

1. From the Admin Control Panel main page, click the Set Application parameters link. The Set Application Parameters page opens.
2. Click Embedding Links. The Embedding Links page opens.
3. Copy the URLs and/or code from the textboxes, and paste it wherever you want to create a link or add the login fields.

Note: The Test Drive and Login links are generated according to specific parameters. The Test Drive link includes “u=t” plus the Brand Code, and the Login link includes “u=l” plus the Brand Code.

Website Builder RWI 2 User Guide, V 2.8.8 Using the Admin Control Panel to manage Brands and users

Logging-in Users From Your Hosting Application

The following HTTP POST can be used to automatically log your users in to their Website Builder from your hosting application.

You must post to your own Brand URL, using the following format:

http://<<BRAND_URL>>/sebase/common_loginaction.jsp?uno=<<BRAND_CODE>&txt_user_name=<<WSB_ACCOUNT_USERNAME>>&pwd_password=<<WSB_ACCOUNT_PASSWORD>>

Variable Requirements

BRAND_URL The FQDN of the Brand URL
uno Dependant on Brand
The Brand Code number You can retrieve the Brand Code using the Edit link on the Manage Reseller Branding page in the RWI 2.
txt_user_name Dependant on WSB account
The account's username
pwd_password Dependant on WSB account
The account's password

Example:

http://wsb.pagebuilder.ca/sebase/common_loginaction.jsp?uno=123456&txt_user_name=myusername&pwd_password=secret

Website Builder RWI 2 User Guide, Logging-in Users From Your Hosting Application

Purchasing a Website Builder Account

In order to use the Website Builder tool, your users must have a Website Builder account. Accounts include a username and password which are required to log-in to the tool. When you create an account, you must also choose the package that will be used to create the website; accounts are billed according to the package chosen.

Note: You cannot purchase an account until you have created at least one Brand.

1. Click the Orders tab, then create the order either using an existing user, or creating a new user. See RWI 2 user for details. To create an order for a new user:

Choose Website Builder from the Create New Order For New User drop-down list, then click the Create button. The Create User for Order page opens. This page is divided into two areas:

Create User for Order

To create a new account, enter a username and password in the corresponding fields. Confirm the password by re-entering it in the space provided. Enter a description.

Primary Contact

You must define a primary contact that is associated with the new user. To do this, complete all of the contact information and click the Continue button to proceed with your order.

To create an order for an existing user:

If you know the RWI 2 username:

Type an existing username in the Create Order For Existing User field, choose Website Builder from the drop-down list, and then click the Create button.

If you do not know the RWI 2 username: Click the Find User link. The Please select user page opens. Enter the search criteria and then click the Search Users button.

The page reloads and RWI 2 users are listed below the search criteria fields. Select the user in the Select column, then choose Website Builder from the drop-down list at the bottom of the page. Click the Create Order button.

Website Builder RWI 2 User Guide, Purchasing a Website Builder Account

A page opens indicating that the order has been created. Now that the order is created, you can add order items by using the forms to enter account details.

2. In the New Website Builder Order Form page, from the Package drop-down list, choose the Website Builder package for the new account. See Packages for a description of these options.

Note: If you select Trial, do not specify an expiry date.

To check package pricing: click the Check Price link.

3. From the Brand Name drop-down list, choose the Brand to be used by the new account. See Creating Brands for more information.

4. In the Expiry Date section, choose an expiry option. If you select an expiry date, the Website Builder package will be billed to your Reseller account each month until the date selected. If you do not set an expiry date, the package will be billed to your account each month until it is canceled, suspended, or an expiry date is assigned.

Note: You can change the expiry date at any time, provided that the service has not already expired. See Updating account renewal and expiration settings.

5. Click the Continue button. The second page of the order form opens.

6. From the Contact drop-down list, choose a contact. Or, to use a new contact, enter the contact information using the fields on this page. Email notifications will be sent to this contact.

7. Complete the fields in the Account Information section. See below for a description of each field. Website Builder Account Name – The name for the Website Builder account; the account name is required to log-in to the Website Builder tool. To use the RWI 2 user name (the user associated with the order, not your Reseller name), click the same as RWI 2 user name checkbox. The RWI 2 username can only be used as the account name once; if you select the RWI 2 username for a later order, you will not be able to complete that order.

Domain Name – The domain name of the website to be created using the Website Builder tool. If entered, Resellers can use the domain name to search for the account. This field is required in order to use the Photo Album feature. The domain name can be changed at any time; a Website Builder account is not bound to a domain name.

Website Builder RWI 2 User Guide, Purchasing a Website Builder Account

Lost Password Email – The email address where the account password will be sent if password retrieval is requested. Password retrieval is requested from the user's Website Builder login page.

Password – The account's password, used for logging-in to the Website Builder.

8. Complete the fields in the Account Information section. See below for a description of each field. FTP Host Address – The IP address or FQDN (Fully Qualified Domain Name) of the web server that will be hosting the website. The Website Builder engine will send website files to this address. This field is pre-populated with the Brand's FTP Host Address, but you can replace it if the account will be using a different web server.

FTP Port – The port on the FTP server through which website files will be sent. This field is pre-populated with the Brand's FTP Port number, but you can replace it if the account will use a different port.

FTP User Name – The username required to FTP website files.

FTP Password – The password required to FTP website files.

FTP Default Directory – The directory on the web server where website files will be sent - optional.

Filename of Default Index Document – The filename for the Website Builder to use as the start page of the website.

Language Preference – The language in which to display the Website Builder tool.

Note: The FTP Host and FTP Port settings will be pre-populated

using the settings contained in the Brand that was chosen for this account. If the new website will be hosted on a different server or use a different port, the Brand's settings can be replaced.

9. Click the Save to Pending or Submit Order for Processing button. If you chose Save to Pending, the Order item successfully created page opens with your item added to the overall order. Choose either Process or Cancel from the drop-down list at the bottom of the page and then click the Go! button. If you chose Submit Order for Processing, the Order Processed page opens, displaying the completed order.

To view the details of your order or order item: click the number in the Order Item ID column. The Order Item Details page opens.

Depending on your message settings, an order confirmation message is sent to notify you and the account holder that the Website Builder account has been processed. See customizing Website Builder Messaging to deactivate the message or to change message content.

Website Builder RWI 2 User Guide, Purchasing a Website Builder Account

Ordering a Trial Account

About Trial accounts

Ordering a Trial account

Trial accounts allow your users to build a website using any of the Website Builder packages, including most features. Once created, your users can view their trial site using the preview function in the Website Builder tool. The only difference between Trial and live accounts is that users cannot publish their site to a hosting server, and therefore their site will not be available for web users to visit.

Websites created with a Trial account will be saved for 30 days. At any point during the 30-day trial period, your user can convert their website to live state by using the "Go Live" option. After the 30-day trial period has elapsed, the site, including content, will be deleted and cannot be published, i.e. made live. Make sure that you configure your messaging to remind trial users when their trial account is about to expire, and to "Go Live".

If you are offering the Website Builder service as part of a hosting package, Trial accounts may not be necessary as your users are already purchasing the site builder service as part of your hosting offering. See Implementation Scenarios for more information.

Test Drives

In addition to offering trial accounts, you can allow your users to “test drive” the Website Builder tool. The test drive feature allows your users to try some of the tool’s modules and preview some of the site designs. Unlike a Trial, anything created with the test drive will not be saved and cannot be published later.

Creating a Trial account is similar to purchasing a live account. See the instructions for creating an account, then continue with the steps below.

Note: You cannot submit more than one contact per order when purchasing a trial account. A trial order will fail if multiple contacts are associated with the order.

1. Click the Orders tab, then create the order either using an existing user, or creating a new user. See step 1 of Purchasing a Website Builder Account for complete details. A page opens indicating that the order has been created. Now that the order is created, you can use the forms to add order items.

Website Builder RWI 2 User Guide, Ordering a Trial Account

1. Locate the service sold for the account that you want to upgrade. See Searching for Services Sold for further instructions.
2. In the New Website Builder Order Form page, from the Package drop-down list, choose the Website Builder package for the new account. See Packages for a description of these options.
3. Click the Trial checkbox.
4. From the Brand Name drop-down list, choose the Brand to be used by the trial account. See Creating Brands for more information.
5. Click the Continue button. The second page of the order form opens.
6. From the Contact drop-down list, choose a contact. Or, to use a new contact, enter the contact information using the fields on this page. Email notifications, including the Go Live reminder, will be sent to this contact.
7. Complete the fields in the Account Information section: Website Builder Account Name – The name for the Website Builder account; the account name is required to log-in to the Website Builder tool. To use the RWI 2 user name (the user associated with the order, not your Reseller name), click the same as RWI 2 user name checkbox. The RWI 2 username can only be used as the account name once; if you select the RWI 2 username for a later order, you will not be able to complete that order. Domain Name – The domain name of the website to be created using the Website Builder tool. If entered, Resellers can use the domain name to search for the account. This field is optional and does not impact the provisioning of the Website Builder service.

Lost Password Email – The email address where the lost-password email message will be sent if password retrieval is requested.

Password – The account’s password, used for logging-in to the Website Builder.

8. Complete the fields in the Account Information section. See below for a description of each field.

Note: The FTP settings are optional and will not be used to publish the site to a hosting server. Any settings entered can be used later if the account is made live, or replaced with new settings.

Website Builder RWI 2 User Guide, Ordering a Trial Account

Going Live from Trial

FTP Host Address – The IP address or FQDN (Fully Qualified Domain Name) of the web server that will be hosting the website. The Website Builder engine will send website files to this address.

FTP Port – The port on the FTP server.

FTP User Name – The username required to FTP website files.

FTP Password – The password required to FTP website files.

FTP Default Directory – The directory on the web server where website files will be sent - optional.

Filename of Default Index Document – The filename for the Website Builder to use as the start page of the website.

Language Preference – The language in which to display the

Website Builder tool.

Note: The FTP Host and FTP Port settings will be pre-populated using the settings contained in the Brand that was chosen for this account. If the new website will be hosted on a different server or use a different port, the Brand's settings can be replaced.

9. Click the Save to Pending or Submit Order for Processing button. If you chose Save to Pending, the Order item successfully created page opens with your item added to the overall order. Choose either Process or Cancel from the drop-down list at the bottom of the page and then click the Go! button. If you chose Submit Order for Processing, the Order Processed page opens, displaying the completed order.

Note: you will not be billed for the Trial account, but the Trial is treated as a regular order item for searching purposes.

Depending on your message settings, a confirmation message is sent to notify you and the account holder that the Trial account has been activated. See Customizing Website Builder Messaging to deactivate the message or to change message content.

Once a Trial account has been processed, it becomes a service sold. To convert the Trial to a live account, you must search for it as a service sold, then use the service sold actions to Go Live.

1. Locate the service sold for the Trial account that you want to make live. See Searching for Services Sold for further instructions.
2. From the Search Services Sold page, locate the service sold in the search results, then click the Go Live link. Or From the View Service Sold page, click the Go Live link.

Website Builder RWI 2 User Guide, Ordering a Trial Account

The Go Live Website Builder Account page opens.

3. Click the Continue button.
4. The Go Live Website Builder Account form-page opens. This is the same form that was required when ordering the Trial account, and any settings that were entered when the Trial was ordered are populated in this page. Update the form fields as required; see Ordering a Trial account above, for more information.
5. When done filling in the form, click the Save to Pending or Submit Order for Processing button. If you chose Save to Pending, the Order item successfully created page opens with your item added to the overall order.

Choose either Process or Cancel from the drop-down list at the bottom of the page and then click the Go! button.

If you chose Submit Order for Processing, the Order Processed page opens, displaying the completed order.

Website Builder RWI 2 User Guide, Ordering a Trial Account

Managing Accounts

This section describes how to update account details, and how to upgrade and cancel accounts. Updating, upgrading, and canceling apply to both live and trial accounts. Updating account details. Follow the steps below to update an account's FTP settings.

1. Locate the service sold for the account that you want to upgrade. See Searching for Services Sold for further instructions.
2. From the Search Services Sold page, locate the service sold in the search results, then click the View/Edit link. Or From the View Service Sold page, click the View/Edit link. The View Service Sold page opens, with the Website Builder Service Details section added to the bottom of the page.

3. Use the fields in the Website Builder Service Details section to update the account's FTP settings and account password. See the Purchasing a Website Builder Account section for a description of these fields.

Note: Once created, you cannot change the account's username.

4. When done changing account details, click the Update Website Builder Service Data button.

Website Builder RWI 2 User Guide, Managing Accounts

Upgrading an account

Because of the differences between Website Builder packages, you cannot downgrade from a greater package to one with lesser features. A website that was created using a package with more features would not be compatible with a package that didn't also include those features. You cannot upgrade the Ecommerce package as this is the highest package available.

1. Locate the service sold for the account that you want to upgrade. See Searching for Services Sold for further instructions.

2. From the Search Services Sold page, locate the service sold in the search results, then click the Upgrade link. Or From the View Service Sold page, click the Upgrade link. The Upgrade Website Builder Service page opens.

3. From the Upgrade Package to drop-down list, choose the new package type. Only available packages, i.e. packages greater than the current package, appear in the list. To check the package cost: click the Check Price link. A window opens showing the package costs.

4. Click the Save to Pending or Submit Order for Processing button. If you chose Save to Pending, the Order item successfully created page opens with your item added to the overall order. Choose either Process or Cancel from the drop-down list at the bottom of the page and then click the Go! button. If you chose Submit Order for Processing, the Order Processed page opens, displaying the completed order.

Website Builder RWI 2 User Guide, Managing Accounts

Canceling and suspending accounts

Canceling an account will terminate access to the Website Builder service. Once an account is canceled, that user will no longer be able to access their website's content using the Website Builder tool. If published, the site remains intact on the hosting server, but cannot be managed using the Website Builder tool. Please note that there are some features that require an active account to function, so even if the website still resides on the hosting server, it may not work properly. See the Website Builder section in the RRC for more information regarding these features. Before canceling an account, be sure to export the site so that the account holder may obtain a copy of the site, in HTML format.

See Exporting Websites. Suspending an account will still allow user to access the Website Builder Tool, but they will not be able to publish any of their work.

1. Locate the service sold for the account that you want to cancel or suspend. See Searching for Services Sold for further instructions.
2. From the Search Services Sold page, locate the service sold in the search results, then click the Cancel or Suspend link. Or From the View Service Sold page, click the Cancel or Suspend link.

If canceling: a warning message appears. Click OK in the warning message to continue the cancellation. The Request completed successfully page opens.

Website Builder RWI 2 User Guide, Managing Accounts

Reactivating suspended or expired accounts

Updating account renewal and expiration settings

Accounts that have been suspended by the Reseller can be reactivated at any time. Once reactivated, the user will once again be able to publish any work they created using the tool.

Expired accounts can be reactivated within 40 days of the account's expiration date. After the 40 day grace period, the account will be canceled and cannot be reactivated, but can be repurchased. All settings will be saved, so once an account is reactivated, the user will be able to resume use of the service.

Note: If you reactivate a service on the same day that it was suspended, the reactivation charge may not appear on your Reseller account until the following business day.

1. Locate the service sold for the account that you want to reactivate. See Searching for Services Sold for further instructions.
2. From the Search Services Sold page, locate the service sold in the search results, then click the Reactivate link in the Action column. or From the View Service Sold page, click the Reactivate link. The Request completed successfully page opens.

Website Builder and all other RWI 2 services, except Digital Certificates, provide options for specifying and managing service expiration.

If an expiry date is set for a service, that service will be canceled on that date, and the service will no longer be included in monthly renewals. Once a service has expired, you will not be able to reactivate it, but can however, re-purchase it at any time.

Follow the steps below to:

- .. Reactivate an expired service.
- .. Request a renewal reminder to notify your users when their service is about to expire.
- .. Assign an expiry date for a service previously set to never expire.
- .. Change an existing expiry date.

.. Set the service to never expire.

1. Click the Website Builder tab, then click the Search Website Builder Services Sold link. The Search Services Sold page opens.
2. From the Status list, choose a status that reflects the change you want to make to the service. For example, to reactivate an expired service, choose Expired. Use the remaining fields to refine your search. All fields are optional; however, more criteria will generate more precise results.
3. Click the Search Services Sold button, located below the search criteria. The search results are returned at the bottom of the page.
4. Scroll through the list and locate the account that you want to update. Use the links to additional pages to view all search results. Website Builder RWI 2 User Guide, V 2.8.8 Managing Accounts
5. Once you've located the account(s), click the checkbox in the Select column to select the account(s).
6. Scroll down the page and click the Perform Actions button. A popup window opens, providing options for changing expiration and renewal notification settings.
7. Select options in the popup window to specify the new expiration and renewal reminder settings.
8. When done updating settings, click the Submit button.

Website Builder RWI 2 User Guide, Managing Accounts

Exporting Websites

About exports If a user is no longer going to use the Website Builder tool, or if they are moving to an alternate Reseller, they can export their site. An export converts the website's content to editable HTML format, and then generates a .zip file of the site. The user can download the .zip file from their Website Builder tool, prior to canceling their account.

Note: Only sites that have been created with a Brand that uses the protected HTML mode need to be exported. Sites created with the open HTML mode can be easily copied and edited, and do not need to be exported. See Protected vs. open HTML for more information.

Constraints . In order for your users to export their website, the account with and which it was created must be active.

Considerations. You cannot export a trial website. If your website uses a package that publishes in HTML only, the export function is not available or necessary. Every Website Builder service has a corresponding price for exporting websites. For example, exporting a personal website will have a different price than exporting a small business website. The website export is done at the time of the request. If the end user makes any changes to their site after the export order is processed, the changes will not be reflected in the exported site. To acquire any changes made after the website has been exported, you will have to re-export the site, and incur the corresponding cost again. If the Website Builder service is canceled immediately after you export the website, you may not be able to download the export file.

Exporting a

1. Click the Services Sold tab. website
2. Perform a search for your Website Builder Service. See Searching for Services Sold for how to use this feature.
3. Click on the Export Site link beside the service you want to export.
4. The Export Website page opens, listing the account name and the package that will be exported. To view the cost associated with exporting a website: click the Check Price link.
5. To complete your export order, click the Submit Order for Processing button. You will see the Order Confirmation screen, and the export confirmation message will be sent to the end user (if it is enabled). The cost of the export will be taken from your reseller Website Builder RWI 2 User Guide, V 2.8.8 Exporting Websites account at this time. To complete your export order at a later date, click the Save to Pending button.

Searching Website Builder Order Information

Searching for Website Builder order items

1. Click the Website Builder tab.
2. From the Search section under Orders, click the Search Website Builder Order Items link. The Search Order Items page opens.
3. Use the fields and drop-down lists to refine your search. More information will generate more precise search results; however, all fields are optional. If you know the Username for which the Website Builder order item was purchased, enter it in the Username field. Please note, this is not your reseller login. If you know the account name for which the Website Builder order item was purchased, enter it in the Description or the Website Builder Account Name field. Please Same as RWI 2 User checkbox was selected when the account was created.
4. Click the Perform Search button. Search results are returned at the bottom of the page. To sort your search results: click any of the hyper-linked column headings: Service Category, Username, Order ID, Order Item ID, Service, Description, Status, Type, or Creation Date.

Website Builder RWI 2 User Guide, Searching Website Builder Order

Information

Searching for order items according to their status

To view order details: click the number in the Order ID column. Details are listed at the bottom of the page. See Order Details page for more information.

To view order item details: click the number in the Order Item ID column. Details are listed at the bottom of the page. See Order Item Details page for more information. There are several order status/view options for viewing Website Builder order items, and several corresponding actions associated with each of those views.

1. Click the Website Builder tab. In the Order Item Views section, click one of the status options, e.g. Pending. The Search Order Items page opens.
2. Use the fields and drop-down lists to refine your search. More information will generate more precise search results; however, all fields are optional.
3. Click the Perform Search button. Search results are returned at the bottom of the page. To sort your view results: click any of the hyper-linked column headings: Service Category, Username, Order ID, Order Item ID, Service, Description, Status, Type, or Creation Date. To view order details: click the number in the Order ID column. Details are listed at the bottom of the page. See Order Details page for more information.

Website Builder RWI 2 User Guide, Searching Website Builder Order Information

To view order item details: click the number in the Order Item ID column. Details are listed at the bottom of the page. See Order Item Details page for more information.

Order Details page

Once you've searched for order items, you can use the search results to access the details for a particular order.

To view order details: search for order items; see Searching for Website Builder order items or Searching for order items according to their status. From the Search Result section in the Search Order Items page, click an ID number in the Order ID column. The Service Order page opens.

The Service Order page is divided into two areas: Service Order and Order Items, and is described in the following table.

| Item Description | Service Order | Order ID |
|--|---|----------|
| This is the unique number that the system assigned to the order. | User Displays the user profile name that you either selected or created to place your Website Builder order. To open the User Information page, click the username. From the User Information page, you can view: | |

- .. Details about the RWI 2 user
- .. Contacts associated with the RWI 2 user
- .. The RWI 2 user's orders

| | |
|---------------|---|
| Order Status | Displays the status of the Website Builder order, which can either be Pending, Completed, Refunded, Declined, or Cancelled. |
| Order Price | Displays the total price of the order, which includes the sum of all the order items. |
| Creation Date | Displays the date and time that the order was created. |

Website Builder RWI 2 User Guide, Searching Website Builder Order information

Last Updated Displays the date and time that the order was last updated.

Order Items

Order Item ID This is the unique number assigned to the order item.

Click this number to open the Order Item Details page.

See Order Item Details page for more information.

Reference ID This is a Reseller defined value which can be used to identify the order.

This is not applicable to Website Builder services.

Service Category In this case, the Service Category is Website Builder.

Service For Website Builder, the service is Account.

Status Displays the status of the order item, which can be either Pending, Completed,

Refunded, Declined, or Canceled.

Type The order item type can be any of

New – refers to the purchase of a new account

Trial – refers to the order of a Trial account

Non-Recurring Charge – refers to a one-time charge, i.e. the export charge

Contract Revision – refers to a change to an existing account, either an upgrade, or a Go

Live from Trial Price The price of that particular order. Creation Date

The date and time that the order item was created.

Last Updated The date and time that the order item was last updated.

Action Action varies according to the status of the order item. If the order item is in pending state, the possible action will be Cancel Item. If the order item was saved to pending, the action will be Process. If the order item is not in one of the above states, no action will be available.

Order Item Details page Once you've searched for order items, you can use the search results to access the details for a particular order item. To view order item details: search for order items; see Searching for Website Builder order items or Searching for order items according to their status. From the Search Results section in the Search Order Items page, click an ID number in the Order Item ID column. The Order Item ID page for that particular order item opens.

Website Builder RWI 2 User Guide, Searching Website Builder Order Information

Item Description

Order Item ID #

Order ID This is the unique number that the system has assigned to the order to which you added this order item. Click the number to open the Service Order page, and see Order Details page for more information about this page.

Service Category In this case, the Service is Website Builder.

Service For Website Builder, the service is Account.

Item Status The status of the completed order, which can be:

Pending, Completed, Refunded, Declined, or Canceled.

Item Type The type of order item can be one of

New – refers to the purchase of a new account

Trial – refers to the order of a Trial account

Non-Recurring Charge – refers to a one-time charge, i.e. the export charge

Contract Revision – refers to a change to an existing account, either an upgrade, or a Go Live from Trial

Item Price The price of Website Builder per month, based on the Website Builder package purchased (e.g. Personal Website, Small Business Website).

Creation Date The date and time that the order item was created.

Last Updated The date and time that the order item was last updated.

Website Builder Data Package The type of package purchased:

Business Card

Personal Website

Small Business Website

Ecommerce Website Brand

The brand that the website builder package was created under.

Website Builder

Account Name

This is the Website Builder Account Name. This name may be the same as the username associated with the account if the “Same as RWI 2 User” checkbox was selected when the account was created.

Domain Name The domain name associated with the account. FTP Host Address The IP or Host address used when a website is exported.

FTP Port The FTP port used when a website is exported.

Website Builder RWI 2 User Guide, Searching Website Builder Order Information

FTP User Name The FTP User Name used when a website is exported.

FTP Default Directory

This is the FTP default directory used when a website is exported.

Filename of Default Index Document

This is the filename of the default index document for the website that is being exported. Most commonly, this is either index.html or default.htm, however, it may be something different.

Language

Preferences

Indicates the preferred language selected when the brand was created.

Lost Password

Email

Indicates the email address that the website builder account password will be sent to if the password is forgotten or lost.

Website Builder RWI 2 User Guide, Searching Website Builder Order Information

Searching for Services Sold

Choose this search option to view completed Website Builder purchases.

1. Click the Website Builder tab.
2. In the Search section below Services Sold, click the Search Website Builder Services Sold link. The Search Services Sold page opens.
3. Use the fields and drop-down lists to refine your search. More information will generate more precise search results; however, all fields are optional. If you know the Username for which the Website Builder order item was purchased, enter it in the Username field. Please note, this is not your Reseller login.

If you know the Website Builder Account Name for which the Website Builder order item was purchased, enter it in the Description or the Website Builder Account Name field. The account name may be the same as the username if the “Same as User” checkbox was selected when the account was created.

4. Click the Search Services Sold button. Search results are returned at the bottom of the page. In the search results, the Description column indicates the account name for which Website Builder services have been provisioned.

Website Builder RWI 2 User Guide, Searching for Website Builder Services Sold

To sort your search results: click the hyper-linked column headings: Service Category, Username, Service Sold ID, Service, Description, Status, or Expiry Date.

To view Service Sold details: click the number in the Service Sold ID column. The View Service Sold page opens.

A – Total Paid To Date: This is a running total of the total amount paid for the service sold. Click the link (e.g. \$3.74) for a list of the transactions totaling the amount in this field.

B – Upcoming Monthly Charge (expected): This is the estimated amount that you will be charged on the upcoming billing cycle (charged first day of coming month). This amount is based on the current package provisioned for the Website Builder service sold.

See also Payments and Billing.

Website Builder RWI 2 User Guide, V 2.8.8 Searching for Website Builder Services Sold

Searching for Services Sold that are approaching expiry

1. Click the Services Sold tab.
2. From the Expiry Management list, click one of the expiration ranges, e.g. Expiring in 90-61 days. All services expiring during that range are listed. To view expiring services

sold by service category: click the Service Category column header. The list of services sold is resorted, grouped according to service category.

Website Builder RWI 2 User Guide, Searching for Website Builder Services Sold

Customizing Website Builder Messaging

From the Settings tab, you can configure Website Builder message templates that are sent both to yourself and to the end users during the order processes. In addition, you can manage all of your contacts from here.

Configuring Website Builder

1. Click the Settings tab.
2. Click Configure Email Message Templates. A page listing all of the message templates opens.
message
templates

Three sections of this page pertain to Website Builder:

General Order Processing Messaging contains message templates for things that happen during the order process and are applicable to any service; they are not specific to Website Builder.

Website Builder RWI 2 User Guide, Customizing Website Builder Messaging

Monthly Billing Messaging contains message templates for Reseller notification of payment failure, upcoming monthly charges, and a renewal reminder for expiring services.

Website Builder Service Messaging contains ten message templates for the messages that are sent to notify the Reseller and the end user of various events.

Note: If you want the RSP Purchase URL to be included in your Reseller-to-user messages, you must specify it when you create the brand. If it wasn't specified when the brand was created, it won't be included in messaging, even if you add it to a message template.

Some messages can be edited and disabled, as warranted by your business model. Please review the Implementation Scenarios section for more information.

Note: By default, all messages are enabled.

3. To activate a message, click the Enable checkbox beside that message description.
4. To preview a message, click Preview beside the message description. Click the Back button when done.

5. To make changes to a message template, click Edit beside the message description. In the Edit page, make any changes. Depending on the message you select for editing, certain fields are available for you to change. These fields appear in edit mode. Each field that is available for editing contains suggested place holders and/or text that you can change if necessary. The contacts that you create are useful when editing the To, CC, and BCC fields. See Updating your messaging contact information for how to create/edit contacts.

Note: All placeholders available for editing will be listed on the right side of the page. To view the description of a placeholder, click the placeholder link to open a dialog box listing the Place Holder Name, Sample Value, and Description. To use a placeholder, you must copy it exactly as it is listed.

6. Once you have made your changes, click the Save button. The Preview page opens. If you don't want to save your changes, click Cancel to cancel them. Or, if you want to return to the default values, click Reset.

7. From the Preview page, you can either click Confirm to keep your changes, or to make further changes, click Back.

Website Builder RWI 2 User Guide, Customizing Website Builder Messaging

Updating your messaging contact information

Once created, particular reseller contacts can be used in messages. The following steps describe how to edit existing contacts or create new ones.

1. Click the Settings tab.
2. Click Manage Reseller Contacts. The Contacts page opens.
3. From the Contacts page, edit the existing contacts (e.g. Billing, Technical, Bounce), or create a new contact. To change the contact used to another contact: click the drop-down list for that contact type and choose a different contact.

To edit one of the existing contacts: click Edit. The View Contact Details page opens. Make changes to any one of the contact fields and click Save to accept your changes, or to restore the original information, click Reset.

To create a new contact: click New. The Create Contact page opens. From here, fill in all of the contact information requested and click the Create Contact button. The new contact is added to the list of contacts for that contact type.

4. Click the Save Changes button when done.

Website Builder RWI 2 User Guide, Customizing Website Builder Messaging

Payments and Billing

Website Builder has an initial setup fee per service purchased, and is then billed monthly for the duration of the service. The total on your monthly statement includes any initial setup fees for that month, and all accounts and users for which you've purchased Website Builder services. All other monthly billed services that you've purchased (e.g. DNS and/or Email), appear on the same monthly statement.

Sample The following example illustrates charges for Website Builder services calculation for one brand, Personal Website package for 10 users.

For the first month:

Initial fee \$1.00

Initial pro-rated fee \$0.50

\$1.50 x 10 users

Total \$15.00

For the second and subsequent months:

Monthly fee \$1.00 x 10 users

Total \$10.00

Billing Initially, funds are deducted from your Reseller account when an order transactions is processed. Future payments will be deducted from your account on the first day of each month to cover services for that coming month.

Initial month – For the initial month that the service is purchased, there will be 2 aspects to the price: the initial setup fee (which will be per service) and a pro-rated amount that will be withdrawn from your Reseller account when the order is processed. The initial setup fee is a full month's price, based on the type of Website Builder package that is purchased. Pro-rating is based on the number of days in the month (e.g. Website Builder was purchased on the 10th of the month and there are 30 days in the month; the Reseller will pay for 20 days). **Subsequent month** – For subsequent months, the full monthly service fee will be withdrawn from your Reseller account on the first day of the month. This monthly service fee will continue to be withdrawn until the service is canceled or expires.

Cancellation month – When the service is canceled, you will receive a credit for the unused portion of the month using the same pro-rated formula (e.g. five days left in the month will provide a credit for those five days). The initial fee is not refunded. Website Builder services can be canceled at any time.

Export month – When a website is exported, you will be charged the associated fee for the selected service. This is a one time fee with no term, the export does not mean that the service is canceled.

Website Builder RWI 2 User Guide, Payments and Billing

Monthly service fees

Monthly statements

Viewing upcoming payments

Go Live month – When the service is upgraded from a Trial service to a new service, you will be charged an initial fee plus a pro-rated amount for the balance of the first month, after which you will be charged on a monthly basis for that package.

Upgrade month – When you are upgrading from a regular service to a higher service, you will receive a refund from the date of the requested upgrade until the end of the current month for the time remaining on your current package. If you were not charged for your initial package, you will be charged the initial fee for the package to which you are upgrading, and a pro-rated amount that covers use of the new service from the upgrade date to the end of the current month. You will then be charged the rate for the new package at the beginning of each subsequent month.

Monthly service fees are processed in the order that they were purchased with the oldest accounts being processed first (e.g. Website Builder purchased 1 April 2004 would be processed before Website Builder purchased 1 July 2004).

The monthly financial statements will provide a summary and detailed view of transactions on your account, broken into initial month purchases and recurring monthly purchases.

The upcoming payments view provides an estimate of the charges and total due for your next billing cycle. It is based on services currently sold under your Reseller account, so any new purchases made before the billing date may change the totals. This view is useful to ensure that you have sufficient funds in your Reseller account to cover charges for the coming billing cycle.

1. Click the Services Sold tab.
2. In the Services Sold Management page, click View Upcoming Payments. The View Payments for Next Billing Cycle page opens. To cancel a service on your current bill: click the checkbox in the Cancel column for that service sold, then click the Submit button, located at the bottom of the page.

Viewing payments from last billing cycle

Upcoming payment notification

Insufficient funds management

Suspension rules

Cancellation rules

Insufficient funds for new orders

The View Payments for Last Billing Cycle page is similar to that for viewing upcoming payments, but instead shows charges for the current month. Use this view to see your charges before the financial statements are available.

1. Click the Services Sold tab.
2. In the Services Sold Management page, click View Payments for Last Billing Cycle. The View Payments for Last Paid Billing Cycle page opens. Three days before the first day of the month, ResellOne will send Resellers an email notification indicating the approximate value of funds which will be withdrawn from their account on the first day of the month. This estimate will be based on the current pricing, packages purchased, and number of users. Insufficient funds for monthly service fee - If there are insufficient funds in your Reseller account, ResellOne will send a notification to your billing contact. ResellOne will attempt to withdraw funds on a daily basis for five days. This notice will indicate the funds required and the items that could not be processed. If after five days, sufficient funds are not available, the services that could not be processed will be suspended. If, at the next monthly billing date there are insufficient funds, the service will be canceled.

If the monthly amount owing has not been collected within five days of the first monthly billing attempt, the Website Builder service will be suspended. When a service is suspended, the end user is not able to publish their website.

To reactivate a suspended service, you must manually activate it through the Search Service Sold page, or from the Service Sold Item itself. When the service is reactivated, a pro-rated amount will be charged to cover service until the next monthly billing date.

If the service is not reactivated by the next monthly billing date, the service will be canceled.

If a Website Builder account is canceled, the user will no longer have access to the Website Builder tool, and the account name will be available to another user. Once a website is published to your hosting server, that site remains on your server even after the account is canceled. If a user wants to resume use of the Website Builder, that user will have to recreate their account and all of their related data.

If there are insufficient funds in your Reseller account for a new order, the order will not be processed and will be placed in pending state. Once you have sufficient funds in your Reseller account, you'll need to resubmit the order for processing.

Website Builder RWI 2 User Guide, Changing the Default Order Processing Setting

Changing the Default Order Processing Setting

You can set a default in the RWI 2 for how orders are processed: either processed immediately, or saved to pending. This setting impacts orders provisioned using API commands and orders through the Reseller Client Library (RCL).

When provisioning using the RCL and the TPP API, the default order processing setting, as set in the RWI 2, is used. If you did not update your order processing setting in the RWI 2, orders will be processed immediately by default.

Note: This Setting impacts orders for all services (i.e. DNS, Digital Certificates, Website Builder).

To change the order processing setting:

1. Click the Settings tab.
2. In the Order Preferences area, click the Manage Order Preferences link. The Order Preferences page opens.
3. Select either Yes or No to determine if orders will be processed immediately.
4. Click the Save Changes button.