

siteZen™

Resellers Guide

How to manage a siteZen™ for Resellers

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Document Version: 2.03 - Updated June 04, 2008

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1 How Administrators Log In

The zenadmin utility is invoked as follows:

http://<hostname>/zenadmin

Resellers are also considered administrators and use this same url to administer siteZen for their own users. End users have a different URL for logging into sitezen.

2 Provisioning Users for siteZen

2.1 Creating Packages

Although you can manually provision a hosting account by simply selecting the level of functionality that a user gets on the 'End Users' screen, packages let you fully automate provisioning. This requires that you set up separate packages based on the level of siteZen that is to be offered to your clients.

To do this you use the Packages screen in the zenadmin utility

The screenshot shows the zenAdmin utility interface. At the top, there is a navigation menu with tabs for 'End Users', 'Resellers', 'Packages', 'Branding', 'Demo', 'Trial', 'Trial Users', 'Password', 'License Usage', 'Servers', 'Updates', and 'Log'. The 'Packages' tab is selected. Below the navigation menu, there are fields for 'Reseller' (set to 'zenadmin'), 'Server' (set to 'All'), and 'Package Name' (empty). There is an 'Add Package' button and a note 'Leave blank for default'. Below these fields is a table with the following columns: Reseller, Server, Package/Brand, Zen Level, Inserts, Options, and Action. The table contains two rows of data:

Reseller	Server	Package/Brand	Zen Level	Inserts	Options	Action
zenadmin	All	basic zen Zen Intro	Instant	Header Footer	99 [document] [checkbox] [checkbox] [checkbox]	Delete
zenadmin	All	Free Trial	Pro	Header Footer	99 [globe] 99 [document] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox] [checkbox]	Delete

You add exactly the same packages that exist on your control panel and then simply assign the level of siteZen that you want associated with that package. Note that if packages vary for different servers you can specify packages on a per-server basis by selecting a specific server instead of 'All'. You can also assign packages manually on the end-users screen.

Normally you will only create packages for zenadmin (the server administrator) but you can also set packages for resellers. Note that resellers can also set up and manage their own packages. You have to first create the reseller in siteZen before packages can be entered for the reseller.

The default package is used to set the level of siteZen for any hosting account that does not use one of the other packages that you have setup. For Ensim™ users, please note that all hosting accounts will use the default package so this is the mechanism to set the default siteZen provisioning.

2.2 Branding

In the Package/Brand field you will see the package name and an edit box where you can assign a name that will be displayed to the end-user when they login and are using this package.

2.3 Publish Time Inserts

You may force headers and footers to be inserted into published sites based on the hosting package. This can be used to add advertising to sites or simply add a link to your hosting company in each site. To add the HTML click on the **header** or **footer** link in each package. A dialog will be presented where you can paste in your HTML.

2.4 Micro-Provisioning Options

In the options column you may exclude features of Instant or Pro and limit other features. You can control:

- The maximum number of sites (Pro)
- The maximum number of pages
- Whether the edit layout tab is included
- Whether the user can edit HTML
- Whether the SEO tab is included
- Whether JS and PHP are supported
- Whether the content tab is present

Hover over the icons in this column to see which ones are which..

2.5 Overriding Defaults

On the 'End Users' screen you will see each user listed as follows.

Owner	Host	User ID	Package (Zen Level)	Zen Level	Current Zen Level
All	All	s			
elsamman	zeus2.sitemagix.com	nivriks	Auto: elsamman_generous	Package	None
reseller	host3.sitemagix.com	reselleru1	Auto: resellerupak	Instant	Instant
reseller	zeus2.sitemagix.com	reseller	Auto: -- Default --	Package	None
zenadmin	host3.sitemagix.com	reseller	Auto: resellerpak	Package	None
zenadmin	host3.sitemagix.com	user01	Force: Foo	Package	Pro

The **Package (Zen Level)** column shows the hosting package set by the control panel. With cPanel and Direct Admin this can be set automatically when server synchronization is set. The prefix 'Auto' indicates that the package was derived from the control panel and will automatically be set as the package changes in the control panel. You may also override the package to any package you have set up on siteZen.

The **Zen Level** drop down is used to set the provisioning for the account. By default it is set to 'Package' which means that siteZen will be provisioned based on what you set for the package as above. You may also override the default and set Instant or Full for a particular account.

The **Current Zen Level** shows the actual provisioning. This may be less than what you set or the default for the package if your license credit is insufficient. In that case it will also indicate 'At Limit' in red. It also may show an error message which indicates the last error at the time the user tried to login. For example, if the number of licenses were exceeded and a user logs in it will show an error message here even if the licenses are subsequently increased. The message is cleared when the user next logs in successfully,

3 How End Users Log In

Once a user is provisioned they may login using any of the techniques outlined here. The techniques vary depending on the control panel used.

3.1 cPanel

- <http://theirdomain.tld/zen>
- <http://ipaddress/zen> (new hosting accounts where the domain has not yet resolved).
- A link on your site that targets a new window with the url http://hostname.tld/zeni/user_type=user
- If you use the cPanel x-skins exclusively you can automatically add a siteZen ICON to this skin by running `/usr/local/sitezen/prd/cpanelscripts/cpanel_updateskins.sh` as root from the SSH. The function interface can be used to control which users get the icon
- If you are using 3rd party skins that allow you add your own icons (e.g. RVskins) you should run the script as above and then add an add with a URL of `cells/sitezen.php`

3.2 Direct Admin

- <http://theirdomain.tld/zen>
- <http://ipaddress/zen> (new hosting accounts where the domain has not yet resolved).
- A link on your site that targets a new window with the url http://hostname.tld/zeni/user_type=user
- Using the plug-in http://support.sitemagix.com/da/site_zen.tar.gz which provides an icon on the Direct Admin control panel

3.3 Ensim

- <http://theirdomain.tld/zen>
- <http://ipaddress/zen> (new hosting accounts where the domain has not yet resolved).
- A link on your site that targets a new window with the url http://hostname.tld/zeni/user_type=user

Users must login with `username@domain` using their FTP password

3.4 Plesk

- By creating a custom button at the Plesk server level. Once create, this button will be automatically added to the Plesk control panel. The details and a suitable icon can be here: http://www.sitemagix.com/adminsupport/page_10372.html

3.5 Custom Logins

If you wish to build your own login screen, examine the PHP script used for logging in from cPanel screens - `/usr/local/sitezen/prd/cpanelscripts/cpanel_skin.php`. This expects the user name and password in `$_SERVER['REMOTE_USER'] / $_SERVER['REMOTE_PASSWORD']` can be modified to retrieve these from form fields in your login screen. Note this cannot be done across servers.

3.6 Viewing License Usage

The 'License Usage' screen shows you how many users are in use, how many are being charged (e.g. not free users) and what the license charges are on each server.

Total for	Actual Users		Charged Users		Actual	Potential Users		Potential
Server	Instant	Pro	Instant	Pro	Charges	Instant	Pro	Charges
zeus2.sitemagix.com	2	17	0	0	\$ 0.00	0	0	\$ 0.00
host3.sitemagix.com	0	1	0	0	\$ 0.00	0	0	\$ 0.00
Total Charges:					\$ 0.00			\$ 0.00
Allocated to Resellers:					\$ 0.00			
Total Credits from all License Keys:					\$ 0.00			
Balance:					\$ 0.00			
Email Address for Daily License Updates					<input type="text"/>	<input type="checkbox"/> cc siteMagix Inc		<input type="button" value="Update"/>
<small>Contains aggregate information only to be used for market research purposes.</small>								

The main columns on this screen are:

- **Actual Users** - The number of users who have started using siteZen (you are not charged unless the user actually signs on for the first time). This is broken down into users of Instant Zen and Zen Pro.
- **Charged Users** - The number of users that you are being charged for. Since some license keys come with a particular (or an unlimited) number of users of a particular level of siteZen, the number of charged users may be less.
- **Actual Charges** - This is the license charges for the charged users based on the license cost of each level of siteZen.
- **Potential Users** - The number of users that you would be charged for if all users that you have entitled to use siteZen at a particular level actually signed on and used it.
- **Potential Charges** - The charges that would be imposed for the potential users.

The totals include an allocation factor '**Allocated to Resellers**' which shows the total of all license credits you have allocated to your resellers.

This screen should be examined often. You can also get a daily email which shows essentially what is on this screen so that you can determine if more license value needs to be purchased. Simply fill in **Email Address for Daily License Updates** with the email address to which the reports are to be sent. Setting it to blank prevents reports from being sent.

The **cc Site Magix Inc** checkbox authorizes the transmission of summary level information to Site Magix Inc. This information will be used to for market research purposes only and will not be disclosed without explicit written permission from you. It is used to determine how effective we are at promoting upgrades which are of benefit to both you and Site Magix Inc.

4 Branding

The 'Branding' screen lets you set up siteZen product names, logos and add custom menu elements. The branding options include:

Entry/Advanced Product Name - The name that will be shown in the header of the siteZen control panel and on the title bar and on the video tutorials.

Your 230 x 60 Logo - The URL of a logo displayed in the upper left corner of the siteZen control panel.

Your 200 x 40 Logo - The URL of a logo displayed in the upper left corner of the siteZen editor.

Footer for BOTTOM of screen - The URL for content to be displayed in the lower right quadrant of the control panel (800 x 340) though it can scroll. The content will be displayed in an iFrame.

Footer for free trial: URL - Same as above but displayed for free trial users.

siteZen Upgrade Link - The URL that will appear on the control panel that is used when the user clicks on "See How to Upgrade" on the control panel. This should take the user to a screen where the upgrade is offered in any fashion that you desire. If this is not filled in, a 'Not Yet Available' alert is displayed when the user clicks on the link.

Paypal Affiliate Code. Your Paypal affiliate code that will be appended to the URL of the "Setup Account" link for the Paypal shopping cart.

CartManager Splash Page. The URL of a splash page created by CartManager for you when you sign up to be a reseller. This is the page users will go to when they click "Setup Account" link for the CartManger shopping cart. Set it to none to disable CartManager.

2Checkout Affiliate Code. Your 2checkout affiliate code (actually your account number) that will be appended to the URL of the "Setup Account" link for the 2checkout shopping cart. Set it to none to disable 2checkout.

Google Checkout Splash Page. The URL to a link to sign up Google Checkout users that you will get when you are approved for the Google Checkout referral program.. This is the page users will go to when they click "Setup Account" link for the Google Checkout shopping cart. Set it to none to disable Google Checkout.

Domain of local template server: Please see the Custom Template Guide

password: Please see the Custom Template Guide
Extra Menu Page Title / URL- Used to define extra menu pages on the siteZen control Panel. The Title will appear in the menu. It must contain only letters and numbers. The URL will be displayed in a frame on the right hand side of the menu

Important: The footer and extra menu pages are displayed in iFrames. The pages need to be HTML without cookies. Certain cookies can interfere with siteZen and cause an error when you sign in. PHP seems to put out some cookies that can interfere with siteZen and cause an error such as:

```
(Can't locate method 'ui_control_panel' ....
```

5 Demos

Resellers can use a shared demo setup by the zenadmin administrator. The demo screen shows the URLs to use for Instant and Pro demos

6 Free Trials

6.1 Overview

Free trials give you the ability to offer prospects the opportunity to build a web-site using siteZen and then transfer that web-site when they sign up for a hosting plan with you. The steps your customer will experience are:

1. They will see your offer for a free trial on your web-site where you specify the terms of service and then send them to a page provided by siteZen to register for the trial.
2. The registration screen, provided by siteZen, captures their email address and a password used for subsequent visits. Before they can build their site, they must enter a validation code that is automatically mailed to them in a welcome email.
3. When they receive the welcome email and enter the activation code they can start building their web-site. They can visit as many times as they like to work on their site and may publish it if you set this up as an option.
4. Finally when they sign up for a hosting account they enter a transfer code that was also sent in the email and their site is transferred to their new hosting account. A “transfer my free trial” link will appear when they first sign-on to the newly created hosting account on the “Are you ready to build a web site” screen.

Like a demo, the free trials are run from a single hosting account on your server. You may use your existing demo hosting account or create a new one. Unlike demos, you must provision the account to determine whether the trial is Instant or Pro. It is critical that the domain name used in the free trial account be a real domain name that resolves. Use the same technique as is described in the previous section on demos to come up with a name that will resolve.

Very Important:

Be sure to do an end-to-end test of your free trial system that includes all 4 steps above before rolling it out. If the trial is not setup properly you will not be able to transfer trials when the customer signs up with you.

6.2 Free Trial Screen

<input checked="" type="checkbox"/> Allow Free Trials	<input checked="" type="checkbox"/> Allow Resellers to Offer Free Trials	<input type="button" value="Save Free Trial Settings"/>
<input checked="" type="checkbox"/> Enable Free Trial Transfers to This Server	Common Password for All Trial Servers: <input type="text"/>	
User name of hosting account where free trials are hosted: <input type="text" value="trial"/>	Domain of hosting account: http:// <input type="text" value="freetrial.sitemagix.com"/>	
Days to Expire <input type="text" value="30"/>	Days to Delete <input type="text" value="60"/>	<input checked="" type="checkbox"/> Allow Publishing of Trial
Welcome Letter:		
<pre> From: zensales@sitemagix.com Reply-To: siteMagix Free Trial Subject: Your Site Builder Free Trial is Ready To: <user> Content-type: text/plain This is an example of the mail that your customers will get. You can configure the mail however you want..... Your site builder free trial at siteMagix is ready. Your user name name is <user> Your password is <password> Your verification code is <code>. You will be asked for this code before building your web site. The free trial works like this. You can work on your web-site until <expires>. You can leave and come back as many times as you need to construct your site. When you establish a hosting account with us, your site can be transferred to your new account. </pre>		
Please cut and paste these URLs into your site and test them		
URL for creating a new free trial: http://zeus2.sitemagix.com/zeni/user_type=newtrial		
URL to login to a free trial: http://zeus2.sitemagix.com/zeni/user_type=authtrial		

The free trial screen is used to set up free trails. The fields are:

Allow Free Trials - Check this to enable the free trial feature.

Enable Free Trial Transfer to this Server - Allow this server to accept the transfer of free trials from any of your other servers on which you offer free trials. Generally you will set up the free trial on one server and check this box on all servers.

Common Password for All Trial Servers - In order to ensure that only free trials for your hosting company can be transferred you must provide the same password for all of your servers. This password is used to set up a read-only GRANT on the mySQL database used for the free trail hosting.

User Name: The user name in your control panel of the hosting account in which the free trials are to be run.

Domain Name: The domain name that is associated with the hosting account. This must be a fully resolvable domain (e.g. freetrial.yourhostingcomany.com)

Days to Expire - The number of days before the free trial will expire (maximum 90). Note that you can extend the trial on a case by case basis but never past 90 days.

Days to Delete - The number of days before the free trial will be deleted (maximum 90). This may also be extended on a case by case basis but never past 90 days.

Allow Publishing of Trial - Permit the user to publish the free trial.

Welcome Letter - An email that is sent to the prospect after registering. The format of the mail is as expected by sendmail and includes RFC 822 headers. Be sure to leave these in the mail. The welcome email has variables that are substituted when the email is sent. This includes

- <user>** - The email address of the prospect as captured on the registration screen
- <password>** - The password the prospect supplied on the registration screen.
- <code>** - The validation code required to complete the registration.
- <url>** - The URL needed to get back to the site builder. Note that you may choose to provide a different url for returning prospects where you might pitch the advantages of converting to a paid hosting account and then link to the URL to continue their trial. This is possible because the URL is the same for all prospects.
- <xfercode>** - A code used when the prospect becomes a customer and needs to transfer their free trial to their permanent hosting account.

If you need to restore the original welcome email, clear out all of the contents and hit Save twice.

At the bottom of the screen you will see two URLs needed for prospects to create a trial and to return to siteZen to continue editing their site.

Notes:

- If you have master/slave servers you must log in to the server on which the trial account exists to set up the trial on a slave server.
- See the branding section of this document as you can set up a separate URL for content that is displayed on the opening screen when a visitor returns to edit their site.
- You may add publish time inserts to add advertising or promote the fact that this is a free trial rather than a regular hosting account.
- For security reasons, trial users may not use PHP widgets.

6.3 Trial Users Screen

User Name: <input type="text"/>	Activation / Site	Logins / Last	Expires	Deleted	Status
test1@somedomain.com	630804847 / 1144674513	1 / 2006-04-10 13:08	2006-04-12	2006-04-14	Active <input type="button" value="v"/>
test2@anotherdomain.com	432378556 / 1144674628	1 / 2006-04-10 13:10	2006-04-12	2006-04-14	Pending <input type="button" value="v"/>
test3@yetanotherdomain.com	19826931 / 1144674715	1 / 2006-04-10 13:11	2006-04-12	2006-04-14	Extended <input type="button" value="v"/>

The Trial Users Screen shows all free trial users that you have. You may change the following on this screen:

User Name - to change the email address just over type and hit enter. This is useful for cases where an incorrect email address was entered by the user and they did not get their welcome mail or their email address has changed.

Status - The status may be changed to the following values

Active - You can override the requirement for the prospect to enter the validation code by just setting the status to active

Extended - This prevents the trial from expiring or being deleted according to its normal schedule. Please note that in all cases the trial will be deleted after 90 days.

Deleted - Deletes the trial account

You can quickly search for a user by entering all or a portion of the email address in the username field and hitting enter.