Parallels® Panel

Reseller's Guide

Parallels Plesk Panel 11.0

|| Parallels®

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Parallels IP Holdings GmbH

Vordergasse 59

CH-Schaffhausen

Switzerland

Phone: +41 526320 411

Fax: +41 52672 2010

Global Headquarters

500 SW 39th Street, Suite 200

 Renton, WA 98057

USA

Phone: +1 (425) 282 6400

Fax: +1 (425) 282 6445

EMEA Sales Headquarters

Willy-Brandt-Platz 3

81829 Munich, DE

Phone: +49 (89) 450 80 86 0

Fax:+49 (89) 450 80 86 0

APAC Sales Headquarters

3 Anson Road, #36-01

Springleaf Tower, 079909

Singapore

Phone: +65 6645 32 90

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Preface

In this section:

Typographical Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the **System** tab.
	Titles of chapters, sections, and subsections.	Read the **Basic Administration** chapter.
Italics	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called *wildcard character* search.
`Monospace`	The names of commands, files, and directories.	The license file is located in the `http://docs/common/licenses` directory.

Formatting convention	Type of Information	Example
`Preformatted`	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	`# ls -al /files` `total 14470`
`Preformatted Bold`	What you type, contrasted with on-screen computer output.	**`# cd /root/rpms/php`**
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Feedback

If you have found an error in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback using the online form at http://www.parallels.com/en/support/usersdoc/. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

Becoming Familiar with Parallels Panel

Parallels Plesk Panel offers an easy and convenient graphical user interface that enables you to start your hosting business quickly and maintain it effortlessly. With Panel, you set up your hosting offers, manage customer accounts, and do other tasks to run and grow your business. Your customers benefit from using Panel too since it gives them a complete set of tools for creating and editing their websites. For serving both resellers and customers, the Panel GUI is divided into two parts:

- *Server Administration Panel*.
  In this panel, you set up and maintain your business. Here you create hosting plans and customer accounts, manage subscriptions, and so on. For a comprehensive overview of operations available to you in the Server Administration Panel, see the section **Acquainting with the Panel Interface** (on page 10).

- *Control Panel*.
  When someone subscribes to one of your hosting plans, Panel sets up an account for the subscriber. Under this account, the customer can add domain names and mailboxes, edit website content, and carry out other hosting management routines. Customers perform these operations in a separate panel called the *Control Panel*. To learn more about operating in the Control Panel, refer to the section **Managing Web Hosting** (on page 189).

So, after logging in to Panel, customers see the Control Panel while resellers see the Server Administration Panel. This is for convenience, to separate the administration of customer accounts from administration of websites and hosting services.

However, you will need to go to the Control Panel in the following cases:

- *To assist customers with performing their tasks*. In this case, you log in to the Control Panel on a customer's behalf.

- *To create and manage your own websites*. In this case, you create your own subscription and log in to the Control Panel using your account.

The links that let you log in to the Control Panel using your own and your customers' accounts are located in the list of subscriptions (Server Administration Panel > **Hosting Services** group of the navigation pane > **Subscriptions**.)

Your Panel Account and Subscriptions

When you subscribe to a reseller plan, you get a *reseller account* in Panel. This account stores your profile information and is linked to your subscription - the package of hosting resources that you lease for reselling and use for your own needs.

Your account has a unique username and a password that you use to log in to Panel. You can change these at any time. The section **Managing Your Profile** (on page 15) explains how to do it.

To allow you to easily monitor the current state of your resources and services (for example, disk space currently consumed by your account and your customers), Panel automatically calculates the resource usage and displays it to you on the appropriate pages. To learn how to track the usage of your hosting resources and services, refer to the section **Viewing Your Subscription Properties (on page 16).**

Parallels Customer and Business Manager

In a hosting business, you have to deal with two money flows: payments to your hosting provider for resources that you lease, and payments from your customers. These flows are difficult to handle if you have a lot of customers who use different payment methods and adhere to different tax codes and regulations. To automate the financial aspect, Parallels offers a turnkey solution – *Parallels Customer and Business Manager*. This component comes in a bundle with the Parallels Plesk Panel package and provides tools for carrying out the following operations:

- Periodical issuing of invoices for your customers.
- Selling hosting-related resources such as domain names and SSL certificates.
- Calculating and applying appropriate taxes.
- Updating and storing accounting information.
- Other business operations.

If your service provider uses Business Manager, then additional tools are available in your Server Administration Panel. Learn more about Business Manager tools and the workflow used in Business Manager in the **Becoming Familiar with Business Manager** (on page 12) section.

If your service provider uses alternative billing solutions, refer to the documentation for the respective software.

If you do not have integrated tools for managing the financial aspects of your business, consult the section **Starting Business Without Business Manager (on page 120)** to learn how to manually perform hosting operations that billing systems normally perform in Panel.

In this chapter:

Acquainting Yourself with the Panel Interface

When you log in to Parallels Plesk Panel, you see the **Home** page with a summary on allocated and used resources.

The top banner area provides the following links:

- **A link with your name.** Click this if you need to update your contact information. Find out more about updating contact information in the section **Managing Your Profile** (on page 15).
- **Log out.** This is where you close your session when you have finished working with the Panel.
- **Help.** This provides context-sensitive help with a search function.

The navigation pane on the left provides access to the following sets of functions:

- **Home.** This is where you start working with the Panel. On this page, you can see the following elements.
  - **Overview**. This widget contains information about your hosting package and provides links to the detailed information about available hosting resources and your permissions. The section **Viewing Your Subscription Properties (on page 16)** provides information that helps you understand the Panel resources and learn how to view the set of resources that you can use or sell.
  - **My Subscriptions**. This is where you see a list of your own websites hosted on the Panel server.
- **Customers.** This is where you perform operations on customer accounts. Particularly, you can accomplish the following tasks from this page:
  - Create, modify, suspend, unsuspend, and remove user accounts.
  - View traffic usage reports.
- **Domains.** This is where you view information about hosted websites and their domain names, and go to the Control Panel for managing them.
- **Subscriptions.** This is where you manage customer subscriptions to your services. Subscription is a way a customer obtains services and resources provided by a service plan.
- **Service Plans.** This is where you manage your service plans. Service plan is a set of resources and services provided to hosting service customers by means of subscriptions. There are also service plan add-ons that extend the amount of resources and services provided with a subscription.
- **Tools & Utilities**. This is where you configure and manage system services, and view resource usage statistics.
- **Profile**. This is where you fill in your contact information. Learn more about the contact information and other profile settings in the section **Managing Your Profile** (on page 15).
- **Change Password**. This is where you change your password for logging in to the Server Administration Panel.
- **Interface Preferences**. This is where you set interface language and skin. Learn more about changing Panel appearance in the section **Changing Interface Settings**.

If your provider uses Parallels Customer and Business Manager for billing their customers, there are more links in the left navigation pane. You can find a list of Business Manager functions available from Panel's navigation pane in the section **Becoming Familiar with Business Manager** (on page 12).

To see information about a tool or an item on the page, place the mouse pointer over an item without clicking it, and a small tooltip box appears with supplementary information regarding that item.

The main working area on the right provides access to the tools available for the section currently selected in the navigation pane. Additional operations are accessible from the **More Actions** menus.

To navigate through Parallels Plesk Panel, you can use a path bar: a chain of links that appears in the right part of the screen, below the banner area.

To return to a previous screen, use the shortcuts in the path bar, or the **Up Level** icon in the upper-right corner of the screen.

To sort a list by a certain parameter in ascending or descending order, click on the parameter's title in the column heading. The order of sorting will be indicated by a small triangle displayed next to the parameter's title.

Becoming Familiar with Business Manager

Business Manager simplifies the process of signing up, provisioning, and billing new customers according to the following scheme:

1. In Business Manager, you set up service plans and add-ons corresponding to your service offerings and create online stores where you sell these plans.

2. A user visiting your site selects one of your hosting plans and subscribes to the services.

3. Business Manager processes the order. After the payment is received, it sets up a user account and subscription in Parallels Plesk Panel, and notifies the new customer by e-mail.

4. The customer logs in to Panel and starts using the web hosting, e-mail, and other services provided by subscription.

5. Several days before the end of the billing period, Business Manager sends an invoice to the customer stating the account balance and due payment date. On the due date, Business Manager charges the due amount on the customer's card or bank account, or uses another payment collection scheme that you select.

In addition to automated provisioning and billing, Business Manager offers the following advantages:

- Support for integration with payment systems, domain name registrars, and certification authorities issuing SSL certificates.
- Customizable online store.
- Compliance with requirements for stores operating in the European Union countries.

To learn what operations are available to you when Business Manager is integrated with your Panel, see the table below.

Business Manager Navigation Pane

If your Panel is connected to Business Manager, the Panel's navigation pane contains a set of links leading to Business Manager pages. Each of these links opens the corresponding page of Business Manager in the same window. To switch back to Panel, click the **Back to Parallels Panel** button at the top of Business Manager's navigation pane.

When you are in Business Manager, you see the navigation pane that contains the same links plus the controls for managing you own hosting accounts in the **My Account** group. Find more information about these controls in the section **Managing Your Account**.

Name	Description	Help link
Business Operations menu	Contains links for managing customer accounts and service subscriptions.	
Customers	Add, suspend, and remove customer accounts, change customers' billing and contact information. Prepare invoices and collect payments.	**Administering Customers (on page 135)**

Subscriptions	View and change properties of service subscriptions. Move subscriptions to other service plans by upgrading and downgrading them.	**Managing Subscriptions (on page 149)**
Invoices	View invoices for customer accounts.	**Managing Invoices and Payments (on page 163)**
To-do Items	The purpose of the to-do items is to act as an automated reminder tool. Each task that you create will be listed until the action item is completed. For example, a To-Do task can be anything from reminding yourself to run by the accountant's office on Thursday to reminding you to create a website on a control panel because the control panel you are using does not support automation of that action. Tasks can be assigned to any users in the system.	
Business Monitoring menu	Contains links for viewing accounting reports and working with invoices and payments.	
Accounting	View accounting reports.	**Generating Accounting Reports (on page 176)**
Payments	Monitor and complete payment operations.	**Viewing Transactions List (on page 169)**
Events	View and manage system tasks scheduled for execution.	**Viewing and Running Scheduled Tasks (on page 175)**
Reports	View reports on orders, subscriptions, payments, transactions, and invoices.	
E-mails	View a list of automatically sent e-mails and resend them if needed.	**Setting Up Automatic E-mails (on page 89)**
Business Setup menu	Contains links for setting up Business Manager for serving your customers.	
Plans	Set up and manage service plans for provisioning services to your customers.	**Plans and Add-ons (on page 112)**
Online Stores	Create and manage online stores where customers can subscribe to your plans.	**Managing Online Stores (on page 71)**
Marketing Tools	Set up discounts, coupons and affiliate programs to promote your plans.	**Promoting Your Plans (on page 133)**

All Settings	Set up all aspects of Business Manager and prepare it for serving customers.	**Starting Business with Business Manager (on page 51)**

Managing Your Profile

Your account in Panel stores your access credentials and contact information such as e-mail, address, and phone number. Depending on how you subscribed to a Panel reseller plan, you can choose your username and password yourself or receive them from your hosting provider. To change your account password, click the **Change Password** link in the navigation pane. Your username can only be changed by your provider. If you forget your password and cannot log in to Panel, click the **Forgot Your Password?** link on the login page. Then enter your username and the e-mail specified in your contact information into the corresponding fields. When you fill in this information, Panel will send your password to the specified e-mail address.

If the contact details in your profile require updating, or you want to add or remove some of them, click the **Profile** link in the navigation pane or the link with your name at the top of the page and Panel will take you to a page where you can manage the details.

Managing Your Account in Business Manager

If you use Business Manager, your account contains more details. It includes information about invoices issued to you by your provider, billing accounts that you use to pay these invoices, and so on. The controls for viewing and managing details of your Business Manager account are located in the **My Account** group of the left navigation pane. The elements of this group allow you to do the following:

- **My Subscriptions**. View a list of your reseller subscriptions and their properties, and request an upgrade or downgrade of a subscription.
- **My Invoices**. View a list of invoices issued to you by your provider.
- **My To-do Items**. View items that may require your attention.
- **My Billing Accounts**. View and manage billing accounts - credit cards, bank accounts, and so on - that you use to pay for the hosting resources you purchase from your provider.
- **Go to Store**. Open your provider's online store to subscribe to other reseller plans.

Viewing Your Subscription Properties

The number of hosting resources and services available to you for reselling or to use for your own needs is defined by your *reseller subscription*. A subscription can limit the use of a resource to a certain value, for example, allow you to consume 75 GB of disk space. Alternatively, it can allow a resource to be used without limits. In addition, the subscription defines what services you can use and what server management actions you can perform: manage DNS zones, access application catalogs, and so on.

To view the information about your subscription, click the **My resources and permissions overview** link on the **Home** page.

The subsections of this section tell you more about reseller subscription properties:

- Panel resources sold in reseller subscriptions: Section **Viewing Resources** (on page 17).
- Permissions and services: Section **Viewing Permissions** (on page 19).
- IP Addresses: Section **Viewing IP Addresses** (on page 20).

In this section:

Viewing Resources

This section lists Panel resources included in reseller subscriptions. To view the resources allotted for your account, go to **Home** > **My resources and permissions overview**.

Overselling policy

Defines if you can sell more resources than allocated to you with the plan. If overselling is allowed, you are governed by actual resource usage instead of initial resource allocation. If overselling is prohibited, you can create only the number of service subscriptions limited to the total amount of disk space or traffic provided to you with your plan.

Overselling is a marketing strategy based on the following scheme: a reseller, who was allotted, for example, ten gigabytes of disk space, allocates five gigabytes of disk space for each of their customers, assuming that none of them will actually use all of their allocated disk space.

Domains

The total number of subscriptions that you can create for your customers and for your own purposes.

Subdomains

The total number of subdomains that can be hosted within the subscription.

Domain aliases

The total number of additional alternative domain names that can be used for websites within the reseller subscription.

Disk space

The total amount of disk space that can be used by your own websites and sites of your customers. It includes disk space occupied by all files related to your reseller subscription: contents of websites, databases, applications, mailboxes, log files and backup files.

Traffic

The amount of data that can be transferred from the subscription's websites and FTP/Samba shares during a month.

Additional FTP accounts

The maximum number of FTP accounts used to access the files and folders hosted with a subscription.

Databases (Unix hosting)

The total number of databases that can be created on the Panel database servers and used by the subscription's websites.

MySQL databases and **Microsoft SQL Server databases** (Windows hosting)

The maximum number of MySQL and Microsoft SQL Server databases respectively that can be created on the database servers registered in the Panel and used by websites hosted with the subscription.

MySQL databases quota and **Microsoft SQL databases quota** (Windows hosting)

The maximum total amount of disk space (in megabytes) that the MySQL and Microsoft SQL Server databases respectively can occupy.

Mailboxes

The total number of mailboxes that can be hosted within the subscription.

Mailbox size

The maximum amount of disk space that can be allocated to a mailbox for storing e-mail messages and auto-reply attachment files. You will not be able to specify the bigger mailbox size in your service plans.

Mailing lists

The total number of mailing lists that can be hosted with the subscription.

Customers

The maximum number of customer accounts that you can create and serve.

Web users

The total number of personal web pages that can be hosted on the websites within subscription. This service is mostly used in educational institutions that host non-commercial personal pages of their students and staff. These pages usually have addresses like http://example.com/~webuser.

Java applications

The total number of Java applications or applets that can be hosted on websites within the subscription

Sites published with Web Presence Builder

The total number of websites that can be created, published, and then edited with Web Presence Builder.

Mobile sites

The total number of websites that can be hosted with the UNITY Mobile online service, which optimizes sites for viewing on mobile devices.

FrontPage accounts (Windows hosting)

The maximum number of Microsoft FrontPage accounts that can be used within the subscription.

Shared SSL links (Windows hosting)

The total number of shared SSL links that can be used within the subscription.

IIS application pools (Windows hosting)

The total number of dedicated IIS application pools that can be allocated for websites created within the reseller subscription.

ODBC connections (Windows hosting)

The total number of ODBC connections that can be used within the subscription.

ColdFusion DSN connections (Windows hosting)

The total number of ColdFusion DSN connections that can be used within the subscription.

Viewing Permissions

Your permissions either denote the operations available to you as a reseller in the Panel, or define which services and privileges can be enabled in the subscriptions of your customers. If a particular permission in your reseller subscription is set to **Off**, then a service subscription will not provide the corresponding service or a privilege. A disabled permission also means that you are prohibited to perform the designated action in the Control Panel. For example, if your subscription does not provide a privilege to use Scheduler (**Scheduler management** is **Off**), then none of your subscribers will be able to use it, and neither will you.

Reseller-specific privileges (the ones that do not affect service subscriptions you create for your customers) are as follows:

- **Subscription creation in Server Administration Panel and domain creation in Control Panel.** Shows whether you can create hosting service subscriptions, add domains, create websites, and set up web forwardings.
- **Ability to use API RPC**. Shows whether you can remotely manage Web sites through custom applications. The remote API is an interface that can be used for developing custom applications integrated with Web sites, which could be used, for instance, for automating setup of hosting accounts and provisioning of services for customers purchasing hosting services from your site. To learn more, refer to the **Parallels Plesk Panel 11.0: API RPC Protocol Reference**.
- **Access to the Panel**. Shows that you can use the Panel graphical user interface.
- **Customer account creation**. Lets you create user accounts and subscriptions for your customers in the Panel.
- **Allow overselling**. Lets you set up oversell policy, meaning that you yourself can define if overselling is allowed to you or not.

Overselling allows you to sell more resources than is allocated with a plan. If overselling is allowed, a reseller is governed by actual resource usage instead of initial resource allocation. Overselling is a marketing strategy based on the following scheme: a reseller, who was allotted, for example, ten gigabytes of disk space, allocates five gigabytes of disk space for each of their customers, assuming that none of them will actually use all of their allocated disk space.

Meanings of the other permissions are the same as in the service subscriptions (on page 35).

To view the full list of your subscription permissions, go to **Home** > **My resources and permissions overview** > **Permissions** tab.

Viewing IP Addresses

To view the IP addresses included in your hosting package, go to **Tools & Utilities** > **IP Addresses**. Your IP addresses are listed and the following supplementary information is given:

- An icon in the **S** (Status) column shows ✅ if your IP address is properly configured on the network interface. If your IP address was removed from the network interface by your provider, an icon will show ⚠️.

- An icon in the **T** (Type) column shows 👑 if you were allotted a dedicated IP address, and 🖥️ if the address is shared among other customers of your service provider. A dedicated IP address is not used by other users, so you can use it to host either:

  - A single e-commerce website secured with Secure Sockets Layer encryption.

  or

  - A number of websites that do not need Secure Sockets Layer encryption.

  Note: Shared IP addresses should be used for hosting only non e-commerce websites.

- The **Certificate** column shows which SSL certificate (for what domain name) is tied to an IP address.

- The **FTP over SSL** column (on Windows-based servers) shows whether it is possible to use secure FTP connection (FTP over SSL) on one of the domains hosted on this IP address.

- The **Hosting** column shows a number of websites hosted on an IP address. To view the domain names of these websites, click the number in the **Hosting** column.

You can perform the following operations on IP addresses:

- Change IP allocation type. You can mark your IP addresses as shared or dedicated *before* you use them for hosting websites. This allows the Panel to distinguish between them and to not let you use a dedicated IP address for several customers at once. A dedicated IP address can be used in subscriptions of a single customer, while a shared IP address can be shared among different customers' subscriptions. Note that SSL protection with authentic digital certificates and Anonymous FTP services are available only to a dedicated hosting account on a dedicated IP address. Shared hosting accounts can also have SSL protection, but visitors of such protected sites will receive error messages in their browsers.

- Assign an SSL certificate to an IP address. This will assign the selected SSL certificate to all websites hosted on that IP address.

▪ Select a default website. Because users can refer to a web resource on your server by typing an IP address and there can be several websites hosted on that address, the Panel needs to know which of the sites to show in such cases. The Panel automatically assigns the first website created on an IP address as the default website; however, you can select any other website and make it default.

➢ *To change an IP address allocation type (shared, dedicated), assign another SSL certificate to an IP address, or select the default website:*

1. Go to **Tools & Utilities** > **IP Addresses**, and click the IP address you need.

2. Make the required changes, and click **OK**.

Changing Branding and Interface Settings

This chapter describes how to select Panel's interface language, rebrand Panel, and add links to external sites or web applications.

Change Interface Language

In addition to English, Panel can be viewed in the following languages:

- Chinese (traditional and simplified)
- Dutch
- French
- German
- Italian
- Japanese
- Polish
- Portuguese
- Russian
- Spanish

If you want to switch Panel to any of these languages, go to **My Profile** > **Interface Preferences**.

When you switch to a language different from English, some button captions may become too long and corrupt the Panel layout. To prevent this, you can specify a limit on button caption length. In this case, the system will automatically shorten button captions longer than this limit and end them with an ellipsis (...).To define the caption length limit, enter its value in the **Button label length** field in **My Profile** > **Interface Preferences**. To disable automatic shortening, clear this field.

Add Branded Content

To disguise the fact that you are reselling another company's hosting resources, you can add your own branded content to Panel. Specifically, this content may be the following:

- **The logo in the top left corner**. Upload your own logo and your customers will see this instead of the original Panel logo in the Control Panel. Use a GIF, JPEG, or PNG file for your logo, preferably not larger than 100 kilobytes to minimize the download time. To ensure that your logo will fit into the top area, we recommend that you use an image 50 pixels in height.
- **The URL to which the logo points**. Make your logo a clickable link that points to your company's website to let your customers easily open the website any time they are in the Control Panel.

- **The pages title**. Let your customers see your company name or other relevant text in their browsers' title bars when they work in the Control Panel.

To change any of these settings, go to **Tools & Utilities** > **Panel Branding**.

Add Links to Websites and Applications

If you want to have quick access from Panel to certain websites and applications, or wish to provide your customers with such access, create *custom buttons*. The buttons may lead to web resources, such as your corporate site, or to a web application that can process online requests and accept additional information about the users clicking the buttons. You can place these buttons on your **Home** page for yourself or in the Control Panel for your customers.

You can place the buttons in the following locations of the Server Administration Panel and the Control Panel, and decide who should be able to see them:

- On the **Home** page in the Server Administration Panel, visible only to you. This is achieved by selecting the **Reseller's Home page** option in the button properties.
- On the **Home** tab in the Control Panel, visible to the hosting service customers and their users who are allowed to log in to the Control Panel. This is achieved by selecting the **Customer's Home page** option in the button properties.
- On the **Websites & Domains** tab in the Control Panel, visible to the hosting service customers and their users who are allowed to log in to the Control Panel. This is achieved by selecting the **Websites & Domains page of Subscription** option in the button properties.
- On the **Home** page in the Server Administration Panel and Control Panel, visible to you and your customers. This is achieved by selecting the **Common access** option in the button properties.

You can specify what information about users should be passed:

- Subscription ID.
- Primary domain name associated with a subscription.
- FTP account username and password.
- Customer's account ID, name, e-mail, and company name.

➢ *To add a custom hyperlink button to the Server Administration Panel or the Control Panel:*

1. Go to **Tools & Utilities** > **Custom Buttons** (in the **Panel Management** group), and click **Create Custom Button**.

2. Specify the following properties of the button:

   - Type the text that will show on your button in the **Button label** box.
   - Choose the location for your button.
   - Specify the priority of the button. Your custom buttons will be arranged in the Panel in accordance with the priority you define: the lower the number, the higher the priority. Buttons are placed in the left-to-right order.

- To use an image for a button background, click **Browse** to browse for the desired file. It is recommended that you use a 16x16 pixel GIF or JPEG image for a button to be placed in the navigation pane, and a 32x32 pixels GIF or JPEG image for a button placed in the main frame.

- Type the hyperlink to be attached to the button into the **URL** box.

- Using the checkboxes, specify whether you want the customer information and other data to be transferred within the URL. These data can be used for processing by external web applications.

- In the **Tooltip text** input field, type in the help tip that will be displayed when users place the mouse pointer over the button.

- Select the **Open URL in Parallels Panel** checkbox if you want the destination URL to be opened in the main frame of the Panel; otherwise, leave this checkbox cleared to open the URL in a separate browser window or tab.

- If you want to make this button visible only to you, select the **Show to me only** checkbox.

3. Click **Finish** to complete creation.

To remove a custom button from the Panel, go to **Tools & Utilities** > **Custom Buttons** (in the **Panel Management** group), select the corresponding checkbox and click **Remove**.

Setting Up Your Hosting Offers

When you start your hosting reselling business, you should define how you will offer your hosting resources and services to customers. Parallels Plesk Panel lets you organize your business by means of *service plans* and *subscriptions*.

A *service plan* is a combination of hosting resources that you sell to your customers. For example, a plan can provide customers with the web hosting service, five gigabytes of disk space on the server, and ten gigabytes of data transfers each month.

There are also *add-on plans* that let you offer additional resources and services to subscribers, such as, for example, an additional gigabyte of disk space.

When customers want to host a website on a Panel-managed server, they *subscribe* to a plan that offers the resources they need. In other words, a s*ubscription* is a set of resources defined by a plan and available to a certain customer.

To learn more about service plans and subscriptions in Panel, refer to the section **Understanding Service Plans and Subscriptions** (on page 27).

Organizing your offerings into service plans is only one of the many steps required to get your business ready to run. Before you can start serving customers, you should also think about how potential customers will find your offerings, how you will subscribe new customers and take payments, and other aspects of your business. To start your business more easily, you can use automation solutions that carry out different routines for you, for example, issue invoices and take payments from customers.

The automation tools included in your reseller package by your hosting provider define whether you will be able to automate certain business routines. Specifically, you may be provided with one of the following options:

- *Parallels Parallels Customer and Business Manager.*

  The solution that provides the most complete automation of a hosting business on Panel-managed servers is Parallels Customer and Business Manager. Business Manager is completely integrated with Panel and automates a number of your business routines. For example, a typical workflow with Business Manager looks as follows: When a new customer subscribes to a plan in your online store, Business Manager creates an invoice. After the customer pays the invoice, Business Manager automatically creates a Panel account and subscription for the customer, enabling the latter to create a website.

  However, if you run your business with Business Manager, you still have to carry out some administrative tasks manually, for example, editing customer accounts or changing subscription properties.

  To learn more about how to get Business Manager ready to serve your business and how to perform certain tasks in Business Manager manually, refer to the section **Starting Business with Business Manager** (on page 51).

▪ *Third-party automation solution.*

Alternatively, your hosting provider can offer you a third-party hosting business automation solution. In this case, learn how to automate certain routines in the appropriate documentation.

▪ *No automation solution.*

Your hosting package may include Panel without any automation solution at all. In this case, you will not be able to automate tasks that require interaction with Panel, for example, creating customer accounts and subscriptions. The section **Starting Business Without Business Manager (on page 120)** tells you how to get ready to start your business in Panel without hosting automation solutions.

In this chapter:

Understanding Service Plans and Subscriptions

Service plans define what resources you offer to your customers. The properties of a service plan in Panel define which server hosting resources are available to plan subscribers. The section **Properties of Hosting (Add-on) Plans and Subscriptions** provides a complete list of Panel server resources and services that you can include in your hosting plans.

Allocation of Resources and Services

Service plans define potential services; the Panel does not check if a service or a resource that a service plan should provide is actually available, whether in the system in general or in your reseller subscription. For example, when creating a plan, you can choose to allow subscribers to connect to the server shell over SSH even if your subscription does not provide the **Management of access to the server over SSH** privilege. In such a case, the Panel will let you do this and will show no error or warning messages.

Subscriptions provide actual resources and services that are allocated during the creation of each subscription.

Relations Between Subscriptions and Service/Add-on Plans

Normally, a subscription is associated with a service plan, and this association is reflected in a list of subscriptions: each subscription name contains the service plan name in parentheses at the end. The amount of resources and services provided with a subscription can be extended by associating the subscription with add-on plans. A subscription can be associated with several add-ons, but each add-on can be added to the subscription only once.

It is also possible to have subscriptions that are not associated with any service plans or add-on plans. We call such subscriptions *custom subscriptions*, and their names are extended with "**(Custom)**" in the list of subscriptions. Having a custom subscription may be useful if you want to provide services on specific terms that differ from the usual offerings in your business model.

At any time, you can change the association between a subscription and plans in the following ways:

- Associate the subscription with another service plan.
- Add and remove add-on plans.
- Remove the subscription association with the service plan and add-ons.

Syncing Service Plans and Subscriptions

When you change the properties of a service plan, Panel automatically applies the changes to all subscriptions to this plan. If you want to prohibit automatic updating of a certain subscription, you can *lock* this subscription. To learn how to configure the synchronizing (or *syncing*) of your plans with subscriptions, see the section **Syncing Subscriptions and Plans** (on page 50).

In this section:

Properties of Hosting Plans, Add-ons and Subscriptions

Properties of a hosting plan and subscription are grouped as follows:

- **Resources**

  Includes validity period, policy on overusing resources, system resources like disk space and traffic, and service resources like websites, subdomains, mailboxes, databases and so on.

- **Permissions**

  Includes provided services and privileges.

  Note: Some permissions prevent settings of the following services from syncing (on page 50). See the details in the **Permissions** section (on page 35).

- **Hosting Parameters**

  Includes parameters of the provided hosting service.

- **Mail**

  Includes parameters of the provided mail service.

- **DNS**

  Specifies if the DNS zones of the subscription's domains should be master or slave.

  Note: In case the **DNS zone management** privilege is provided, this parameter is not synced, and subscribers can set up this parameter on a per-domain basis.

- **Performance**

  Includes parameters that affect performance of all services provided with the plan.

- **Logs & Statistics**

  Includes settings of how statistics and logs of the plan's subscriptions should be stored.

Note: **Hosting, Mail**, **DNS**, **Performance**, **Logs & Statistics** parameters are fully visible and editable in the Administrative Panel only for service plans. For subscriptions, these parameters are available only in the Control Panel. To view or modify the parameters of a particular subscription, go to **Subscriptions** and click **Control Panel** to the right of the subscription name. Also note that the availability of these parameters to a subscriber depends on the permissions.

- **Applications**

  Lets you select which applications available to you should be provisioned to your customers.

In this section:

Visibility of Hosting Features in the Control Panel

Since version 10.4, Panel hides from customers those hosting features that are not provided in their subscription. The visibility of GUI elements responsible for a certain feature is determined by permissions and resource limits of a subscription. Note that when you (as the administrator) log in to the customer's Control Panel, you see GUI elements regardless of customer's permissions. The table below explains GUI visibility logic.

	Visible to a Customer	Visible to the Administrator
Resource Limit > 0 Permission = True	Yes	Yes
Resource Limit > 0 Permission = False	No	Yes
Resource Limit = 0 Permission = True	No	No
Resource Limit = 0 Permission = False	No	No

For example, when the number of **Domains** in a subscription is 10 and the **Domains management** permission is off, a customer does not see the **Add New Domain** button in the Control Panel. Nevertheless, this button is available to the administrator that logs in to the customer's Control Panel.

Resources Without Numerical Limits

If the resource type is logical or in other words, it can be just switched on or off (say, a scripting language support), its visibility is controlled by a certain permission only. For example, if the **Hosting settings management** permission is granted, a customer is able to toggle the support of various scripting languages for their site. If the permission is not granted, the customer sees the list of languages that are switched on for their site in the read only mode. The disabled languages *are not shown* in the list.

Resources

Resources (located at **Service Plans** > select a plan > **Resources** tab) define what system resources are provided with the subscription.

Overuse policy

Defines what happens if the subscription's usage of disk space and traffic reaches limit values:

▪ **Overuse is not allowed** will suspend the subscription only if you select the checkbox **Suspend subscription when its disk space or traffic usage goes beyond the limit**. If you do not select it, websites will not be suspended; only a notice will be sent to the subscribers.

You can set up sending of notifications as soon as usage of disk space or traffic reaches a particular value (the **Notify upon reaching** options), in order to prevent subscriptions from suspension. The notifications will be sent according to the server notifications policy.

▪ **Overuse is allowed** will let the subscription operate properly.

The option **When limit on usage of a resource is reached, send e-mail according to the server notification settings** triggers sending notifications according to the server notifications policy.

Note: The overuse policy does not apply to the limits set on size of mailboxes. Therefore, even if you enable overuse, be sure to allocate enough disk space to mailboxes.

Disk space

The total amount of disk space allocated to the subscription. It includes disk space occupied by all files related to the subscription: content of websites, databases, applications, mailboxes, log files, and backup files.

Traffic

The amount of data that can be transferred from the subscription's websites and FTP/Samba shares during a month.

Notify upon reaching

Available only if overuse is not allowed. This sets the soft quota for disk space or traffic usage in order to prevent subscriptions from suspension. When the quota is reached, the Panel sends notifications to users' e-mail addresses specified in **Settings** > **Notifications**: **Resource usage limits exceeded by subscription**.

Sites published with Web Presence Builder

The number of websites that can be published with Web Presence Builder.

Domains

The total number of domain names that the subscriber will be able to host within the subscription. This includes websites, web forwarding configurations that point to websites hosted on other servers, and domain names on which a website or web forwarding is not yet set up (domains with no hosting).

Mobile sites

The total number of websites that can be hosted with the UNITY Mobile online service, which optimizes sites for viewing on mobile devices. UNITY Mobile hosts the optimized site copies on their own servers.

How it works:

1. A user creates a website with the domain name `example.com` and clicks the link **Create Mobile Site** in the Control Panel.

2. The user is prompted to specify a domain name for access to the mobile site copy. The user specifies `mobile.example.com`.

3. The Panel connects to the UNITY Mobile hosting servers, sets up an account with UNITY Mobile for the domain name `mobile.example.com`.

4. The user's browser opens the UNITY Mobile website, where the user is automatically logged in to their account and prompted to import their website from the Panel-managed server.

5. After the site is imported and optimized for mobile viewing, it becomes accessible by the address mobile.example.com. The Panel's DNS server keeps a CNAME record pointing to the site on a UNITY Mobile server.

   The user can now perform the following operations on mobile site using links in the Control Panel:

   - Open site editor.

   - Change mobile site name.

   - Remove mobile site.

For more information about UNITY Mobile services, visit their website at http://www.unitymobile.com.

For instructions on managing mobile sites through the Control Panel, refer to the Customer's Guide, section Setting Up Mobile Sites.

Subdomains

The total number of subdomains that the subscriber will be able to host within the subscription.

Domain aliases

The total number of additional alternative domain names that the subscriber will be able to use for their websites.

Mailboxes

The total number of mailboxes that the subscriber can host within the subscription.

Mailbox size

The amount of disk space that is allocated to each mailbox in a subscription for storing e-mail messages and auto-reply attachment files.

Total mailboxes quota (available only for Windows hosting)

The total amount of disk space in megabytes available for all mailboxes within the subscription.

Mailing lists

The total number of mailing lists that the subscriber can host within the subscription.

Additional FTP accounts

The maximum number of FTP accounts used to access the files and folders created within a subscription. This number does not include an account that is always created during the subscription creation.

Databases (Unix hosting)

The total number of databases that can be created on the Panel database servers and used by the subscription's websites.

MySQL databases and **Microsoft SQL Server databases** (Windows hosting)

The maximum number of MySQL and Microsoft SQL Server databases respectively that can be created on the Panel database servers and used by the subscription's websites.

MySQL databases quota and **Microsoft SQL databases quota** (Windows hosting)

The maximum amount of disk space (in megabytes) that the subscription's MySQL or Microsoft SQL Server databases can occupy respectively.

Validity period/Expiration Date

The term for a subscription.

In service plan properties, it is **Validity period**: it is used only when a subscription is created: the Panel derives the subscription expiration date from it.

In subscription properties, it is **Expiration date**: At this date, the subscription will be suspended, meaning that all sites within the subscription will be suspended, their Web, FTP and mail services will no longer be accessible to the Internet users, and the subscriber and their users will not be able to log in to the Control Panel.

Subscriptions are not renewed automatically, so to bring a subscription's services back to operation, you will need to manually activate the subscription (on page 158).

Java applications

The total number of Java applications that can be hosted on the subscription's websites.

Web users

The total number of personal Web pages that the subscriber can host for other users under their websites. This service is mostly used in educational institutions that host non-commercial personal pages of their students and staff. These pages usually have addresses like http://example.com/~webuser.

FrontPage accounts (Windows hosting)

The maximum number of Microsoft FrontPage accounts that the subscriber can create within the subscription.

Shared SSL links (Windows hosting)

The total number of shared SSL links that the subscriber can use within the subscription.

ODBC connections (Windows hosting)

The total number of ODBC connections that the subscriber can use within the subscription.

ColdFusion DSN connections (Windows hosting)

The total number of ColdFusion DSN connections that the subscriber can use within the subscription.

Permissions

Permissions (located at **Service Plans** > select a plan > **Permissions** tab) define what privileges and services are provided with the subscription.

DNS zone management

Allows the subscriber to manage the DNS zones of their domains.

Note: If this permission is granted, then the DNS service settings are not synced.

Hosting settings management

Allows modifying parameters of hosting service provided with the subscription: changing hosting account features and switching on or off support for programming and scripting languages, custom error documents, SSL support, and (Windows only) Microsoft FrontPage support. In addition, it allows you to toggle the following permissions: **Hosting performance settings management** and **Common PHP settings management**.

Note: If this permission is granted, then the mentioned hosting parameters are not synced.

Common PHP settings management

Allows the subscriber to adjust common PHP settings individually for each website (subdomain) in their subscription.

Note: If this permission is granted, then the common PHP settings are not synced.

Setup of potentially insecure web scripting options that override provider's policy. Allows the subscriber to override the hosting security policy, if it is applied by the provider.

Management of access to server over SSH (Linux\Unix hosting)

Allows the subscriber to access the server shell over SSH under their system user account. Also, lets the subscriber set up such hosting parameter as **SSH access to server shell under the subscription's system user**.

Note: If this permission is granted, then the mentioned hosting parameter is not synced.

Management of access to server over Remote Desktop (Windows hosting)

Lets the subscriber access the server via Remote Desktop protocol.

Anonymous FTP management

Provides the anonymous FTP service, which lets the subscriber set up a directory shared over FTP protocol and available to anonymous users. A subscription should reside on a dedicated IP address in order to provide this service.

Scheduler management

Allows the subscriber to schedule running of scripts or utilities.

Spam filter management

Lets the subscriber customize filtering settings of the SpamAssassin spam filter.

Antivirus management

Lets the subscriber change settings of the server-side protection of incoming and outgoing mail from viruses.

Data backup and restoration using the server repository

Lets the subscriber back up and restore their websites, and use the storage on the server for keeping backups.

Data backup and restoration using a personal FTP repository

Lets the subscriber back up and restore their websites, and use external FTP servers for storing their backups.

Web statistics management

Lets the subscriber select which Web statistics engine should be used, and whether reports should be accessible via a specific password-protected directory.

Note: If this permission is granted, then the mentioned hosting parameter is not synced.

Log rotation management

Lets the subscriber adjust the cleanup of processed log files for his or her sites. Also, lets the subscriber remove log files.

Note: If this permission is granted, then the **Logs & Statistics** parameters (on page 49) are not synced.

Access to Application Catalog

Provides the subscriber with access to prepackaged applications that can be installed on websites. If you select this option, be sure to select the **PHP support** checkbox on the **Hosting Parameters** tab.

You can view a list of applications available from your provider by doing the following:

1. Set up your own website by using a plan or a custom subscription that grants access to the Application Catalog.
2. Go to the Server Administration Panel > **Subscriptions**, and click the **Control Panel** link corresponding to your domain name. The Control Panel will open in a new browser window or tab.
3. In the Control Panel, go to the **Applications** tab > **All Available Applications**.

There is also a page in the Server Administration Panel, where you can view and update installed applications, and purchase license keys for commercial applications at Parallels Online Store: **Tools & Utilities** > **Application Vault**.

For instructions on installing applications and license keys, refer to the Customer's Guide, section Installing Applications.

Domains management

Lets the subscriber add domains, create websites and set up web forwarding.

Subdomains management

Lets the subscriber set up additional websites accessible by *<subdomain>.<domain>* addresses.

Domain aliases management

Lets the subscriber set up additional alternative domain names for their websites.

Additional FTP accounts management

Lets the subscriber manage FTP accounts for accessing the subscription's files and folders.

Java applications management

Lets the subscriber install Java applications on their websites.

Mailing lists management

Lets the subscriber use mailing lists provided by the GNU Mailman software.

Note: If this permission is granted, then the **Enable mailing lists** parameter (on page 47) is not synced.

Hosting performance settings management

Allows the subscriber to adjust performance PHP settings individually for each website (subdomain) in their subscription. In addition, lets the subscriber set up the limits on bandwidth usage and number of connections to their websites.

Note: If this permission is granted, then the following settings are not synced: PHP performance settings, **performance** settings (on page 48) for bandwidth usage and the number of connections.

IIS application pool management (Windows hosting)

Provides the subscriber with a dedicated IIS application pool and the means to manage it: enable or disable it, and set up the maximum amount of CPU power that the pool may use.

Note: If this permission is granted, then the **Logs & Statistics** parameter (on page 49) called **Use dedicated pool** is not synced.

Additional write/modify permissions management (Windows hosting)

Lets the subscriber toggle such a hosting parameter as **Additional write/modify permissions**. These permissions are required if a subscriber's web applications use a file-based database (like Jet) located in the root of httpdocs folder. Please note that selecting this option might seriously compromise the websites' security.

Note: If this permission is granted, then the mentioned hosting parameter is not synced.

Shared SSL management (Windows hosting)

Provides the shared SSL service, and lets the subscriber set up shared SSL links for their websites within the subscription.

Hard disk quota assignment

Lets the subscriber set up such hosting parameter as **Hard disk quota**.

Note: If this permission is granted, then the mentioned hosting parameter is not synced.

Database server selection

Lets the subscriber select a database server of each type for creating their databases, as opposed to always using the default database server.

Access to advanced operations: Website Copying and Website Maintenance Mode

Specifies whether the website copying and maintenance mode are available to the subscriber in the **Control Panel > Websites & Domains > Show Advanced Operations**. If denied, the **Website Copying** and **Website Maintenance Mode** links are not available to the subscriber.

Password-protected directories management

Specifies whether the protected directories feature is available to the subscriber in the **Control Panel > Websites & Domains > Show Advanced Operations**. If denied, the **Password-protected directories** link is not available to the subscriber.

Ability to manage auxiliary user accounts

Specifies whether the subscriber can manage auxiliary user accounts on the **Control Panel > Users** tab. If denied, the **Users** tab is not available to the subscriber.

Allow activating APS apps using license keys from the Panel license pool

If granted, users will be able to install certain APS apps without the need to purchase app licenses from vendors. In this case, app license keys will be taken from the Panel license pool. Note that you cannot limit the number of app installations a user is allowed to perform. This permission is relevant only if your Panel license comes in a bundle with APS app licenses. Learn more about license bundles.

Hosting Parameters

These parameters define the hosting service provided with the plan. The parameters can be found in **Service Plans** > select a plan > **Hosting Parameters** tab.

Note: Unless specifically noted, the parameters are not synced if the **Hosting management** permission is selected.

Enable hosting

Defines if the hosting service is actually provided with the plan.

Clear this option to make up a service plan that provides only mail service. Subscribers of such a plan will be able to have 'domains without hosting' which will serve mailboxes.

Hard disk quota

Hard quota imposed on disk space in addition to the soft quota (set with the option **Notify upon reaching** (on page 31)). Hard disk quota will not allow writing more files to the web space when the limit is reached: users will get an "Out of disk space" error at an attempt to write files.

Note: (Linux/Unix hosting) Confirm that your operating system supports hard disk quota before you set any value other than **Unlimited**. In case you define a hard quota when it is not supported, you will get a synchronization conflict on all the plan's subscriptions.

SSL support

Allows setting up SSL encryption on websites hosted within the subscription.

Web statistics

Selects a statistics engine that will create reports on how the subscription's websites are visited: how many people visited a site, and which web pages they viewed.

The **accessible via password protected directory /plesk-stat/webstat** option allows a subscriber view website statistics at URLs like https://example.com/plesk-stat/webstat using their system user account login and password.

Note: This parameter is not synced if the **Web statistics management** permission is selected.

Custom error documents

Allows subscribers to design and use their own error pages that the web server returns with HTTP error codes.

SSH access to server shell under the subscription's system user (Linux/Unix hosting)

Allows subscribers to upload securely web content to the server through SSH.

Note: This parameter is not synced if the **Management of access to server over SSH** permission is selected.

Scripting

Support for programming and scripting languages that should be interpreted, executed or otherwise processed by a web server: Microsoft ASP.NET framework, PHP hypertext preprocessor (PHP), Common Gateway Interface (CGI), Perl, Python, Fast Common Gateway Interface (FastCGI), Microsoft or Apache Active Server Pages (ASP), Server Side Includes (SSI), ColdFusion, and Miva scripting required for running Miva e-commerce solutions.

To learn more about adjustable PHP settings, see the section **PHP Settings**.

Additional write/modify permissions (Windows hosting)

This option is required if subscriber's web applications use a file-based database (like Jet) located in the root of `httpdocs` folder. Please note that selecting this option might seriously compromise the Web site security.

Allow web users to use scripts

Allows scripting at web pages available at URLs like http://example.com/~<username>/<webpage>*,* where *<username>* refers to a web user.

Web users are individuals who do not need their own domain names. This service is popular with educational institutions that host non-commercial personal pages of their students and staff.

FrontPage support (Windows hosting). The options in the **FrontPage support** group allow subscribers to connect to the server and create websites with Microsoft Frontpage.

In this section:

PHP Settings

Choose one of the following PHP handlers at **Hosting Parameters > PHP handler type** taking into consideration resources consumption and security aspects of each option:

	Performance	Memory Usage	Security
Apache module (Linux only)	High. Runs as a part of the Apache web server.	Low	This handler (also known as mod_php) is the *least secure option* as all PHP scripts are executed on behalf of the `apache` user. This means that all files created by PHP scripts *of any plan subscriber* have the same owner (`apache`) and the same permission set. Thus, there is a theoretical possibility that some users will try to affect files of another users or some important system files. **Note:** You can evade some security issues by turning the PHP *safe_mode* option on. It disables a number of PHP functions that bring potential security risk. Note that this may lead to inoperability of some web apps. The safe_mode option is considered to be obsolete and is deprecated in PHP 5.3.
ISAPI extension (Windows only, *not supported since PHP 5.3*)	High. Runs as a part of the IIS web server.	Low	The ISAPI extension can provide site isolation in case a dedicated IIS application pool is switched on for subscriptions. Site isolation means that sites of different customers run their scripts independently. Thus, an error in one PHP script does not affect the work of other scripts. In addition, PHP scripts run on behalf of a system user associated with a hosting account. **Note:** The ISAPI extension handler is not supported since PHP 5.3.
CGI application	Low. Creates a new process for each request and closes it once the request is processed.	Low	The CGI handler provides PHP script execution on behalf of a system user associated with a hosting account. On Linux, this behavior is possible only when the suEXEC module of the Apache web server is on (default option). In other case, all PHP scripts are executed on behalf of the `apache` user. We recommend that you use the **CGI application** handler only as a fall-back.
FastCGI application	High (close to Apache module and ISAPI extension). Keeps the processes running to handle further incoming requests.	High	The FastCGI handler runs PHP scripts on behalf of a system user associated with a hosting account.

Note: Switching PHP from **Apache module** to **FastCGI application** may break functionality of existing PHP scripts.

Additionally, on Windows systems, you are able to specify a certain **PHP version** for a service plan:

- Version 4.x is outdated, you should use it only if you need to host some old PHP application versions.
- Version 5.x is current and its use is recommended.

Since Panel 10.4, you have the ability to adjust PHP configuration individually for each hosting plan or subscription. For this purpose, Panel exposes a number of PHP configuration settings on the **PHP Settings** tab. To learn more about custom per-subscription PHP configuration, refer to the section **Customize PHP Configuration**.

Customizing PHP Configuration

PHP is one of the most popular scripting languages for creating dynamic web pages. The majority of today's websites and web applications are based on PHP scripts. Thus, site administrators should understand how they can control the execution of PHP scripts. Typically, PHP behavior is defined by a number of configuration settings. These settings specify various script execution aspects, like performance (for example, the amount of memory a script can use), security (for example, access to file system and services), and so on. Administrators might want to adjust these settings for a number of reasons:

- Preventing a memory leak or server hang-up by poorly written scripts.
- Protecting data from malicious scripts.
- Meeting the requirements of a certain web app.
- Testing own scripts and other.

Custom PHP Settings in Panel

Generally, PHP settings are defined by the server-wide configuration file. For Linux it is, typically, `/etc/php.ini` and for Windows - `%WIN%\php.ini`. This file is managed by your hosting provider and defines PHP configuration for all websites hosted on the server. Since Panel 10.4, *PHP settings are adjustable through the Control Panel and you can adjust them individually for each hosting plan or subscription.* Moreover, your customers (if allowed) can adjust your PHP settings preset individually for each of their websites and subdomains. See the PHP settings hierarchy on the diagram below.
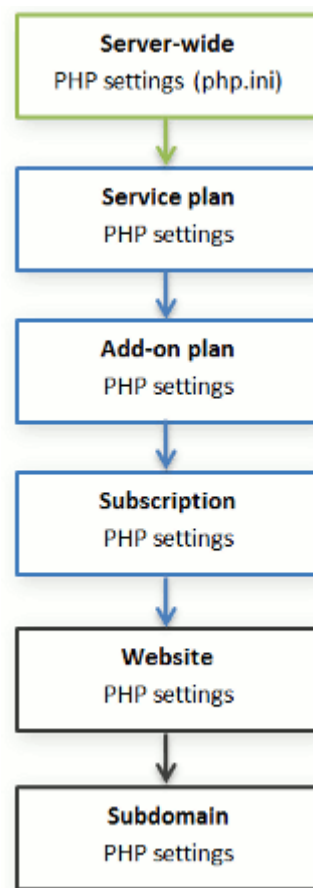
You can set the custom PHP configuration in the properties of a certain service plan, add-on plan, or subscription (on the **PHP Settings** tab). *PHP settings from a higher level act as a preset for a lower level, thus each lower level overrides them*. For example, you can consciously apply some PHP limitations to a service plan and then offer your customers the add-on plan that removes the limitations. PHP settings of the add-on plan will override the settings defined in the main service plan.

If customers have the corresponding permissions, they can specify the PHP configuration that is unique for each website (or subdomain) in their subscription.

Groups of PHP Settings

For convenience, all PHP settings in Panel are divided into two groups:

- *Performance settings.*
  These settings define how scripts work with system resources. For example: Use the `memory_limit` parameter to limit the amount of memory for a script and, as a consequence, to prevent memory leaks; or prevent scripts from tying up the server by limiting the maximum time scripts are allowed to run in `max_execution_time`.

- *Common settings.*
  This group contains other commonly used PHP settings. Generally, these are: Security settings (say, the PHP safe mode toggle or the permission to register global variables), error reporting settings (say, the directive to log errors), and others.

Important: If you use Panel for Windows or for Linux, where PHP runs *not* as an Apache module, your customers are able to override some PHP settings regardless of any permissions. They can use the `ini_set()` function in their scripts to change values of the following parameters: `memory_limit`, `max_execution_time`, and those of your additional directives that PHP allows to set anywhere (PHP_INI_ALL directives; learn more at http://php.net/manual/en/ini.list.php).

If you cannot find particular parameters among performance or common settings, contact your hosting provider.

The Default Values of PHP Parameters

You can set the value of each parameter in **PHP Settings** either by selecting a value from a preset, typing a custom value, or leaving the **Default** value. In the latter case, *Panel takes the parameter value from the server-wide PHP configuration*. The only exceptions are add-on plans: the value set to **Default** on the add-on's **PHP Settings** tab will keep the parameter's value from the main service plan.

Allowing Customers to Change PHP Settings

You can allow your customers to override subscription's PHP settings with their own *per-website* and *per-subdomain* PHP configuration. For this purpose, you should use the following permissions on the **Permissions** tab of a certain service plan or subscription:

- **Hosting performance settings management**.
  Along with management of some other settings, this permission grants customers access to PHP settings from the *performance settings* group.

- **Common PHP settings management**.
  If granted, allows customers to adjust PHP settings from the *common settings* group.

Note that you can toggle these permissions for a plan (subscription) only if it has the granted **Hosting settings management** permission.

Even if your customers do not have permissions to adjust PHP settings, you (as the administrator) can always perform such per-website (subdomain) PHP configuration. To do this, open a certain hosting account from the Server Administration Panel and apply changes to the settings of a particular website (subdomain) on the **PHP Settings** tab.

Mail

These parameters (located at **Service Plans** > select a plan > **Mail** tab) define the mail service provided with the plan.

Webmail

Provides the webmail service, which allows users of mailboxes within the subscription to work with their mail using a web-based mail application.

Enable mailing lists

Turns on the mailing lists service provided by the GNU Mailman software on the subscription's websites.

Note: This parameter is not synced if the permission **Mailing lists management** is selected.

Policy on mail for non-existent users

Defines how mail server should treat e-mail messages sent to e-mail addresses that are supposed to be registered under the subscription's domains but actually do not exist. The following options are available:

- **Bounce with message** returns the mail back to sender with a notice.
- **Forward to address** forwards the mail to another e-mail address.
- **Reject** silently rejects the mail without accepting it. This setting can decrease mail server load caused by a large amount of spam, which is often directed at randomly generated user names. However, this might be useful to spammers because scanning your mail server for valid e-mail addresses will speed up in such a case.
- **Redirect to external mail server with IP address** (on Windows hosting), forwards the mail to the specified mail server.

DNS

These parameters (located at **Service Plans** > select a plan > **DNS** tab) define how the DNS service running on the Panel-managed server will serve DNS zones for websites hosted on the plan.

Master

A master or primary name server stores locally the zone file it serves, while a secondary server only retrieves a copy of this file from the primary.

Slave

A slave or secondary server retrieves a copy of the zone file from the primary name server.

Performance

These system parameters (located at **Service Plans** > select a plan > **Performance** tab) define performance of all services provided with the plan.

Use dedicated IIS application pool (Windows hosting)

Enables the use of dedicated IIS application pool for web applications within the subscription. Using dedicated IIS application pool dramatically improves the stability of web applications due to worker process isolation mode. This mode gives each site hosted on the server a possibility to allocate a separate process pool for execution of its web applications. This way, malfunction in one application will not cause stopping of all the others. This is especially useful when you are using shared hosting package. The **Maximum CPU use (%)** option limits the amount of the server CPU that the pool can use.

Maximum bandwidth usage

Defines the maximum speed (measured in KB per second) that a domain can share between all its connections.

Connections limited to

Defines the maximum number of simultaneous connections to web server for all websites within the subscription. This setting is intended for preventing the websites from Denial of Service (DOS) attacks and excessive usage of bandwidth.

Logs & Statistics

These parameters (located at **Service Plans** > select a plan > **Logs & Statistics** tab) define how statistics and logs of the subscription should be stored.

Retain web and traffic statistics

Sets a period (in months) for which reports on the subscription's web statistics (generated by selected web statistics component) and traffic statistics (generated by the Panel) should be available.

Log rotation

Enables automatic cleanup and recycling of web server log files. You can also switch on compression of processed log files and sending them to a specific e-mail address.

Applications

Depending on your service plan, a number of prepackaged applications may be available to you from the Panel. You can install them on your own sites and provision them to your customers.

When setting up a hosting plan, you can select which of the apps should be provisioned to the customers:

- To provide all available applications, on the **Permissions** tab, select the option **Access to Application Catalog**.
- To provide only selected applications, on the **Permissions** tab, select the option **Access to Application Catalog**, and then go to the **Applications** tab and select the option **Provide only applications that I select**. Use the button **>>** to add the selected applications to the plan.

Additional Services

If your provider configured the Panel to provide custom additional services, then the **Additional Services** tab is shown in hosting plan properties. On this tab, you can select the services that you want to provide to subscribers.

Syncing Subscriptions and Plans

Subscriptions associated with a particular plan are synchronized, or *synced*, with it: any changes made to the plan are automatically applied to all its subscriptions. This is true for both service and add-on plans.

In case a plan offers a privilege which makes it possible for a subscriber to change a particular resource or service, this resource/service allocation is not synced. For example, if a subscription provides the privilege of DNS zone management, then the DNS zone settings of the associated service plan are ignored during synchronization.

The Panel allows the following deviations from the default subscription state of being synced with its plans:

- **Locked** state, which means *locked for syncing*, indicates that a subscription is excluded from syncing with the associated plans.

  A subscription gets locked if you change the parameters of the subscription, without changing the associated service plan. Such locking secures your customizations so that they are not overwritten the next time you change the plan and all its subscriptions get synced.

- **Unsynced** state indicates that some services or resources offered with the associated plans cannot be actually provided with the subscription.

Unsynced subscriptions

A subscription is automatically marked as 'Unsynced' if the Panel cannot provision the resources or services defined by the plan. This may happen in the following cases:

- When the subscription is created.
- When properties of the associated plan are changed.
- When an add-on plan is added to or removed from the subscription.

➢ *To know which of the subscription's resources or services are not synced with the plan:*

1. Go to **Subscriptions**, and click the unsynced subscription name.

2. Click **Sync**.

   The Panel will retry syncing the subscription with associated plans, and will display the conflicting properties if syncing fails.

   Be sure to take note of the conflict report: which properties are affected, and what the **Plan value** and the **Available value** are.

   Clicking **OK** at this page will initiate setting the subscription values according to the available values, **Cancel** will leave everything unchanged.

Once you have identified the problem, you can resolve it. There are two possible ways:

1. Fine-tune the plan to conform to the system's capabilities.

2. Fine-tune the system to provide resources and services offered with the plan.

➢ *To change the plan properties to conform to the system:*

1. Go to **Service plans** > **<plan name>**.

2. Adjust the required settings so that they correspond to the **Available values** (see above).

3. Click **Update & Sync**.

   The subscriptions will be synced automatically.

➢ *To adjust the system:*

Contact your service provider.

Starting Business with Business Manager

After you subscribe to a reseller plan and your service provider activates your account, you can log in to Business Manager and configure the system to set up and start your business. The following sections will familiarize you with all operations you might need to perform.

Use the *Quick Setup* widget on the **Home** page to check the Business Manager configuration progress.

Section	Description
Managing Security Settings	Explains how to configure security settings to protect sensitive data such as credit card numbers.
Configuring Payment Methods	Explains how to set up and configure methods of charging your customers.
Configuring Taxation	Contains information about configuring automatic taxation of your customers according to applicable legal standards.
Managing Online Stores	Provides information about creating and configuring online stores - websites where your customers can view your offerings and subscribe to them.
Setting Up Invoicing	Provides instructions on how to automate issuing of invoices to your customers.
Configuring Schet-Facturas	Only for the Russian market. Explains how to set up schet-facturas issuing in Business Manager.
Account Creation and Suspension Policies	Explains how to configure the system to automatically create accounts for new customers and suspend accounts of customers who do not pay on time.
Changing Company Details	Instructs you how to change your company details.

Applying Your Branding	Describes ways to include your branded content into Business Manager: you domain name, e-mail templates, and appearance of online stores.
Plans & Add-ons	Explains how to set up your hosting offerings - service plans and add-ons.
Achieving EU Business Compliance	Explains how to configure Business Manager to comply with EU laws.

In this section:

Managing Security Settings

To reinforce Parallels Customer and Business Manager security, configure password expiration and lockout policy for administrator accounts. To protect data in your database, set up encryption of the sensitive data. To track user activity within the system, use the audit log. For details on how to perform these tasks, see the corresponding subsections of this section.

In this section:

Setting Up Subscription Approval Policy

To prevent fraudulent actions, Business Manager lets new subscribers log in to the system only after you approve their orders. You can choose one of the following subscription approval policies:

- **Manual approval of all incoming orders**. If you choose this policy, you will see notifications about new customer accounts on the **Home** page. You can approve their orders, cancel them, or mark as frauds.

- **Automatic approval of all incoming orders**. In this case, the system will approve all orders from new customers automatically, and they will be able to log in to Business Manager immediately after placing the order. This policy does not prevent frauds, therefore, we do not recommend using it unless you are sure that the risk is minimal.

The controls for managing the subscription approval policy are located on the **Business Setup** > **All Settings** > **Fraud Protection Settings** page.

Setting Up Encryption

If you process credit card or bank accounts payments directly (through on-site payment gateways or bank transfers), customer credit card and bank account numbers are stored in Parallels Customer and Business Manager database. To protect customer account data, set up encryption. You can use either passphrase or local encryption key (LEK) encryption. *If the encryption is turned off, the system neither saves information about new accounts nor stores the existing accounts details.*

Use the LEK encryption if you intend to automatically charge customer accounts. However, you are required to enter a LEK PIN - a special 4-digit code - to view sensitive information like customers' credit card or bank account numbers and to void and refund transactions.

Use the passphrase encryption if you require confirmation of each transaction. The system asks for a passphrase to perform all operations related to customer billing accounts and payments. When a customer changes billing account details, you receive a corresponding to-do item to re-encrypt the new data with your passphrase. The re-encryption of the new data is mandatory. For details on how to perform payments with passphrase encryption turned on, see **Generating and Running Payment Queue** (on page 162).

As the system uses LEK to encrypt and decrypt billing accounts, all operations related to payments processing are halted when the key becomes damaged, corrupted, or lost. To avoid these situations, back up your LEK in advance and restore it if necessary.

When you back up an LEK, it is divided between two administrators you assign. You can be one of these administrators. These administrators are able to back up their key part or restore it. After both administrators restore their key parts, the system restores the LEK and displays a notification about it.

> ### *To configure encryption settings:*

1. Go to the **Business Setup** > **All Settings** > **Encryption Settings** page.

2. Enter **agree** in the **Encryption Agree** field.

3. Set a secret passphrase or PIN. It may remain empty if you wish

   Note: To change from passphrase to previously specified PIN, leave the PIN fields empty.

4. Click the **Submit Changes** button.

   Important! To prevent irreversible database corruption during re-encryption by a new passphrase, we highly recommend that you back up the Business Manager database before submitting changes. You are also required to forbid access to adding and editing billing account information during re-encryption process.

> ➢ *To assign a key part owner:*

1. Go to the **Business Setup** > **All Settings** > **Encryption Settings** page.

    It is assumed that LEK encryption is turned on.

2. Select two administrator accounts.

3. Click the **Submit Changes** button.

> ➢ *To back up your LEK:*

1. Go to the **Business Setup** > **All Settings** > **Encryption Settings** page.

    It is assumed that LEK encryption is turned on.

2. Click **Backup**.

> ➢ *To restore your LEK:*

1. Go to the **Business Setup** > **All Settings** > **Encryption Settings** page.

    it is assumed that LEK encryption is turned on.

2. Fill in the current LEK PIN and specify the backup file.

3. Click **Restore**.

Note: You should turn on LEK encryption.

Configuring Payment Methods

The default Business Manager installation allows you to manually charge your customers via checks or bank drafts. To start accepting online payments with credit cards or bank transfers, you should configure a *payment gateway* or a *bank transfer plugin*.

When you set up a payment gateway, your customers are able to pay for your services online. Depending on your policy, use *on-site* or *off-site* gateways for accepting payments. The difference between them is the following:

- If you use on-site gateways, your customers enter their cards information directly in your online store and the system saves their secure information to your database. To ensure the security of this information, use on-site gateways only if you have configured the encryption of customer data as described in the section **Setting Up Encryption** (on page 54).
- Off-site gateways connect Business Manager to payment systems that process transaction on their own sites, for example, *PayPal*.

Bank transfer plugins enable your customers to pay for their subscriptions online by transferring money from their bank accounts.

To add a payment gateway or a bank transfer plugin, go to **Business Setup** > **All Settings** > **Payment Gateways**, click **Add New Payment Gateway**, and choose the module you want to add. When you configure a payment gateway or a bank transfer plugin, remember that these modules can have limitations or particularities in the configuration. For example, a module might support only certain currencies or require you to fill in custom fields, or log in to your merchant account and take extra efforts to successfully set up a gateway. To learn these module-specific details, refer to the sections **Payment Gateways Configuration Details** (on page 57) and **Bank Transfer Plugins Configuration Details** (on page 61).

If you want to to change a gateway or a plugin settings, for example, start using it in another online store, go to the gateways list **Business Setup** > **All Settings** > **Payment Gateways**, and click the gateway name in the list.

When you decide to stop accepting payments with a certain payment gateway or a bank transfer plugin, remove it. To remove a payment gateway or a bank transfer plugin, go to the gateways list, select the modules that you do not need anymore, and click **Remove**.

Testing gateways and sending transactions manually

If you want to ensure that that gateway module works properly or manually start a payment transaction, use virtual terminal to send transaction data directly to the payment system. Learn more about running transactions using virtual terminals in the section **Testing Gateways Using Virtual Terminals** (on page 63).

Setting up payment queue

Business Manager creates invoices and runs payment transactions automatically. To initiate an invoice payment, the system adds the invoice to the *payment queue.* To learn how to define rules that govern the processing of the invoices in payment queue, refer to the section **Setting Up Payment Queue** (on page 65).

In this section:

Payment Gateways Configuration Details

Since different payment gateways require different configuration parameters, there is no common instruction on configuring the gateway settings. Instead of it, we provide guidelines for configuring certain gateways in this section.

In this section:

Authorize.net

This page provides clarifications on some fields you need to fill in when configuring Authorize.net.

- **Authorize.net Login ID**. This is the API Login ID that is available from within your authorize.net account.

- **Authorize.net Password**. This is the API Transaction Key.

- **Gateway URL**. This is the URL to which the system will send transaction data. Use **Live URL** when you want to use your Authorize.net module in a production environment. Make sure the **Gateway Testing** checkbox below is unchecked. If you want to test your AuthorizeNet module then you should create a test account at the http://developer.authorize.net/testaccount/, choose **Testing URL** and select the **Gateway Testing** checkbox. Use your test account credentials in gateway testing.

PayPal

This page provides clarifications on some fields you need to fill in when configuring PayPal.

- **ID**. yourname@yourdomain.com (Enter your primary PayPal e-mail address).
- **Item Name**. Enter a comment or description about the services you offer. This will appear on the customer's PayPal receipt.
- **Display Logo**. Enter the url to your display logo. This is the logo that will show up on the PayPal payment page once they go through the Business Manager shopping cart. This is a logo you create.
- **Submit Image**. Enter the url to your image.
- **IPN URL**. Enter the url to your IPN. PayPal sends IPN messages only to 80 and 443 ports. In turn, Business Manager accepts these messages on 8880 and 8443 ports. Learn how to configure forwarding of IPN messages to these ports here: http://kb.parallels.com/en/112756.
- **Subscription Enable**. Do you allow PayPal subscriptions (Recurring payments)?
- **PayPal Accept Addresses**. Enter any PayPal addresses at which you would like to receive payments, separated either by comma or a new line for each address. Example: `billing@yourdomain.com, service@yourdomain.com, domains@yourdomain.com`.

    Note: Any address listed here must be an active PayPal account.

Note: After you have tested the connection with PayPal, be sure to change **Gateway Testing** to **No** to accept live payments.

BBVA

This module does not have any particularities except for it accepts only EUR. To set up the gateway, enter the information you received from your merchant account provider.

Banca Sella

The system lets set up Banca Sella as an on-site or off-site payment gateway. The configuration steps in these two cases are almost identical.

To set up the gateway, select it from gateways list in the **Add New Payment Gateway** wizard, specify the initial information about the gateway and proceed to the configuration. Fill in your merchant ID, select *Basic agreement* (only for off-site payment gateways) and click OK to save the configuration.

When ready, go to your merchant account with Banca Sella and authorize Business Manager to work with the gateway by following these steps:

1. Specify the IP address of Business Manager at **Configuration** > **Environment** > **IP Address**.

2. Provide the e-mail address that will receive notifications about transactions at **Configuration** > **Environment** > **Response**.

3. Provide the callback URLs of Business Manager at **Configuration** > **Environment** > **Response**.
The URLs should be the same as the listed below with wildcards substituted to your custom values. Namely, substitute *<your-host-name>* with the actual host name of Business Manager, and *<gateway-type>* with the gateway type. Allowed gateway types are: BancaSella (for the on-site payment gateway) and BancaSellaSSL (for the off-site payment gateway).

URL for positive response:

`Error! Hyperlink reference not valid.`

URL for negative response:

`Error! Hyperlink reference not valid.`

URL Server to Server:

`Error! Hyperlink reference not valid.`

Example: `https://example.com/plesk-billing/lib-mbapi/include/modules/gateway/return/HSPCCallback.php/plugin_id,OP_BancaSellaSSL/action,notify/server_url,ecomm.sella.it`

Banca Sella uses callback URLs to send transaction statuses to Business Manager. Unfortunately, the payment processor does not accept port numbers in callback URLs, so you should take extra steps to modify the default system configuration to automatically receive transaction statuses. Learn more about this problem and recommended solutions at http://kb.parallels.com/en/9500.

Wirecard

This page provides clarifications on some fields you need to fill in when configuring the Wirecard payment gateway.

- **Business Case Signature**. A unique number Wirecard assigns to a merchant account. This number includes up to 16 hexadecimal digits (0..9,A-F).
- **Name**. The username set up for your account.
- **Password**. The password set up for your account.
- **Country where the shop is legally registered**. The country where your company is legally registered and where payment transactions take place. In certain cases, this helps to reduce acquirer fees by up to 1% of the transaction volume. Detailed information about this functionality can be requested from the Wirecard customer services department.
- **Enable CVV2/CVC2 verification**. This item *must be selected* to make the gateway work.
- **Enable address verification (AVS)**. This item *must not be selected* to make the gateway work.
- **Check status period**. An interval between attempts to request a transaction status after committing the transaction. Default value: 60.
- **Count of transaction checks**. The number of attempts to get a transaction status. Default value: 10. If exceeded, the error status is assigned to transaction.

ATOS

This module is available only if Business Manager runs on Linux. To set up the gateway, enter the information you received from your merchant account provider.

LinkPoint

This page provides clarifications on some fields you need to fill in when configuring the LinkPoint payment gateway.

- **LinkPoint store name**. This is a number that LinkPoint assigns to you when creating your account.
- **Key file**. Obtain this file from your LinkPoint account and upload the file to the following directory on the Business Manager server:
  - On Linux systems: `/opt/plesk-billing/config/`
  - On Windows systems: `C:\Program Files\Parallels\Plesk\billing\config\`

  Ensure that the `psaadm` user (on Linux systems) or the user that runs the IIS web server (on Windows systems) has permissions to read and execute the file.

WorldPay

This page describes steps necessary for configuring WorldPay module:

1. Configure the gateway settings.
2. Make sure that the **Payment Response URL** is accessible from the Internet.
3. Log in to your WorldPay account, go to the **Installations** > **Integration Setup** page and configure the account settings the following way:
   - Select the **Payment Response enabled?** checkbox.
   - Enter your **Payment Response password** and **Payment Response URL** into the corresponding fields.
   - Enter the e-mail address to which the system should send troubleshooting e-mails into the **Payment Response failure e-mail address** field.

WorldPay Direct

Unlike the majority of payment gateways, WorldPay Direct requires a customer to provide secret data (for example, CVV or authorization code) on their bank's website each time they perform a payment. This fact implies the following limitations:

- This gateway does not support automatic payments. If your system is configured so that it charges credit cards automatically, it omits the WorldPay Direct payments.
- Administrators cannot take credit card payments from customers through WorldPay Direct using the corresponding button on the invoice details page.

To configure this module, specify the following parameters:

- **Merchant code** that you see in the left navigation pane of the WorldPay merchant interface.
- **XML Password** - the password that WorldPay assigns you to securely transfer XML files. To see this password, log in to the WorldPay merchant interface and go to the **Installations** page. You will find the XML password in the description of the corresponding installation.

If you capture funds manually and want to use the WorldPay Direct, you should switch off automatic capturing in the WorldPay merchant interface. To do this, log in to your WorldPay Direct account, go to **Profile** > **Configuration details** and set the **Capture Delay** value to **Off**.

eWAY

eWAY payment gateway requires a customer to provide their CVV2 code *each* time they perform a credit card payment. Therefore, this gateway does not support automatic payments. If your system is configured so that it charges credit cards automatically, it omits the eWAY payments.

Bank Transfer Plugins Configuration Details

This section explains how to configure certain bank transfer plugins to start accepting payments through them.

In this section:

Norma19 Plugin

The Norma19 plugin allows generating batch files of the format widely used in Spain. The plug-in is implemented in such a way that an issuer (charging party) and submitter (the party delivering a batch into a bank) requisites are always the same in the batch files profile. Thus, enter only the issuer requisites into the plug-in configuration form.

Norma19 Fields

- **Issuer customer code** - your bank customer code.
- **Issuer name** - your company name (as registered in your bank account).
- **Issuer account information** - your bank account requisites, namely:
  - **Agency** - the bank requisite, 4-digits code identifying the account.
  - **Branch** - the number identifying the bank branch where your account is registered.
  - **CD** - control digits, 2-digits code validating the Agency, Branch, and Account Number. Control digits ensure that all the requisites are correct.
  - **Account** - your bank account number.

You are also able to enter up to 16 positions of additional information (Optional field #1 - #16) to be included with batches. When filling the optional fields, use placeholders enlisted below the optional fields. The placeholders will be replaced with the actual data fetched from information provided by the customer.

If you want to include a customer's address on a receipt, check the **Include customer address as optional record** box. A customer address will be taken from a customer's account profile.

DTAUS Plugin

The DTAUS plug-in allows generating batch files of the format widely used in Germany.

DTAUS Fields

- **Merchant name** - the name you are registered under as a client in your bank.
- **Bank Code**- the code of the financial institution (batch file recipient).
- **Account number** - your bank account number.

Testing Gateways Using Virtual Terminals

If your gateway account supports it, you can use Business Manager virtual terminal to connect directly to your gateway account. This can be useful for two main things:

1. Testing your connection during the configuration process

2. Charging a customer's card without having to use the Business Manager payment process.

➢ *To use the virtual terminal:*

1. Go to **Business Setup** > **All Settings** > **Payment Gateways**.

2. Click **Virtual Terminal** in the **Available Operations** of the gateway you want to test. The first page asks two questions:

   ▪ **Create Income Accounting Entries**. If you would like this transaction to create Income Accounting Entries, check the box. Generally, you will want to have this checked. If you are testing, however, you may want to uncheck this, as the transactions you are putting through the terminal are not for accounting, but to verify connectivity.

   ▪ **Currency**. Choose the currency which you want to use to test the gateway.

3. Click **Next**.

4. This page acts as the actual terminal. Enter as much information here as you have access to.

   ▪ **First Name**. Enter the first name of the customer to be charged.

   ▪ **Last Name**. Enter the last name of the customer to be charged.

   ▪ **Customer Email**. Enter the email address of the customer to be charged.

   ▪ **Customer Address**. Enter the customer's billing address.

   ▪ **Suite**. Enter the suite, if applicable.

   ▪ **City.** Enter the city of the billing address.

   ▪ **State**. Enter the state of the billing address.

   ▪ **Zip**. Enter the zip code of the billing address.

   ▪ **Customer Country**. Enter the country for the billing account.

   ▪ **Phone**. Enter the customer's phone number.

   ▪ **Fax**. Enter the customer's fax number, if applicable.

   ▪ **Amount Of Payment**. Enter the exact amount of the payment to be charged.

   ▪ **Payment Comments**. Enter any comments you want to accompany the payment. You may want to enter your company name here.

   ▪ **Payment Type**. Enter the payment type here. The virtual terminal will only work with payment types that are enabled in your gateway account.

   ▪ **Charge Action**. Choose to either authorize this transaction only, or to charge the card.

   ▪ **Credit Card**. Fill in the credit card information:

   ▪ **Name on Credit Card**. Enter the customer's name as it appears on their credit card.

- **Credit Card Type**. Enter the credit card type.

- **Credit Card Number**. Enter the credit card number, with no spaces.

- **Expiration Date**. Enter the credit card expiration date.

- **CVV2 Code**. Enter the customer's CVV2 code, if this is required by your gateway.

- **Issue Number**. If you are using certain debit cards, you must enter this information (if you do not know what this is, it's likely you don't need to use this).

- **Start Date**. Like the **Issue Number**, if you are using certain debit cards, you must enter this information.

5. Click **Charge**.

Managing Gateways and Plugins

Aside from setting up payment gateways (on page 57) or bank transfer plugins (on page 61), you can do the following:

- Change gateway or plugin settings.
- Remove gateways or plugins.

➢ *To change gateway or plugin settings:*

1. Go to **Business Setup** > **All Settings** > **Payment Gateways** and click the gateway name in the list.

2. Update the information, and click **OK**.

➢ *To remove a gateway or plugin:*

1. Go to **Business Setup** > **All Settings** > **Payment Gateways** and select gateways or bank transfer plugins you wish to remove.

2. Confirm the removal, and click **OK**.

Setting Up Payment Queue

If you are using a top-tier gateway such as *Authorize.net* or *Bluepay* to process your credit card or bank account transactions, the payment queue settings govern how and when invoices are added to and processed by the task *ProcessPaymentQueue*.

➢ *To set up a payment queue:*

1. Go to **Business Monitoring** > **All Settings** > **Automatic Payments**.

2. Change the **Common Settings**. These settings include the following:

   - **Process New Invoices**. Do you want to process new invoices? If set to **No**, you will need to collect payments manually. For details on how to generate the list of payments to be processed, see **Generating and Running Payment Queue** (on page 162).

   - **Process Declined Transactions**. Do you want to process invoices with declined transactions? If set to **Yes**, the system will collect payments according to the failure retry time set in the file `lib-billing/include/config/config.php`. If set to **No**, Business Manager will never automatically retry collecting payments. You will have to do this manually.

   - **Process Errored Transactions**. Do you want to process invoices with errored transactions? If set to **Yes**, the system will collect payments according to the failure retry time set in the file `lib-billing/include/config/config.php`. If set to **No**, Business Manager will never automatically retry errored invoices. You will have to do this manually.

   - **Charge On Due Date Only**. Do you want to charge the invoices only on the date invoices are due? If this is set to **Yes**, invoices will only be added to the payment queue on their due date (the due date for invoices is set in **Invoice Settings**). If set to **No**, invoices will be added to the payment queue after they are created.

   - **Clear The Payment Queue First**. This should be set to **Yes**. If you do not clear the payment queue before a new one is generated, then invoices may be run multiple times.

   - **Try Lesser Amounts**. If set to **Yes**, the payment queue will start from the oldest invoice and will run till the first transaction declines. If set to **No**, the payment queue starts from the invoice with the least amount.
     For example, we have invoice #1 for 20$ and invoice #2 for 10$, and 15$ is available on the customer's credit card. If you use lesser amounts, the system successfully charges 10$, and if you do not use them, the system fails to charge for invoice #1 and stops.

   - **Pay for a subscription from multiple billing accounts**. This feature allows you to assign several different billing accounts to pay a single subscription, and then assign custom "weights" to each of these. For example, if a customer wants to use three credit cards to pay for one subscription, and wants to have 75% charged to one card, 20% to another, and 5% to another, you will need to enable this setting to allow this.

   - **Generate Batch Prior To Due Date (Number of Days)**. How many days before the due date do you want to generate the payment queue? A normal value for this is **1**.

3. Set the **Credit Card Processing.** This includes the **Payment Queue Action**. It determines whether the items in the payment queue get sent to the gateway as *Charge*, also called `AUTH_CAPTURE`, or **Authorization Only**, which will require a payment capture at a later point in time. Generally, this item is set to **Charge**. If you wish to have the gateway just authorize transactions and collect payments later, then set this to **Authenticate Only**. Please be aware that if you do this, you will need to manually capture the funds for all recurring credit card transactions. For details on this operation, see **Capturing Uncaptured Payment** (on page 160).

4. Set the **Bank Transfers Processing**. This includes setting the following parameters:

    ▪ **Start processing batch files automatically after (in days).** How many days after the creating the batch file you want to start its processing automatically? The default value is 0.

    ▪ **Start processing batch files automatically on reaching this number of transactions.** How many transactions must be in a batch file to start its processing automatically? The default value is 0.

    ▪ **Responsible Administrator.** This parameter shows the administrator who is responsible for bank transfer processing.

5. Click **Save**.

Configuring Taxation

As you run a hosting business in a particular country, you should set taxes to conform to legal standards of your country. Parallels Customer and Business Manager lets you achieve this through *tax rules* and *taxation policies*. The diagram below shows the relations between these entities and plans.
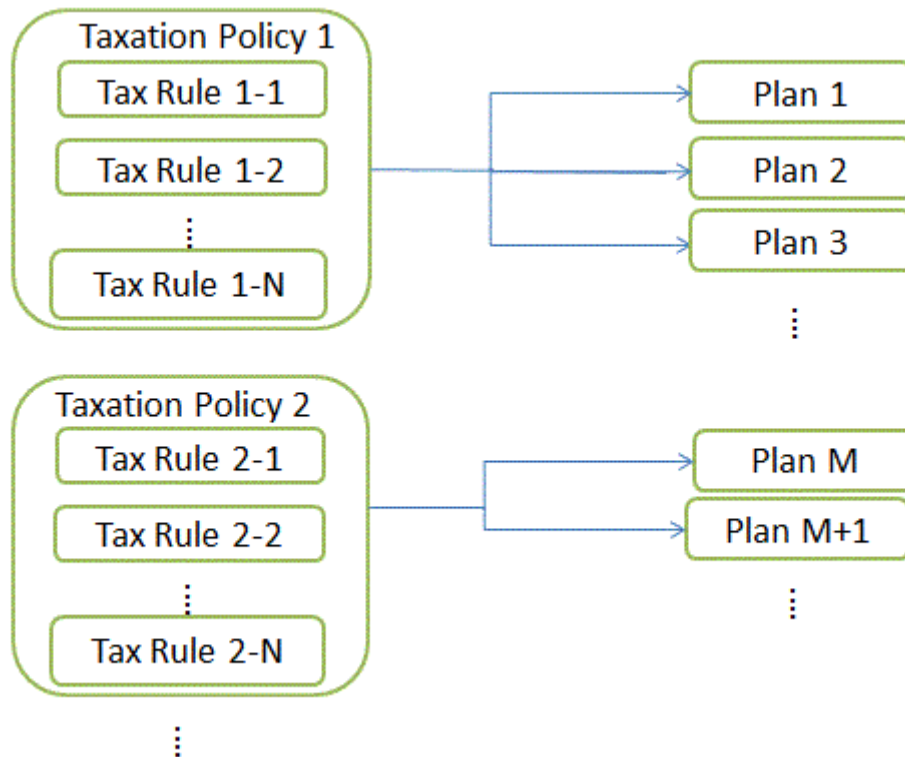
Tax Rules

A *tax rule* defines a tax for a particular country or sub-national unit where you offer your plans. For example, if you serve the American customers from states with different sales tax rates, create a separate tax rule for each state and specify their rates in these rules. The rates can be either fixed ($10) or progressive (15%). Business Manager calculates fixed rates in the currency of the online store where you sell the plan.

There are two types of tax rules: *stackable* and *non-stackable*. Stackable rules are applied to a subscription price, while non-stackable rules are applied to a total of the price and stackable tax rules values. To see an example of stackable and non-stackable rules application, refer to the **Applying Taxation Policies** section.

A state or a province where the rule applies can be a two character state abbreviation or a combination of a two character state abbreviation and city. You can also add a county name. In this case, separate location parts by dashes (-). For example, use *state-city* to specify a particular city in a certain state. The other accepted locations are: *state-county*, *state-city-county*, *state*. Set the state to asterisk (*) or leave the corresponding field blank to apply the rule to the whole country.

Taxation Policies

A *taxation policy* links together tax rules and plans to which you want to apply them. For example, to serve the American customers, create a taxation policy that contains all US tax rules and apply it to the plans you intend to sell in the US. If you offer the same plans to all customers, simply modify the default taxation policy and apply it to all plans.

Note: Each plan can have only one taxation policy applied. If you apply a new taxation policy to a plan, the existing one will be replaced.

To add new taxation policy or manage existing ones, go to the **Business Setup** > **All Settings** > **Taxation Policies** screen.

Applying Taxation Policies

If a plan is associated with a taxation policy, the system searches for matches between subscriber location and tax rules included in the policy. If the system finds the matches, it will calculate the total tax due from rates of matching tax rules.

To calculate the total taxes due for a subscription to a plan, the system uses the following algorithm:

1. Form a list of tax rules matching customer country and the selected plans.
2. Sequentially apply each stackable tax rule to a subscription price. Add up all of the calculated tax values.
3. Sequentially apply each non-stackable tax rule to the total of the price and the step two result. Add up all of the calculated tax values.
4. Add up all of the tax amounts calculated at step two and step three.

For example, a subscription price is $100, and the matching tax rules are as follows:

Rule 1: Apply 10% stackable

Rule 2: Apply 20% stackable

Rule 3: Apply 5% non-stackable

Rule 4: Apply 10% non-stackable

Then the total taxes due is calculated in the following way:

$100 * 0.10 = $10 (for Rule 1)

($100 * 0.20 = $20 (for Rule 2)

$10 + $20 = $30 (subtotal for stackable rules)

($100 + $30) * 0.05 = $6.5 (for Rule 3)

($100 + $30) * 0.10 = $13 (for Rule 4)

$6.5 + $13 = $19.5 (subtotal for non-stackable rules)

$30 + $19.5 = $49.5 (total taxes due)

To learn how to set up taxation for particular countries, see the examples below.

In this section:

The United States

If you sell your plans to the US market, apply the *sales tax*. The sales tax is non-stackable, and its rate differs depending on the state where you sell plans.

To serve customers from the New York, Pennsylvania, and New Jersey states, create a taxation policy (for example, "USA Taxation"), apply it to the plans you are going to sell in the USA, and create a separate non-stackable tax rule for each state.

➢ *To set up a sales tax:*

1. Add a taxation policy and apply it to the plans you intend to sell in the USA.

2. Add a non-stackable tax rule for the New York sales rate with **Country** set to *United States* and **State** - to *NY*, and set the **Rate** to *4%* .

3. Add a non-stackable tax rule for the Pennsylvania sales rate with **Country** set to *United States* and **State** - to *PA*, and set the **Rate** to *6%*.

4. Add a non-stackable tax rule for the New Jersey sales rate with **Country** set to *United States* and **State** - to *NJ*, and set the **Rate** to *7%* .

5. Save the policy.

Important: The rates in the example may differ from actual rates. To get the relevant information on taxation in the United States, consult your local authorities.

European Union

If your business is located in Germany and you serve customers from the European Union, apply the *value added tax* (VAT). The VAT is non-stackable, and its rate differs depending on the seller location.

➢ *To set up the VAT:*

1. Create a taxation policy (for example, "*EU Taxation*") and apply it to the plans you intend to sell in the EU.

2. Create a non-stackable tax rule with **Country** set to *European Union* and the asterisk (*) in the **State** field. Set the **Rate** to *19%*.

3. Save the policy.

After you add the VAT, configure the Business Manager to comply with EU business standards as described in the section **Achieving EU Business Compliance** (on page 120).

Important: The rate in the example may differ from actual rate. To get the relevant information on taxation in the European Union, consult your local authorities.

Canada

If you run your business in the Quebec province, Canada, apply two taxes:

▪ *goods and services tax (GST)* - the Canadian analog to VAT.

▪ *Quebec sales tax (QST)* - a separate stackable tax applied in Quebec.

➢ *To set up the Quebec taxes:*

1. Create a taxation policy (for example, "*Canadian Taxation*") and apply it to the plans you intend to sell in the Quebec.

2. Create a non-stackable tax rule for the GST with **Country** set to *Canada* and the asterisk (*) in the **State** field. Set the **Rate** to *5%*.

3. Create a stackable tax rule for the QST with **Country** set to *Canada* and the **State** - to *QC*, and set the **Rate** to *8.5%*.

4. Save the policy.

Important: The rates in the example may differ from actual rates. To get the relevant information on taxation in your province, consult your local authorities.

Managing Online Stores

Business Manager, unlike most host-based billing platforms currently available, provides *online stores* - automatically created websites. These websites display your plans, and also have a shopping cart with checkout to let customers subscribe to your plans. Customer payments are processed by a payment gateway associated with the store. You can have multiple online stores for different currencies, locales, and product lines.

Business Manager ships with the default online store for the United States locale and USD currency. It is available at

```
https://<host-name>:8443/<your-login>-store.html
```

Online stores are completely customizable so you can template them to match the rest of your web site.

In addition to online stores, Business Manager offers *website widgets*. These are little snippets of code you simply drop into your company web site that feature any subset of plans you want in any format you want (listing, drop-down, etc). Because widgets are small snippets of code, they can be dropped anywhere on your web site where you want to sell plans and they require no special templating because they are included in your existing web site. This gives you precise control of the way you like to sell plans.

This chapter explains how to add or edit an online store, how to customize its look and feel, and how to manage blacklists of customers e-mail addresses.

We do not provide store configuration instructions in this chapter, as the configurable options are self-explanatory, and you can easily find what you need by reading about these options when adding or editing online stores.

In this section:

Adding an Online Store

If you are going to be charging your customers in more than one currency, then you need to have one online store for each currency.

➢ *To add a new online store:*

1. Go to **Business Setup** > **Online Stores**.

2. This page lists your current online stores. From here, click **Add New Store**.

3. Fill in the necessary information using the tips from the interface.

4. Click **Save**.

Editing an Online Store

Use the instructions below to edit an online store.

Tip: Assuming that you work with a single currency, you only need one online store to distribute your service plans. For these purposes, edit a default online store settings to match your needs instead of creating new stores.

➢ *To edit an online store:*

1. Go to **Business Setup** > **Online Stores** and click the store you want to edit.

2. Fill in the necessary information. Use tips next to each of the fields and to understand what a field configures.

Changing Online Store Appearance

You can perform the following changes of the Business Manager online store appearance through the GUI:

- Set the custom header and footer for the store pages. To do it, click the **Header and footer** > **[edit header and footer]** link on the store's page.

- Choose the color theme of the store from built-in themes or create your own. To do it, click the **Color theme** > **[change]** link on the store's page.

- Change the store home page layout using landing page templates. Business Manager provides two templates:*column* and *row*. To change the layout, click **Change Settings** on the store's page, choose the template from the **Landing page template** dropbox, and click **Save**.

Using Website Widgets to Embed Stores into Websites

A website widget is a piece of code that shows a part of an online store on your website. Widgets either list your plans (catalog widget) or let your customers check a domain name availability (domain widget) to further add this domain to their subscription. When customers select a plan or submit a domain name, they are forwarded to a particular online store where they can complete the order.

To create a widget within an online store, go to the store page (**Business Setup** > **Online Stores** > *store name*) and click the **Add Website Widget** button. Then fill in the required fields and save the widget.

To add a widget to your website, get the widget code by clicking **Get Code** in **Available Operations** list on the store page. A widget code may be server-side (written in PHP) or customer-side (written in JavaScript). After you get the code, add it to your website pages on which you want to show the widget.

Setting Up Invoicing

To notify customers about future payments for services that they use, Business Manager generates and sends them *invoices* - financial documents that contain payment information: who should pay for provided services, when they should do it, and what is a payment amount. The system generates and sends invoices as PDF files, but you can also view invoice details from the page **Business Operations** > **Invoices**.

Business Manager creates invoices for a subscription in the currency of the online store in which the subscriber purchased the subscription. For example, if your online store uses the *euro* currency for transactions, all invoices for the subscriptions purchased in this store will charge customers in the euro. You cannot change the currency of an existing subscription.

You can define when the system should issue invoices by selecting an appropriate *billing mode*. To learn more about possible billing modes and decide which one suits you best, read the section **Understanding Billing Modes** (on page 76).

An addition to the billing mode, you can configure the following aspects of invoicing:

- The statuses of customers that will receive invoices.
- Printable invoices appearance.
- Invoice numbering, and other aspects.

The tools to change these settings are located on the **Business Setup** > **All Settings** > **Invoicing** page.

Printable Invoices Appearance

Business Manager fills in printable invoices content (names and costs of the provided services, customer and provider information) according to the administrator's profile settings: country and language. For example, if the *Admin* user's country is Russia, the system will use the comma (",") as decimal part delimiter. If the country is the USA, the invoice will use the period ("."). To learn how to change the administrator's profile settings, see the section **Configuring Administrator Interface**.

The language of a PDF invoice form (names of the invoice fields) is the same as the language of the user who should pay this invoice. For example, invoices for customers from Germany will be written in German.

You can also change the formatting, style, and predefined content of the invoices to your liking. This includes, for example, changing invoice title, adding company logo, or changing font size. To learn how to edit the appearance of printable invoices, refer to the section **Customizing PDF Invoices** (on page 81).

Invoice Numbering

Each invoice has a unique identifier - an *invoice number.* The format of the invoice number is defined by the *invoice number template*. The template is a line of text in which you can include a set of variables such as an invoice ID number (*%%ID%%*), the current year (*%%CURYEAR%%*), month (*%%CURMONTH%%*), and day (*%%CURDAY%%*), and so on. The complete list of the variables is shown on the **Business Setup** > **All Settings** > **Invoicing** page. For example, if you want to see a creation date as a part of an invoice number, include the following line into the template: `%%CURYEAR%%-%%CURMONTH%%-%%CURDAY%%`. When the system issues an invoice, it replaces the variables with their current values, for example, *2012-03-06*.

If you have moved to Business Manager from another billing solution and want to continue the invoice numbering that you used previously, you can do it with the variable *%%SEQ%%* (invoice sequence). This is an integer value that increases by one after issuing an invoice. To make the system use your previous numbering, assign the value that continues this numbering to this variable and include it into your invoice template. For example, if you used integer identifiers starting from *1* in your invoice numbers and you issued one hundred invoices, set the invoice sequence value to *101*.

Invoices and Accounting Entries

Invoicing is one of the many features used by Business Manager to create accounting entries. The basic accounting entries that the system creates for an invoice are the following:

- *Income*: The amount of money you have coming in from the invoice, excluding taxes.
- *Taxes Payable*: The amount of money that you are going to pay in taxes for the invoice.
- *Accounts Receivable*: The amount of money (income + tax) you will receive from the customer according to the invoice.

You can define other accounting entries that the system will create after issuing an invoice. For example, the *coupon cost*: When someone uses a coupon, Business Manager will keep track of how much the plan they purchased would have cost without applying a coupon. The system creates the appropriate expense entries each time an invoice is created. Additionally, you can define the *subscription cost* to keep track of how much it costs you to create a subscription to a certain plan. For example, if a plan provides a dedicated IP address, your expenses on a subscription creation include the price of a new IP address. Business Manager will create these entries each time a new subscription to the selected plan is created.

Achieving Tax Office Compliance

For some organizations, it is obligatory to keep the originally generated invoices unchanged. However, when you re-send an existing invoice (from the invoice details page), the system re-generates the PDF invoice that may differ from the original file. The difference can be caused by changes to the system-wide settings like invoices language, or company details.

If your local tax office requires that you do not change invoice content once it is generated, *save PDF copies* of original invoices before modifying one of the following settings:

- Company details.
- The appearance and language of printable invoices.
- Administrator language.

Note: Your customers can change invoice content as well, for example, by modifying their contact information.

In this section:

Understanding Billing Modes

Business Manager is, at heart, a billing system. Because of this, it's important to understand how the billing process works, from beginning to end. There are two main billing modes in Business Manager: *Anniversary Billing Mode* and *Monthly Billing Mode*. We will outline the aspects of each of these separately, as there are some important differences between these two choices.

In this section:

Anniversary Billing Mode

As the name implies, anniversary billing mode involves billing customers on the anniversary of the day they signed up for the subscription. Broadly speaking, this has two major results:

- Having invoice due dates spread throughout the month means that you will have a steady stream of income. It also means that if there is a problem with billing for any reason (your server goes down, your gateway is having trouble), only a small percentage of your customers may be affected. This makes recovering from such occurrences less painful.

- If you generate invoices every day, customers with multiple subscriptions purchased on different dates will receive multiple invoices for their purchases. For customers who pay manually, this may be undesirable. It should not be an issue for customers who pay automatically.

In addition to the above, it is important to consider scalability. Because anniversary mode results in a monthly billing workload divided between 28-31 days, you are much less likely to have problems with race conditions and other server-based limitations as your company grows. If you intend to have more than 20 customers, we recommend that you choose anniversary billing mode.

What to Expect in Anniversary Billing

Knowing what to expect from your billing system can help alleviate a lot of potential concern and confusion. Here we will walk through the life of a hypothetical customer, focusing specifically on how they will be billed.

Say you have a customer, Alice. Alice would like to order hosting and purchase a domain name from you. She finds your plan listings on the web, and goes through your order process. This process will create a customer record in your Business Manager for Alice, and add two subscriptions to this account. Let's assume that Alice chose to pay for her hosting on a monthly billing cycle, and her domain on a yearly billing cycle and that she chose a plan called Personal Hosting. We will also assume that you have Business Manager set to generate invoices ten days before the subscription is set to renew.

As part of the order process, the first invoice for Alice's subscriptions will be created. No matter how she chooses to pay, the system will automatically enter the date that each of these subscriptions renews. Say she signs up on June 15th, 2008. Her hosting subscription, which is on a monthly billing cycle, will renew again on July 15th, 2008. Her domain, which is on a yearly cycle, will renew June 15th, 2009. Because she subscribed on the 15th of the month, these subscriptions will always renew on the 15th.

Now let's say that Alice has decided to open a small business, and she wants a separate hosting account for this business' website. She goes through your order process again, this time on the 20th of August. She buys your Business Hosting subscription. An invoice is automatically generated through the order process for this first month of hosting. Alice would already have paid for her Personal Hosting on August 15th.

In September, Alice will get two invoices. She will get an invoice for her Personal Hosting that will renew on September 15th, and a second invoice for her Business Hosting, which will renew on September 20th. Now let's fast forward to May 2009.

By default, Business Manager is set to generate domain renewal invoices 30 days in advance, rather than the 5-10 days that other subscription invoices are usually set to be generated. This is to prevent people from losing their domains. Thirty days provides enough warning that a customer should have time to pay their bill on time, and allow the renewal to take place. Because of this, Alice will receive three invoices. On May 5th, Alice will get an invoice for her Personal Hosting subscription, which renews ten days later, on May 15th. On May 10th, she will get an invoice for her Business Hosting subscription, which renews May 20th. On May 15th, Alice will get an invoice for her domain subscription, which renews June 15th.

This may sound like a lot of invoices. Keep in mind that if Alice is paying with a credit card that she keeps on file, or with PayPal subscriptions (the two most common payment methods), these payments will be made and logged by Business Manager without either you or Alice having to do any work. If Alice pays manually, she can write a single check for all three invoices and mail one payment. You can use the Quick Manual Payment feature to mark each of her invoices as paid.

Monthly Billing Mode

Like anniversary mode, monthly billing mode will invoice your customers on a regular billing cycle, usually once a month. Unlike anniversary billing, customer subscriptions will all renew on the first day of the month. Billing your customers once a month has a couple of main features:

- No matter how many subscriptions a customer might have, they will receive a single invoice listing all subscriptions renewing in any given month.
- If you choose to run your billing manually, you can set aside an afternoon to generate invoices and a second afternoon to run them through the gateway.

Monthly billing often involves proration. If a customer would like to buy a subscription on the 15th, you can either choose to have that subscription start on the first of the next month, or to prorate that first month. Proration adds another level of complexity to your billing, which can sometimes cause confusion for your potential customers. Because of this, and the scalability issues mentioned above, we recommend that companies do not use monthly billing unless they intend to have a small number of customers.

However, it is possible to use monthly billing mode and set your plans to not prorate. This causes these plans to behave as if you were in anniversary mode. This is especially useful for selling items such as SSL certificates and domains. These items have fixed start and renewal dates determined by outside sources. Proration would result in subscription renewal dates that did not match the actual item's renewal date, and could cause problems.

What to Expect in Monthly Billing

We have already seen what the typical customer's invoicing will look like in anniversary mode. Now let's see what this system will look like in monthly mode.

Meet Alice's friend Bob. On June 15th, 2008, Bob decides he wants to buy several subscriptions from you. He buys the Personal hosting plan on a monthly cycle and a domain on a yearly cycle. Your Personal hosting plan is set to prorate; your domain plan is not. Let's assume that you have your proration threshold set to the 15th. This means anyone who signs up on the 15th or later will pay for the rest of the month they are in, plus the next month.

As part of the order process, Bob paid the first invoices for these subscriptions. Like anniversary billing, no matter how Bob pays, his subscriptions will automatically be updated with their next renewal date. Because Bob's Personal Hosting subscription was set to prorate, his first invoice charged him for the rest of June and the whole month of July. The domain subscription was not set to prorate, so he was charged for a full year.

At the end of July, Bob will get another invoice for his Personal Hosting subscription, due August 1st. This will cover the whole month of August. Say that Bob decides, after paying this bill, that he would like to buy a Business Hosting subscription for his new small business. On August 5th, Bob goes through your order process again, this time to purchase Business Hosting. Because the 5th is before your proration threshold of the 15th, Bob will simply pay for the rest of August in this first invoice. At the end of August, Bob will receive a single invoice. This invoice will carry charges for both the Personal Hosting and Business Hosting account.

Fast-forward to May of 2009. Bob will again receive an invoice in late April for both the Personal Hosting and Business Hosting subscriptions. May 15th, Bob will receive a second invoice, this time for his domain which is set to renew June 15th. Remember, this subscription was set not to prorate, so it follows the anniversary billing behavior for subscription renewal dates. At the end of May, Bob will again be billed for his two hosting subscriptions on a single invoice.

Just like in anniversary mode, Bob's invoices can be set to be paid automatically, with a credit card kept on file or via third party subscription accounts.

Setting Up Invoicing

You can configure different aspects of invoicing: Who and when should receive invoices, how invoice numbers should look like, how much items to put into a single invoice, etc. The system generates invoices as PDF files, but you can also view the invoice details from web.

PDF invoices are formatted to the locale you specified for the admin user profile. For example, if the admin user country is Russia, the invoice will use "," for decimal part delimiter, and if the country is the USA, the invoice will use ".".

PDF invoice language is dictated by the user for whom the invoice was generated. For example, invoices generated for customers from Germany will be written in German. Invoices generated from the administrator interface will use the administrator's profile language settings.

To change the administrator's country and language, go to **Business Setup** > **All Settings** > **Administrators**, click an administrator and **Edit**. To change the language for your profile, click **Profile** in the top of the page.

For each subscription, Business Manager creates invoices in the currency of the online store, in which the subscription was ordered. For example, all invoices for the subscriptions ordered in a store with *euro* currency will charge subscribers in euro. You cannot change the currency of an existing subscription.

As we already mentioned, you can customize the format of invoice numbers (invoice sequence). For example, you can start with "1" or "1000" or any number specific to your business needs. The system also allows you to select how you want to number your invoices such as:

- *YEAR-ID*, example 2006-1234
- *YEAR-SEQ*, example: 2006-1
- *VATYEAR-SEQ*, example 2006-1

Invoicing is one of the many features used by Business Manager to create accounting entries. The basic accounting entries that get created for an invoice are as follows:

- *Income*: The amount of money you have coming in from the invoice in reference, not including taxes.
- *Taxes Payable*: The amount of money that you are going to pay in taxes for the invoice in reference.
- *Accounts Receivable*: The amount of money (income + tax) you will receive from the customer for the invoice in reference.

There are other accounting entries that can be made during invoice creation, but those are controlled by you. For example, coupon cost. When someone uses a coupon, Business Manager will keep track of how much the plan they purchased would have cost without applying a coupon. The system creates the appropriate expense entries each time an invoice is created.

In addition to coupon cost, there is subscription cost. You have the ability to associate generic accounting entries with each plan created. These entries are created each time a subscription of that plan type is included on an invoice.

To set up invoicing, go to **Business Setup** > **All Settings** > **Invoicing**.

Customizing PDF Invoices

The system provides means for modifying the look and feel of printable invoices. It is possible to change invoice style and formatting, modify heading labels, or add custom text. In addition, if you send invoices in windowed envelopes, you have the option to modify the address block position to fit the window size.

Business Manager also helps you create printable invoices from PDF templates that include watermarks, images or other information.

➢ *To update the appearance of printable invoices:*

1. Go to **Business Setup** > **All Settings** > **PDF Invoice Customization**.

2. Update the configuration parameters.

3. Click **Save Settings**.

If your printable invoice requires more advanced customization, you are able to directly modify the code responsible for generating invoices in PDF format. To generate PDF documents, the code uses the *TCPDF* library. Refer to http://www.tcpdf.org/ to learn how to modify PDF generation code.

The invoice rendering code is located at *<BM_dir>*/lib-billing/include/config/PDFInvoice.example.php directory. Here <BM_dir> stands for the directory to which Business Manager was installed. Typically, it is /usr/local/plesk-billing on FreeBSD and RPM-based Linux systems, and /opt/plesk-billing on deb-based Linux systems.

➢ *To add a PDF template:*

1. Create a one-page PDF file that the system will further use as a template for invoices generation.

2. Rename the file to stationery.pdf, and put it into one of these directories depending on your OS:

   - For Linux, it is /usr/local/share/plesk-billing/

The system searches for this file and uses it as a PDF template if it is found.

For experienced administrators, Business Manager provides an option to deeply modify printable invoices appearance by editing the PHP script that generates them - PDFInvoice.php. To generate PDF invoices, the script uses the *TCPDF* and FPDI libraries. For more information on these libraries, refer to the following sites:

   - http://www.tcpdf.org/doc/ for TCPDF.
   - http://www.setasign.de/support/manuals/fpdi/ for FDPI.

The PDFInvoice.php is located in the following directory:

- On Linux systems: `opt/plesk-billing/htdocs/lib-billing/include/config/`

- On Windows systems: `C:\Program Files\Parallels\Plesk\billing\htdocs\lib-billing\include\config\`

Achieving Tax Office Compliance

For some organizations, it is obligatory to keep the originally generated invoices unchanged. However, when you re-send an existing invoice (from the invoice details page), the attached PDF file is *re-generated* and might be modified. The modification can be caused by changes to system-wide settings like invoices language, or personal details.

If your local tax office requires that you not change invoice content once generated, *save PDF copies* of original invoices before modifying one of the following:

- Company details.
- Printable invoice appearance and language. For the operation details, see **Setting Up Invoicing** (on page 80).
- Administrator language. For the operation details, **Editing Administrator Profiles**.

Your customers are also able to cause changes to invoices content by modifying their contact information.

Configuring Schet-Facturas

Schet-factura is a financial document that certifies that you supplied a taxable service to another party. If your company is registered in Russia, the system will generate and send these documents to some of your customers. If you do not need to keep or send these documents, please skip this section.

How to Start Issuing Schet-Facturas

The system decides whether to generate schet-facturas basing on system configuration settings (**Business Setup** > **All Settings** > **Schet-Facturas Issuing**). The first option in the settings list controls the documents generation. If it is selected, schet-facturas are generated basing on the restrictions set by other options on the page. Otherwise, if the first option is cleared, schet-facturas are not generated at all, and you are unable to view or upload them. For Russian companies (company's country is Russia) this option is initially selected. If your company is not from Russia and you wish to use schet-facturas, select the first option.

When the System Issues Schet-Facturas

The system issues schet-facturas in two cases:

- *At the first day of each month*. These schet-facturas include information about all services provided during the month. Particularly, it includes payments for the following services:

    - Subscriptions that were not completed or canceled during the previous month. For such subscriptions, schet-facturas include payments for the period from the subscription creation to the end of the month (if the subscription was created in the previous month) or for the whole month (if the subscription was created earlier).

    - Hosting resources used over plan limits during the month if you allow pay-as-you-go hosting.

- *In case of changes to provided services*. These changes - subscriptions upgrade, downgrade, or add-ons adjustment - can be initiated either by administrators or by customers. Any of these changes signals the system to issue a new schet-factura. The rationale for generating the documents is that previous service (the one before changes) was supplied in full and not used anymore. Say, if a customer has subscribed to the Bronze hosting plan and then upgraded it to Silver, the new schet-factura will be issued for Bronze since this service is fully supplied and the customer does not use it anymore.

Who Can View and Download Schet-Facturas

Schet-facturas are available for viewing and downloading only to administrators. Other users receive them only by e-mail and only if you allowed them to do it in schet-factura settings. For details on how administrators can view and download schet-facturas, see **Viewing and Downloading Schet-Facturas** (on page 169).

How to Customize Schet-Facturas Content

If you issue schet-facturas, you are able to configure Business Manager to fill in some of schet-factura fields automatically. For example, you can define company head and chief accountant names. To view the full list of customizable schet-factura fields and set values for them, go to the **Business Setup** > **All Settings** > **Schet-Facturas Customization**.

Additionally, you can customize the number of schet-facturas you issue. To do this, use the *schet-factura number template* - a line of characters and variables that defines schet-facturas numbers. The rules of the schet-facturas numbering are the same as for invoices numbering. To learn more about invoices numbering, refer to the section **Setting Up Invoicing** (on page 74).

Account Creation and Suspension Policies

To prevent situations when customers use your resources without paying for them, set up the rules that Business Manager will use to define when customers will get access to resources they order. For example, you can make the system create new hosting accounts in Panel after the corresponding invoices are issued and paid. Otherwise, to make your business more customer-friendly, you can let subscribers log in right after they place the order. Find instructions on configuring these rules in the section **Setting Up Provisioning Policy** (on page 85).

However, to automate the processing of situations when your customers do not pay for the resources they use, define how the system should deal with such customers. You can specify when the system will send them notifications about due invoices, and block their access to the system. The section **Defining How to Handle Unpaid Subscriptions** (on page 85) explains how to set up these parameters.

In this section:

Setting Up Provisioning Policy

Provisioning policy is a set of rules that define when customers get access to resources that they order (a hosting subscription, a domain name, or an SSL certificate). By setting up the appropriate provisioning policy, you can eliminate the risk of serving customers that will never pay even the first invoice: Just configure the provisioning policy so that new customers get access to Panel only after they pay their invoices. On the other hand, if you want to make your business more customer-friendly, you can let them use ordered resources immediately after placing the order.

You can change the Business Manager provisioning policy at the **Business Setup** > **All Settings** > **Provisioning Policy** page.

Note: When provisioning a customer account to a Panel, the system attempts to create the account with the username that the customer has specified in an online store. If this is impossible (for example, this username is already taken in Panel), the system generates a random username. In addition, the system always generates random usernames for customers' access to the server over FTP, SSH, and RDP. So, if your customers experience problems with logging in to Panel using their credentials, check the credentials of their accounts in Panel.

Returning Money for the Days Before Provisioning

When a customer subscribes to your services through an online store, Business Manager starts the billing cycle of the corresponding subscription beginning from the order placement day. For example, if a customer subscribes to a plan with the *1 month* billing cycle on the *1st of June*, the first invoice will include the payment for the period from the *1st of June* to the *1st of July*. Regardless of when the subscriber pays the invoice, the first billing cycle will end on the *1st of July*. Thus, if the customer pays on the *6th of June*, they will use the subscription for 25 days for the price of the whole month.

If you want to return money paid for the days when customers did not have access to their subscriptions, switch on the option **Return unused money to credits** on the **Business Setup** > **All Settings** > **Provisioning Policy** page. In this case, once a subscriber pays the invoice, the system adds the amount of money paid for the period between placing the order and receiving the payment to the subscriber's credits. Thus, in the example above, the system will return money paid for the period from the *1st of June* to the *5th of June*.

Defining How to Handle Unpaid Subscriptions

You have the option to automatically handle situations when customers have overdue invoices: In a certain time, Business Manager starts sending such customers notifications that remind about overdue invoices. If the customers do not close the invoices, the system suspends their unpaid subscriptions. However, you can restrict suspending subscriptions of certain customers as described in the section **Limiting Discounts and Exempting Subscriptions from Suspension** (on page 169).

Also, Business Manager checks automatically suspended subscriptions with a periodic task to see if the associated invoice has been paid. If it has been paid, the system will activate the subscription.

The settings that define how to handle unpaid subscriptions are available at the **Business Setup** > **All Settings** > **Cancelation of Unpaid Subscriptions** page.

Changing Company Details

Different system modules extract data from your company details. For example, the e-mail templates pull your company name and contact information when creating e-mails. It is important to keep this information up-to-date. These values are initially filled with information gathered during the installation process.

➤ *To change company details:*

1. Go to **System** > **System Configuration** and click **Company Details**.

2. Change the following as needed:

   - **Name**. Enter the name of your company here, as you would like it to appear to your customers.

   - **Short Description**. Provide a brief description of what your company does.

   - **Description**. You may enter a longer description here.

   - **URL**. This is the URL to your company's web page.

   - **Customer URL**. If you have made any changes to your Business Manager directory structure, you will want to edit this entry to reflect these changes. This URL determines where the system tries to take you when you click **Login as Primary Contact** on the customer details screen.

   - **Order URL**. This is the URL to your main order page. Most customers use a custom order page, so this may need to be updated.

   - **E-mail**. Enter your company's main contact e-mail address.

   - **Address 1**. Enter the first address line of your company's physical address.

   - **Address 2**. Enter the second address line of your company's physical address, or a PO box if you use one.

   - **City**. Enter the city of your company's address.

   - **State**. Enter the state of your company's address.

   - **Country.** Enter the country of your company's address.

   - **Phone 1**. Enter a primary phone number, so your customers can contact you if they need to.

   - **Phone 2.** Enter a second phone number if you have one.

   - **Fax.** If you have a separate fax number, enter it here.

   - **Tax ID Number.** If you have a Tax ID Number, enter it here.

3. Click **Save Changes**.

Applying Your Branding

To improve the recognition of your company brand and disguise the fact that you are a hosting reseller, Business Manager offers a number of ways to apply your branding, namely:

▪ *Make Business Manager and Panel available at your domain name*. When your customers access the Control Panel using your provider's domain name, they can find out that you resell hosting resources, and so they may want to rent the resources from the provider directly. To avoid such a situation, register your own domain name and make the Control Panel available at your own address. Find instructions on configuring the access to the Control Panel at your domain name in the section **Using Your Own Domain Name to Access Panel and Business Manager** (on page 88)

▪ *Add your company information to e-mails that Business Manager sends to customers*. Business Manager automatically sends e-mails to your customers in certain situations, for example, when a subscription is activated or an invoice is issued. Include your company information and graphic elements in the templates of such e-mails to let customers see your company name each time they receive a letter from the system. Learn how to configure e-mail sending and define the content of the letters in the section **Setting Up Automatic E-mails (on page 89)**.

▪ *Add your company information to invoices issued by Business Manager*. The printable invoices that Business Manager issues for customers must contain your company information. You can change the look of these invoices, for example, insert a logo into them. Learn how to change the content and look of printable invoices in the section **Customizing PDF Invoices** (on page 81).

▪ *Place your company logo and information on the pages of your online stores*. To help new customers remember your company, include your logo and company information in the pages of online stores where you offer your services. Instructions on branding online stores are provided in the section **Changing Online Store Appearance** (on page 73).

In addition to these methods, you can apply branding to the Server Administration Panel and the Control Panel as described in the section **Changing Interface Settings** (on page 22).

In this section:

Using Your Own Domain Name to Access Panel and Business Manager

By default, your customers access Business Manager with your provider's domain name. Therefore, they can discover that you are reselling somebody else's hosting resources, and may want to subscribe to your provider's services instead of yours.

To avoid this, you need to set up branded domain name as an access point to the system. This assumes that you:

1. Provide the Business Manager administrator with your organization domain name and purchase an additional domain name if the administrator says that you need it. Your customers will see this domain name when Panel redirects them from the Control Panel to Business Manager for authorization purposes.

2. Cooperate with the administrator so that your domain names are resolved to the Panel and Business Manager IP addresses. To do this, use one of the following ways:

    ▪ Ask the administrator to add your domain names to their nameservers and use these servers as your domain names' DNS servers.

    ▪ Purchase the DNS service from your domain name registrar and map your domain names to Business Manager and Panel IP addresses on the registrar's nameservers.

3. Ask the administrator to configure the branding for the authorization server.

After you complete these steps, you can find the new URL that is used for your customers' access to Business Manager on the **Business Setup** > **All Settings** > **Company Details** page.

Setting Up Automatic E-mails

This chapter focuses on setting up automatic e-mails sent to users upon particular events. Sending e-mails to customers 'manually' is discussed in the **Sending Mass E-mails** (on page 146).

E-mails are an integral part of the Business Manager system. They are a large part of what makes it possible to automate: when a customer needs information, the system will generate and send an e-mail automatically, letting customers know if there is something they need to do or know. Without e-mails, managers would need to do a lot more work to keep their system up and running.

Business Manager provides an extensive e-mail system that allows you to send e-mails based on locale. There is a set of e-mail actions which are specific to each type of e-mail group you will use in your system.

Note: E-mail actions are pre-defined and cannot be modified.

In this section:

Adding E-mail Templates

> ➢ *To add an e-mail template group:*

1. Go to **Business Setup** > **All Settings** > **E-mail Templates**.

2. Find the e-mail action you want to add an e-mail template to and click **Add Template**.

3. Fill in the necessary information.

4. Click **Save**.

5. Click **Add Locale** button in the middle of the page. Set up the following:

   - Choose the language to associate with the template.

   - Choose how broadly you would like the template to apply. If you are making a Spanish template, for example, do you want it to be used by Spanish speaking people world-wide? Or just in Spain?

   - If this is going to be the default locale, check the box. The default locale will be applied if no other locale can be found that applies to the customer.

   - Enter a subject for the email template. This is the subject line that each e-mail will use.

   - **E-mail Template HTML Body**. Enter the body of your e-mail template in html format.

   - **E-mail Template Text Body**. Enter the body of your e-mail template in text format.

   Note: All contacts are set to receive HTML by default when they come through the online store. If you do not want a specific customer to receive HTML e-mails, go to the customer's account details page and click on the **edit primary** button. Uncheck *HTML* for the **E-mail Format**. Click **edit contact**.

6. **Reload Options**: If you need to reload the original email templates, perform the following steps:

   1. Select the template you want to reload.

   2. **Reload HTML**. Select **Yes**.

   3. **Reload Text**. Select **Yes**.

   Caution: This will replace this existing template. Make a backup of your existing template if you do not wish to lose it.

7. Scroll to the bottom of the page, and click **Save**.

Setting Up Your Locales

Business Manager has the ability to send e-mails in various different languages. Each of these locales must be set up during the configuration process. By default, the system sets up templates of a single locale (usually English).

➢ *To set up additional locales:*

1. Go to **Business Setup** > **All Settings** > **E-mail Templates**.

2. Choose the template you would like to add a locale to. Click on the green pencil icon to view the edit screen for this template.

3. Click **Add Locale** button in the middle of the page. Fill in the following:

   - Choose the language to associate with the template.

   - Choose how broadly you would like the template to apply. If you are making a Spanish template, for example, do you want it to be used by Spanish speaking people world-wide? Or just in Spain?

   - If this is going to be the default locale, check the box. The default locale will be applied if no other locale can be found that applies to the customer.

   - Enter a subject for the e-mail template. This is the subject line that each e-mail will use.

   - **E-mail Template HTML Body**. Enter the body of your e-mail template in html format.

   - **E-mail Template Text Body**. Enter the body of your e-mail template in text format.

   Note: All contacts are set to receive HTML by default when they come through the online store. If you do not want a specific customer to receive HTML e-mails, go to the customer's account details page and click on the **edit primary** button. Uncheck *HTML* for the **E-mail Format**. Click **edit contact**.

4. **Reload Options**: If you need to reload the original e-mail templates, perform the following steps:

   1. Select the template you want to reload.

   2. **Reload HTML**. Select **Yes**.

   3. **Reload Text**. Select **Yes**.

   Caution: This will replace this existing template. Please make a backup of your existing template if you do not wish to lose it.

5. Scroll to the bottom of the page, and click **Save**.

Editing Template Content

Whether you have just created a new locale or want to edit the defaults, you will follow the same general instructions. In addition to basic html and text content, you can use a number of predefined variables to populate the e-mails with information from the database.

➢ *To edit content of a template:*

1. Go to **Business Setup** > **All Settings** > **E-mail Templates**.

2. Choose the template you would like to edit. Click on the green pencil icon to view the edit screen for this template.

3. Click the green pencil icon for an existing locale or edit the content while adding a new locale.

4. Here you have a couple of options: you can develop the content on your own, or load our default template and then edit it. If you are looking at using our default templates, we recommend that you reload them before editing to be sure you have the latest version.

   ▪ If you choose to use your own content, you would enter it in the fields **E-mail Template HTML Body** and **E-mail Template Text Body**. As you edit, you can click preview on most templates and it will allow you to see how your work will be parsed by the system.

   ▪ If you prefer to save time by editing our template, you can scroll to the bottom of the page, choose the template you would like to use, click Test for both the HTML and text e-mail, and then click reload. You can now edit the template as above.

   Note: All contacts are set to receive HTML by default when they come through the online store. If you do not want a specific customer to receive HTML e-mails, go to the customer's account details page and click **Edit primary**. Uncheck *HTML* for the **E-mail Format**. Click **Edit contact**.

5. **Reload Options**: If you need to reload the original e-mail templates, perform the following steps:

   1. Select the template you want to reload.

   2. **Reload HTML**: Select Yes.

   3. **Reload Text**: Select Yes.

      Caution: This will replace this existing template. Please make a backup of your existing template if you do not wish to lose it.

6. Click **Save**.

7. You will see your new template added with the locale you want to use for the e-mail template group you selected. You can add as many e-mail templates to this group or any other group as you need based on your specific needs.

Reloading E-mail Templates

➢ *To reload e-mail templates:*

1. Go to **Business Setup** > **All Settings** > **E-mail Templates**.

2. Click the pencil icon next to each email template you want to reload.

3. E-mail templates for each locale you have setup will display at the bottom of the page. Click the pencil icon in the **Available Operations** column.

4. At the bottom of the **Edit E-mail Template** page are the **Reload Option**s. Select the template you want to reload from the drop-down box.

5. Select **Yes** for both **Reload HTML** and **Reload Text**.

6. Click **reload**. The template has now been reloaded.

7. Repeat steps 2-6 for each email template you wish to reload.

Tip: If you are reloading all 25 email templates, save time by opening each email template in step 2 in a new window or tab, and go through the remaining steps one screen at a time.

Getting Your System Ready to Send E-mail Messages

Some users have reported instances where the e-mail templates, particularly the lost password e-mails, are being sent with the content missing. Below are some points to consider to ensure that your system is set up properly to send e-mail messages.

Are e-mail templates set?

First, check to make sure you have an email template set for each template group and locale.

➢ *To do so, perform the following steps:*

1. Go to **Business Setup** > **All Settings** > **E-mail Templates**.

2. Click the pencil icon next to each e-mail template you want to view.

3. An e-mail template for each locale you have set up will display at the bottom of the page. Click the pencil icon in the **Available Operations** column.

4. You will see an HTML e-mail template and plain text email template. If these fields are blank, you will need to reload your e-mail templates as described in Reloading E-mail Templates (on page 93).

5. Test to see if the e-mail was sent out successfully. If it is still blank, see below.

Is the temp directory set properly in your `smarty.php` file?

➢ *To check, perform the following steps:*

1. Open up the file `lib-billing/include/config/smarty.php`.

2. Find the line `$CONF["smarty"]["compileDirectory"] =`

3. Make sure the path to your temp directory is set correctly after the `=` sign. Examples are provided below:

   ▪ On Linux, this is typically `$CONF["smarty"]["compileDirectory"] = "/tmp";`

   ▪ On Windows, this is typically `$CONF["smarty"]["compileDirectory"] = "C:\Temp";`

4. Find the line `$CONF["smarty"]["cacheDirectory"] =`

5. Make sure the path to your temp directory is set correctly after the `=` sign. Examples are provided below:

   ▪ On Linux, this is typically `$CONF["smarty"]["cacheDirectory"] = "/tmp";`

   ▪ On Windows, this is typically `$CONF["smarty"]["cacheDirectory"] = "C:\Temp";`

6. Save the file and test it to see if your e-mails are being sent out successfully.

Customizing E-mail Templates

All email templates in the system have special variables that are parsed at run-time. This means that the variables are replaced with the data they represent prior to being sent to the customer. Some general customer variables may be shared and made available in all templates, however many specific variables are unique to a particular template set (invoice data, subscription data, etc). It is important to understand that not all variables can be used in all templates. To view a list of available variables and their meanings, refer to the **E-mail Template Variables** section (on page 96).

The template files are found in the `lib-themes/default/lib-billing/templates/emails/widgets/` directory.

In this section:

Updating the E-mail Header

➢ *To update the e-mail header:*

1. Login to your server via SSH.

2. Open the following file in your Business Manager file set: `lib-themes/default/lib-billing/templates/emails/widgets/header.tpl`

3. The code below controls the header of the email. Modify it to fit your needs:

   `{$smarty.const[$headerTitle]|default:$headerTitle}`

4. Save the file.

Updating the E-mail Layout

The e-mail templates are made up of several template files which control the display and layout of all 25 default email templates. To see which template files are used by each e-mail template, click the *pencil* icon to edit an individual e-mail template and view the source of the **Email Template HTML Body**, and find the corresponding fragments in files within the `lib-themes/default/lib-billing/templates/emails/` directory.

Each component of the HTML email templates has its own header and footer file to make it easy to update each instance of that component throughout the email template set. For example, if you would like to edit the display of the information boxes that appear in any *subscription Info* e-mail template, simply edit the `boxHeader.tpl` and `boxFooter.tpl` files and the change will take effect across the entire e-mail template system. Likewise, tables that use IF statements to display or hide information such as in the *New subscription order* can be customized by editing the `codeBoxHeader.tpl` and `codeBoxFooter.tpl` files, and so on. The default e-mail templates we provide are designed to serve as examples that can be used by any business. You are encouraged to edit the colors, font styles, and layout to match your specific needs.

E-mail Template Variables

Below is a list of e-mail variables organized by the templates in which you can use them. Please note that these variables are hard coded in the system, and cannot be changed.

In this section:

Subscription Info E-mail

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`

Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Subscription Name	`{$packageName}`
Subscription Price	`{$packagePrice}`
Subscription IP	`{$packageIP}`
Subscriber's username	`{$packageUsername}`
Subscriber's password	`{$packagePassword}`
Domain Name	`{$domainSLD}`
Domain TLD	`{$domainTLD}`
Nameserver 1	`{$nameserver1}`
Nameserver 1 IP	`{$nameserver1IP}`
Nameserver 2	`{$nameserver2}`
Nameserver 2 IP	`{$nameserver2IP}`
Nameserver 3	`{$nameserver3}`
Nameserver 3 IP	`{$nameserver3IP}`
Nameserver 4	`{$nameserver4}`
Nameserver 4 IP	`{$nameserver4IP}`
Contact customer URL	`{$companyClientURL}`

Contact User Name	`{$contactUsername}`
Date	`{$currentDateTime}`

Invoice E-mail

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Invoice Number	`{$invoiceNumber}`
Invoice Date Entered	`{$invoiceDateEntered}`
Loop Line Items BEGINNING	`{loop=lineItems}`
Line Item Comments	`{$lineItem.packageComments}`
Line Item Quantity	`{$lineItemQuantity}`
Line Item Description	`{$lineItemDescription}`

Line Item Price Amount	`{$lineItemPriceAmount}`
Line Item Discount Amount	`{$lineItemDiscountAmount}`
Line Item Tax Amount	`{$lineItemTaxAmount}`
Line Item Total Amount	`{$lineItemTotalAmount}`
Loop Line Items END	`{/loop}`
Invoice Amount	`{$invoiceAmount}`
Invoice Date Due	`{$invoiceDateDue}`
Invoice Comments	`{$invoiceComments}`
Date	`{$currentDateTime}`

Credit Card Payment

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`

Invoice Number	`{$invoiceNumber}`
Invoice Amount	`{$invoiceAmount}`
Credit Card Type	`{$billingCardType}`
Credit Card Number	`{$billingAccountNumLastFour}`
Transaction Date/Time	`{$transactionDateCreated}`
Transaction ID	`{$transactionCode}`
Auth Return	`{$authReturn}`
Auth Code	`{$authCode}`
AVS Code	`{$avsCode}`
Transaction Amount	`{$transactionAmount}`
Notes	`{$transactionNotes}`
Date	`{$currentDateTime}`

eCheck Payment

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`

Contact City	{$contactCity}
Contact State	{$contactState}
Contact Zip	{$contactZip}
Invoice Number	{$invoiceNumber}
Invoice Amount	{$invoiceAmount}
Bank Name	{$billingBankName}
Bank ABA Code	{$billingBankAbaCode}
Bank Account Number	{$billingAccountNumLastFour}
Transaction Date/Time	{$transactionDateCreated}
Transaction ID	{$transactionCode}
Auth Return	{$authReturn}
Auth Code	{$authCode}
AVS Code	{$avsCode}
Transaction Amount	{$transactionAmount}
Notes	{$transactionNotes}
Date	{$currentDateTime}

Bank Draft Payment

Name	Variable
Your Company Name	{$companyName}
Your Company URL	{$companyURL}
Your Company Address 1	{$companyAddress1}
Your Company Address 2	{$companyAddress2}
Your Company City	{$companyCity}
Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}

Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Invoice Number	`{$invoiceNumber}`
Invoice Amount	`{$invoiceAmount}`
Bank Name	`{$billingBankName}`
Bank ABA Code	`{$billingBankAbaCode}`
Bank Account Number	`{$billingAccountNumLastFour}`
Transaction Date/Time	`{$transactionDateCreated}`
Transaction ID	`{$transactionCode}`
Auth Return	`{$authReturn}`
Auth Code	`{$authCode}`
AVS Code	`{$avsCode}`
Transaction Amount	`{$transactionAmount}`
Notes	`{$transactionNotes}`
Date	`{$currentDateTime}`

Off-site Gateway Payment

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`

Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Gateway Name	`{$gatewayName}`
Transaction Date/Time	`{$transactionDateCreated}`
Transaction ID	`{$transactionCode}`
Auth Return	`{$authReturn}`
Auth Code	`{$authCode}`
AVS Code	`{$avsCode}`
Transaction Amount	`{$transactionAmount}`
Notes	`{$transactionNotes}`
Date	`{$currentDateTime}`

Declined Payment

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`

Your Company City	{$companyCity}
Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}
Contact Last Name	{$contactLastName}
Contact Name	{$clientCompany}
Contact Address 1	{$contactAddress1}
Contact Address 2	{$contactAddress2}
Contact City	{$contactCity}
Contact State	{$contactState}
Contact Zip	{$contactZip}
Invoice Number	{$invoiceNumber}
Invoice Amount	{$invoiceAmount}
Credit Card Type	{$billingCardType}
Credit Card Number	{$billingAccountNumLastFour}
Transaction Date/Time	{$transactionDateCreated}
Transaction ID	{$transactionCode}
Auth Return	{$authReturn}
Auth Code	{$authCode}
AVS Code	{$avsCode}
Transaction Amount	{$transactionAmount}
Notes	{$transactionNotes}
Date	{$currentDateTime}

Payment Error

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Invoice Number	`{$invoiceNumber}`
Invoice Amount	`{$invoiceAmount}`
Credit Card Type	`{$billingCardType}`
Credit Card Number	`{$billingAccountNumLastFour}`
Transaction Date/Time	`{$transactionDateCreated}`
Transaction ID	`{$transactionCode}`
Auth Return	`{$authReturn}`

Auth Code	`{$authCode}`
AVS Code	`{$avsCode}`
Transaction Amount	`{$transactionAmount}`
Notes	`{$transactionNotes}`
Date	`{$currentDateTime}`

Domain Renewal Notice

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Domain Name	`{$domainSLD}`
Domain TLD	`{$domainTLD}`
Invoice Number	`{$invoiceNumber}`
Invoice Amount	`{$invoiceAmount}`

Invoice Date Entered	{$invoiceDateEntered}
Domain Expiry Date	{$domainDateExpires}
Date	{$currentDateTime}

Domain Transfer - Success E-mail

Name	Variable
Your Company Name	{$companyName}
Your Company URL	{$companyURL}
Your Company Address 1	{$companyAddress1}
Your Company Address 2	{$companyAddress2}
Your Company City	{$companyCity}
Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}
Contact Last Name	{$contactLastName}
Contact Name	{$clientCompany}
Contact Address 1	{$contactAddress1}
Contact Address 2	{$contactAddress2}
Contact City	{$contactCity}
Contact State	{$contactState}
Contact Zip	{$contactZip}
Domain Name	{$domainSLD}
Domain TLD	{$domainTLD}
Date	{$currentDateTime}

Domain Transfer - Failure E-mail

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`
Your Company Address 1	`{$companyAddress1}`
Your Company Address 2	`{$companyAddress2}`
Your Company City	`{$companyCity}`
Your Company State	`{$companyState}`
Your Company Zip	`{$companyZip}`
Contact First Name	`{$contactFirstName}`
Contact Last Name	`{$contactLastName}`
Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Domain Name	`{$domainSLD}`
Domain TLD	`{$domainTLD}`
Date	`{$currentDateTime}`

Credit Card Expiration Notification E-mail

Name	Variable
Your Company Name	`{$companyName}`
Your Company URL	`{$companyURL}`

Your Company Address 1	{$companyAddress1}
Your Company Address 2	{$companyAddress2}
Your Company City	{$companyCity}
Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}
Contact Last Name	{$contactLastName}
Contact Name	{$clientCompany}
Contact Address 1	{$contactAddress1}
Contact Address 2	{$contactAddress2}
Contact City	{$contactCity}
Contact State	{$contactState}
Contact Zip	{$contactZip}
Credit Card Type	{$billingCardType}
Credit Card Number	{$billingAccountNumLastFour}
Expire Month	{$billingCardExpMonth}
Expire Year	{$billingCardExpYear}
Date	{$currentDateTime}

Subscription Suspension E-mails

Name	Variable
Your Company Name	{$companyName}
Your Company URL	{$companyURL}
Your Company Address 1	{$companyAddress1}
Your Company Address 2	{$companyAddress2}
Your Company City	{$companyCity}

Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}
Contact Last Name	{$contactLastName}
Contact Name	{$clientCompany}
Contact Address 1	{$contactAddress1}
Contact Address 2	{$contactAddress2}
Contact City	{$contactCity}
Contact State	{$contactState}
Contact Zip	{$contactZip}
Invoice Number	{$invoiceNumber}
Contact Customer URL	{$companyClientURL}
Contact User Name	{$contactUsername}
Date	{$currentDateTime}

Subscription Enable E-mail

Name	Variable
Your Company Name	{$companyName}
Your Company URL	{$companyURL}
Your Company Address 1	{$companyAddress1}
Your Company Address 2	{$companyAddress2}
Your Company City	{$companyCity}
Your Company State	{$companyState}
Your Company Zip	{$companyZip}
Contact First Name	{$contactFirstName}
Contact Last Name	{$contactLastName}

Contact Name	`{$clientCompany}`
Contact Address 1	`{$contactAddress1}`
Contact Address 2	`{$contactAddress2}`
Contact City	`{$contactCity}`
Contact State	`{$contactState}`
Contact Zip	`{$contactZip}`
Invoice Number	`{$invoiceNumber}`
Invoice Amount Paid	`{$invoiceAmountPaid}`
Invoice Date Paid	`{$invoiceDatePaid}`
Subscription Name	`{$packageName}`
Date	`{$currentDateTime}`

Plans and Add-ons

In Parallels Customer and Business Manager, hosting services and resources that you sell to your customers are organized into *service plans*. For example, you can offer a hosting plan with 1 GB of disk space and 50 GB of monthly traffic. The tools for managing the plans are available at the **Business Setup** > **Plans** page.

If you are going to offer a new plan, you should perform the following steps:

1. Define what to include into the plan.
2. Set subscription prices and taxes to levy on subscribers.
3. Choose extra services and resources to offer with the plan.
4. Choose the online stores in which you will offer the plan.
5. Specify available upgrades and downgrades.

Next, we will discuss these steps in more detail.

Define Resources to Include into the Plan

To get started with subscribing customers to service plans, first, you should specify what plan subscribers will get, that is, an amount of disk space, traffic, and other resources or services. Find the full range of options you are able to offer on the each plan settings page. For details on getting ready to sell hosting and defining resources that you offer in the plan, refer to the section **Preparing to Sell Hosting Services** (on page 113).

Set Subscriptions Prices and Taxes to Levy on Subscribers

After you allocated resources to a plan, configure the plan pricing. Namely, specify prices for different subscription lengths, burstable plan prices, and taxes that subscribers should additionally pay. For more details on setting prices and applying taxes to plans, refer to the section **Plans Pricing** (on page 114).

Choose Extra Services and Resources to Offer with the Plan

The plan is ready for sale, but you might want to offer some extras like additional e-mail addresses or disk space together with your plan. To do it, use *add-on plans* (or *add-ons*). To know more about add-ons and how to attach them to service plans, refer to the section **Offering Additional Services** (on page 116).

Choose the Online Stores in Which You Will Offer the Plan

The last step is to specify in what stores you want to distribute the plan. You can select stores of your liking in the **General** tab of the plan settings page. For each kind of plan, you can choose stores of a single type – customer stores for service plans and reseller stores for reseller plans. To learn more about online stores, refer to the chapter **Managing Online Stores (on page 71)**.

Specify Available Upgrades and Downgrades

If you have multiple plans of the same type, you are able to specify plans to which the current plan can be upgraded or downgraded. Find more information on plan upgrades and downgrades in the section **Upgrading and Downgrading Plans** (on page 117).

In this section:

Preparing to Sell Hosting Services

To sell hosting services, use *hosting plans*. Getting ready to sell hosting services includes the following steps:

1. *Define how to process new hosting subscriptions.*

Just before creating the subscription, Business Manager checks that the subscriber meets certain requirements (for example, does not have unpaid invoices) and creates the subscription only if all requirements are met. The list of these requirements is called *provisioning policy*. Before you start selling hosting services, check that this policy meets your needs at **Business Setup** > **All Settings** > **Provisioning Policy**.

2. *Add a plan and select reseller subscriptions whose resources you will use to serve the plan subscribers.*

Available subscriptions are listed in plan settings, on the **Properties** tab. If you associate a plan with a reseller subscription, Business Manager will use resources of this subscription to serve accounts of the plan subscribers.

3. *Specify resources and services you want to include into the plan.*

Select the resources that you will offer to subscribers in plan settings, on the **Properties** tab.

4. *Restrict access to web applications.*

Your customers have the opportunity to quickly install and use blogs, forums, image galleries, and other web applications. You can restrict access to certain applications by defining *application filters* in plan settings, on the **Applications** tab.

Plans Pricing

A plan price in Business Manager is a combination of the following values:

- *Subscription price.* This is a price you charge your customers for using services during a *billing cycle.* You can set multiple billing cycles with different prices for a single plan. For example, set the price to $10 for a 6-months subscription and $15 for a 1-year subscription.

   You can also define one-time charge - *setup fee* - for your plans. For customers who upgrade or downgrade their subscriptions to other plans, you can also set *upgrade* and *downgrade fees*.

- *Tax.* If your country's legislation implies levying taxes on customers, you can include these taxes in the plan price. Learn how to set up taxes for your services in Business Manager in the chapter **Configuring Taxation** (on page 67).

   After you create certain taxation policies and apply them to the plans, do not forget to configure online stores where you will sell these plans to display prices properly: including taxes (*gross* prices) or excluding them (*net* prices). You can do this at **Business Setup** > **Online Stores** > *<store name>* > **Change Settings** > **Payment Options** tab.

- *Burstable plan prices (for hosting plans).* If you allow subscribers to use Panel resources beyond plan limits (or *allow pay-as-you-go web hosting*), the subscribers will pay these prices for each unit of a resource that they consumed over the limits during a month. To learn how Business Manager defines calculates the monthly costs of resources overage (*usage charges*), see the section **Calculating Usage Charges** (on page 115). To allow resources overage, choose the appropriate option for the **Web Limits** > **Pay-as-you-go web hosting** on the **Properties** tab of the plan settings page.

The elements for setting subscription prices, taxes, and overuse fees are located in plan settings, on the **Prices & Taxation** tab.

You can reduce plan prices for promotional purposes by using *discounts*, *coupons*, and *customer groups*. Find more information on using these mechanisms in the section **Coupons and Discounts** (on page 133) and the section **Limiting Discounts and Exempting Subscriptions from Suspension** (on page 169).

If you use accounting facilities included in Business Manager, you can define what information to add to the ledger after generation and payment of each invoice. Learn how to define this format in the section **Creating General Ledger Entries for a Plan** (on page 115).

In this section:

Calculating Usage Charges

If the pay-as-you-go web hosting is allowed for a plan, Business Manager calculates *usage charges* - total costs of hosting resources overage - for the plan's subscribers basing on resource usage statistics that Business Manager collects from the connected Panels on a daily basis. No matter what billing mode and billing cycles you use, this happen on the first day of each month: The system finds the average daily overage of each resource except traffic and multiplies it by the month length and the monthly usage price of this resource.

Traffic

The traffic usage charge is calculated in the following way: Business Manager counts the total traffic overage for a month and multiplies it by the monthly traffic usage price. Say, if subscribers download 10 GB of files during a month while the plan limit is 5 GB, then the traffic overage is 5 GB. Assuming that the traffic usage price is $1 for a 1 GB, such subscribers will pay (10 GB - 5 GB) * $1 = $5 traffic usage fee.

Other Resources

For calculation usage charges for other resources, Business Manager uses the average daily usage values. For example, if a customer uses 500 MB of disk space over the subscription quota for 15 days and then uses extra 700 MB for other 15 days, the average overage will be (500 * 15 + 700 * 15)/30 = 600 MB. If the disk space usage price is $1 for 1 GB, then the customer will pay $0.6 for disk space overage this month.

Calculating Usage with Add-ons

If a customer purchases additional resources in the middle of a month, then the system subtracts the resource amount provided by the add-on from the daily resource usage of each day starting from the add-on purchasing day.

For example, if a customer uses 500 MB of disk space over the plan limit for a whole month and purchases the add-on that provides an additional 1 GB of disk space on the 7th day of the month, then the usage charge will include the payment for only 7 days of 500 MB of disk space overage.

Creating General Ledger Entries for a Plan

If you use Business Manager for accounting of your business, configure your plans to write information on performed business operations to the general ledger.

For example, if you want to track the price of domain registration that you pay to the registrar, define the ledger entries for this plan as described below.

> ➤ *To create ledger entries:*

1. Go to **Business Setup** > **Plans**, and select a plan.

2. Click **Ledger Entries**.

3. Click the button **Add Ledger Entry Group**.

4. Set the following:

- **Ledger Group Name**. Enter the name of the ledger group you are creating for this plan. For example, if this group covers the cost of this plan, you may want to name it *Domain Registration Cost.*

- **Filter Currencies**. The ledger entries are created when the plan is ordered through your online store. If you have multiple currencies set up, such as USD and GBP, move the currencies from the **Selectable** list to the **Selected** list by double-clicking on each one or using the arrow buttons.

- **Filter Cycles**. Similarly to **Filter Currencies**, you can select cycles for which you will create ledger entries. Move the cycles from the **Selectable** list to the **Selected** list by double-clicking on each one or using the arrow buttons.

- **Currency of Ledger Entries**. The currency you select will most likely be your native currency or the currency you use to set up your plans. You can still create ledger entries for any currency, but you will see the entries such as *Domain Registration Cost* in the currency you select from the menu.

- **Ledger Entries**:

a. Create two ledger entries for the GL Account (General Ledger) account by clicking the **+ Add Ledger Entry** button.

b. Select a ledger account to use such as *10000 - Cash 1* from the **GL Account** menu.

c. Enter a description.

d. Enter the cost of the plan in the **Credits** text box.

e. Click the **+ Add Ledger Entry** button again.

f. Select a ledger account to use such as *50000 - Cost of Goods* from the **GL Account** menu.

g. Enter a description.

h. Enter the cost of the plan in the **Debits** text box.

Click **Save**.

Offering Additional Services

In Parallels Customer and Business Manager you can offer additional resources and services not included in service plans as *add-on plans* (or *add-ons*). Add-ons are listed together with plans on the **Business Setup** > **Plans** page. If a plan has add-ons, online stores show them on a separate store page, so customers are welcome to include add-ons into their order. The controls to attach add-ons to plans are available on the **Add-ons** tab of the plan settings page.

Typically, an add-on provides a single resource: disk space, traffic, or other resource defined for the panel group you select for the add-on. You are also free to offer multiple resources and services as a single add-on.

To let your customers choose an add-on from a list of similar add-ons, say, different amounts of additional disk space, add-ons are organized into groups. Moreover, it is mandatory for an add-on to have a related group. When buyers subscribes to a plan, they see the names of add-on groups you attached to this plan and lists of groups items - add-ons - you selected for the plan.

For example, this can look like the following:

Would you like additional disk space? (add-on group)

- **1 Additional Gigabyte** (add-on)
- **2 Additional Gigabytes** (add-on)
- **5 Additional Gigabytes** (add-on)

To see a list of plans with which you offer an add-on, go to the **Plans** tab of the add-on settings page.

Important: A service plan and attached add-on must have same billing cycles and currencies. Otherwise, customers will not be able to purchase this add-on.

In addition to offering hosting add-ons, you can sell SSL certificates using add-ons. For instructions on how to set up the SSL certificates selling through an add-on, see the section **Offering Hosting Plans with SSL Certificates** (on page 129).

Upgrading and Downgrading Plans

Your customers may want to change plans to which they are subscribed, for example, if they need more resources that their current plans provide, or otherwise, if they do not want to pay extra money for resources that they do not use. For these cases, define available *upgrades* and *downgrades* for each plan.

You can use plans upgrades and downgrades to create a hierarchy of plans. The table below shows an example of plans set with available upgrades and downgrades:

Plan	Description	Available upgrades	Available downgrades
Bronze Hosting	An affordable hosting for individuals.	▪ **Silver Hosting** ▪ **Gold Hosting**	No
Silver Hosting	Hosting for small business.	▪ **Gold Hosting**	▪ **Bronze Hosting**
Gold Hosting	An ultimate hosting for business needs.	No	▪ **Bronze Hosting** ▪ **Silver Hosting**

If you offer plan upgrading and downgrading, define how to process upgrade and downgrade requests for all plans, for example, when to perform requested upgrades: immediately after requests or and the end of current billing cycle. The section **Configuring Upgrade and Downgrade Requests Processing** provides a list of system-wide properties related to upgrades and downgrades and description of these properties.

Besides, Business Manager provides an option to charge customers for upgrading or downgrading their subscriptions. Define upgrade and downgrade fees for each plan on the **Prices** tab of the plan settings page.

Upgrade and Downgrade Requests Processing

The Business Manager allows you to define what actions the system takes when upgrading or downgrading plans. This includes the following:

- Who can initiate upgrades and downgrades.
- How to perform upgrades and downgrades.
- How to bill upgrades and downgrades.

The controls to configure upgrade and downgrade requests processing are located at the **Business Setup** > **All Settings** > **Upgrade/Downgrade Requests**.

Customer-Initiated Upgrades and Downgrades

If you allow your customers to initiate upgrades and downgrades, define when to change their plans: immediately after request or at the end of current billing cycle.

If you decide to perform upgrades and downgrades immediately, define what to do with unused money on customer's billing account:

- Return the unused money to customers as credits. Choose this option, for example, for hosting plans.
- Do not return the money, Do it, for example, for domain registration plans, when the registrar does not return the money if you stop using a domain name.

Troubleshooting Delayed Upgrades and Downgrades

If you configure your Business Manager to perform subscription upgrades and downgrades at the end of billing cycles (or perform *delayed* upgrades and downgrades), then upgrade and downgrade requests receives advanced handling. To help you troubleshoot potential issues with delayed upgrades and downgrades, below we will describe handling of such requests in details.

For example, a customer has a *Bronze hosting* subscription and orders an upgrade to the *Silver hosting* plan. In this case, Business Manager will do the following:

1. Immediately after triggering the upgrade request, the system creates a new subscription to *Silver hosting* with the *Pending* status. The *Bronze hosting* subscription remains *Active*.

2. In a few days before the end of the current billing cycle, Business Manager issues an invoice for the *Silver hosting* subscription renewal.

3. At the first day of the next billing cycle, the system upgrades the subscription on Panel and removes the *Bronze hosting* subscription. If the upgrade was successful, Business Manager changes the *Silver hosting* subscription's status to *Active.*Otherwise, the *Silver hosting* subscription receives the *Error* status.

Before the system issues an invoice for the upgraded subscription, either you or the subscriber can cancel the upgrade by clicking **Cancel subscription upgrade or downgrade** on the *Bronze hosting* subscription's page. If you do this, Business Manager cancels the *Silver hosting* subscription and issues the next invoice for the *Bronze hosting* as usual.

After issuing the invoice for the upgraded subscription, neither you nor the subscriber can cancel the upgrade request.

Achieving EU Business Compliance

If your Business is located in the European Union, it is subject to the European Union Value Added Tax (EU VAT) regulations. To learn more about the regulations, see the section **European Union Business Compliance.**

To achieve EU business compliance, configure Parallels Customer and Business Manager to meet the following requirements:

- Specify your VAT number in **Business Setup** > **All Settings** > **Company Details**. Business Manager will include it into all invoices.

- Set up the VAT charging for your customers from EU countries. For detailed instructions, see the section **European Union** (on page 70).

- Require VAT number from commercial companies.

  In your online stores, customers select whether they are individuals or commercial companies. In the latter case, they are required to provide a valid VAT number to define an applicable VAT rate. You should adjust your online stores to require this number from commercial companies and verify it. The respective option is available in the **Business Setup** > **Online Stores** > **<store name>** > **Change settings** > **Taxes** tab. The **<online store>** here is the store which you use to sell plans to EU customers.

  Note: If your company address is in the EU, these settings will be automatically applied to all new online stores.

- Display either *gross* or *net* prices in your online stores.

  Each EU country follows one of two different rules for the way prices are displayed in your online stores. Depending on the location of your business, your online stores must display prices either with VAT included (gross) or before VAT is added (net). You can update your online stores to display prices accordingly on the **Business Setup** > **Online Stores** > **<store name>** > **Change settings** > **Payment Options** tab. The **<online store>** here is the store which you use to sell plans to EU customers.

Starting Business Without Business Manager

If your provider does not offer Business Manager or another billing solution, you should take care of various aspects of your business on your own before you start serving customers. Some aspects, for example, financial ones, can be automated by means of the appropriate software.

To start your hosting business in Panel without Business Manager or other automation solutions, do the following:

- Rebrand Panel and prepare hosting plans.
- Set up a website for your own company.

After you complete these operations, you can start subscribing customers to your services.

Rebranding Panel and Preparing Hosting Plans

Before you can start serving your customers, you should do the following:

1. Adjust Panel branding and appearance as described in the section **Changing Interface Settings** (on page 22).

2. On the **Service Plans** page, add service plans and add-ons that you will offer to your customers.

Setting Up Your Company's Presence on the Web

To let your prospective customers become acquainted with your offerings and contact you, set up a website and e-mail addresses for your company on the Panel-managed server.

To set up your website, create your own hosting subscription by clicking **Subscriptions** > **Create New Subscription**. This will enable you to log in to the Control Panel and manage your web hosting just as your customers do: you can create web pages and mailboxes, install web applications, secure access to websites with SSL certificates, and so on. For detailed information about using your hosting resources for your own needs, see the chapter **Managing Web Hosting** (on page 189).

Subscribing Customers to Your Services

After you set up hosting plans in Panel, you can start subscribing customers to your services. When a new customer subscribes to your services, create an account and a subscription for this customer in **Customers** > **Add New Customer**. You will be prompted to enter the following information:

- The customer's contact information.
- A username and a password that the customer will use to log in to the Control Panel.
- Subscription details:
    - A domain name that the customer owns and will use for their website hosted in Panel.
    - An IP address used by the customer's website.
    - The customer's username and password that they will use to access their folders, for example, using FTP.
    - The service plan to which the customer subscribes.
    - (Optional) Add-ons that the customer wants to add to the subscription.

    If the plan selected by the customer does not completely meet their needs and you do not offer add-ons that could help, adjust the subscription settings by selecting the checkbox **Proceed to customizing the subscription parameters after the customer account is created**.

Once you create the account and the subscription, pass on the Panel access credentials to the customer and they will be able to log in to Panel and create their website.

Periodically, you will need to manually perform various operations on user accounts and subscriptions. For example, renew (prolong) subscriptions at the end of subscription periods, or suspend the accounts of customers who do not pay on time. To learn how to manage existing customer accounts and subscriptions in Panel if you do not have Business Manager, refer to the sections **Managing Customer Accounts in Panel** (on page 149) and **Managing Subscriptions in Panel** (on page 158).

C H A P T E R   4

Offering Domain Names and SSL Certificates

In addition to offering server resources, with Business Manager you can upsell services that traditionally accompany web hosting offers: domain name registration and SSL certificates. Thus, your customers can get all they need to establish their web presence in a single package.

For selling domain name registration services and SSL certificates in your online stores, you will need to create separate service plans. Below, you will find information about how to do this.

Selling Domain Names

To start offering domain names in your online stores, you should have a merchant account at a domain name registrar supported by Business Manager. If you have such an account, then all you need is to configure the registrar module in the system and create a *domain name registration plan*. Learn more about setting up domain name selling in the section **Domain Name Registration** (on page 124).

Selling SSL Certificates

To let customers order SSL certificates through your online stores, configure Business Manager to offer certificates from certain vendors that Business Manager supports, and create corresponding *SSL certificate plans*. For detailed instructions on setting up SSL certificate offerings, refer to the section **SSL Certificate Selling** (on page 128).

In this chapter:

Domain Name Registration

Business Manager supports integration with a variety of domain registration services. We assume that you have a merchant account with one of the registrars supported by Business Manager. To start selling domain names from this registrar in your online stores, take the following steps:

1. *Set up a registrar module and define which domain names you will register with this registrar.*

   For each registrar, you should define which *top level domains* (or *TLDs* - domain name extensions such as `.net` or `.com`) your customers will buy from this registrar. Learn how to configure domain name registrar modules in the section **Setting Up Accounts with Registrars** (on page 125). If a TLD that you want to offer is not present in Business Manager, you can add it manually. To find out how to add new TLDs or change the properties of existing ones, refer to the section **Managing TLDs** (on page 126).

2. *Add a domain registration plan and define which of the supported TLDs you will offer within it.*

   To sell domain names, create d*omain name registration plans* on the **Plans** page. For each plan of this type, select TLDs that you will offer within this plan on the **TLDs** tab of the plan settings page.

3. *Define domain registration options for online stores.*

   During the domain name ordering process, potential customers are prompted to choose from the three options: purchase a new domain name, transfer an existing one to another registrar, or use an existing domain name. You are able to change the list of available options at the **Business Setup** > **Online Stores** > *<store name>* > **Change Settings** > **Domain Registration/Transfer** tab.

   Important: Not all domain registrars support domain transfer. To find out if a particular registrar supports the transfer, contact the registrar's customer support.

Offering Domain Name Registration in the Control Panel

If you offer domain name registration services, Business Manager can help you promote them to your hosting customers. Particularly, Panel shows customers links that let them register their domain names through your online stores. These links are displayed in the domain names list on the **Websites & Domains** tab. When a customer follows a link, Panel takes them to the online store where they purchased their hosting subscription and automatically adds a domain name registration subscription to their cart.

Note: If you have several online stores, the links will lead a customer to the online store where they purchased their hosting subscription.

Panel offers customers to register only those domain names that were not purchased in your online store, particularly:

▪ Domain names that customers specify as existing ones when purchasing hosting subscriptions.

▪ Additional domain names that customers create in the Control Panel.

If you have at least one domain name registration plan, Panel will automatically add corresponding links to the Control Panel. If you offer several domain name registration plans in a store, put the plan you want to promote above other plans of this type in the store's plans list. You can find the list on the **Offered Plans** tab of the store settings page.

In this section:

Setting Up Accounts with Registrars

If you wish to resell domain names with a certain registrar, you should add information about your merchant account to Business Manager. The system will resell domain names on behalf of this account.

Some domain name registrars require you to do additional actions to start reselling. These particularities are described in corresponding subsections of this section.

➢ *To add information about your account with a registrar:*

1. Go to **Business Setup** > **All Settings** > **Domain Registrars** and click **Add New Registrar**.

2. Select the registrar at which you have a merchant account and click **Select**.

3. Specify your account credentials, TLDs that you will register at this registrar, and other settings.

4. Click **OK**.

Wild West Domains (GoDaddy)

Only certified accounts are able to resell domain names with the Wild West Domains registrar, so you should pass the certification to start reselling.

The certification procedure verifies that your software is capable of using the registrar's API. You can proceed to the certification as soon as you add the registrar's module and specify your reseller account details. When this data is provided, the system will display the link **Learn how to complete the certification here** with detailed instructions on how to get certified.

Openprovider

When you configure this registrar, set **Remote host** to
http://www.openprovider.nl/incoming_custxml.php.

Managing TLDs

The system ships with a predefined set of TLDs that you can sell to your customers. If this set does not contain a TLD that you want to offer, add this TLD by clicking **Add TLD** on the **Business Setup** > **All Settings** > **Supported TLDs** page.

In your domain name registration plans, you can sell only *active* TLDs. Initially, all TLDs are inactive. To make a TLD active, configure a module of a domain name registrar and select this TLD on the registrar module settings page. Otherwise, you can make a TLD active by editing its settings on the **Business Setup** > **All Settings** > **Supported TLDs** page.

Checking Domain Names Availability

When a customer tries to register a new domain name through your online store, Business Manager first checks whether this name is available. By default, the system can check the availability of domain names only in TLDs that are included in the **Supported TLDs** list shipped with Business Manager. When you add a new TLD to the system, you should configure its checking parameters as described below.

For each TLD, there is a server on the Internet that provides information about domain names in this TLD. To check the availability of a domain name, Business Manager sends a request to the corresponding server and defines the availability depending on the server's response. For most TLDs, such servers use the *whois* protocol that defines the format of a request you send to this server.

If the server that checks domain names availability in your TLD uses this protocol, specify the server's domain name and, optionally, port (if it differs from the standard *43* port) in the **Whois server** field. If the server uses the *HTTP* protocol, you should explicitly specify the format of requests that you will send to the server. In this request, you can use the following variables:

- `%%domain%%` - a domain name that you want to check. For example, *domain-sld.tld*.

- `%%domainSLD%%` - a part that precedes the period in the domain name - *second level domain name* (*SLD*). *domain-sld* in the example above.

- `%%domainTLD%%` - a TLD. *tld* in the example above.

Then, for both protocols, specify the values that indicate the domain name availability in the **Whois response fragment indicating that domain name is available** and **Whois match rule** fields.

The examples below show how to configure checking domain names in a TLD with the *whois* and *HTTP* protocols:

- *Whois protocol*:
    - **Whois server**: `whois.centralnic.net`
    - **Whois response fragment indicating that domain name is available**: `DOMAIN NOT FOUND`
    - **Whois match rule**: **Should contain fragment**.
- *HTTP*: This example show the settings for the *tj* TLD:
    - **Whois server**:
      `http://www.nic.tj/cgi/lookup3?domain=%%domainSLD%%`
    - **Whois response fragment indicating that domain name is available**: `available for registration`
    - **Whois match rule**: **Should contain fragment**.

SSL Certificate Selling

Business Manager supports integration with SSL certificate providers. The integration supposes that customers purchase certificates in Business Manager, and the latter acquires the certificate through the provider API.

To acquire an SSL certificate, a customer submits the initial information to Business Manager, which forwards it to a provider. The certificate provider analyzes the information and queries for additional details if necessary through Business Manager. The interaction is repeated until the provider has enough information to issue the certificate.

Customers are notified about these additional requests by notifications in the **Account** tab of the Panel. Until the certificate is issued, the subscription status is *user input required*.

To sell SSL certificates to your customers, use *SSL certificate plans*. Configuring SSL certificate selling includes the following steps:

1. *Configure an SSL certificate provider plugin.*

    This will allow you to sell certificates from this provider. Learn how to do it in the chapter **Configuring SSL Certificate Providers** (on page 129).

2. *Add an SSL Certificate plan and set up the certificate types you will sell.*

    Do this from the **Properties** tab of the plan settings page.

You can also configure the system to automatically offer SSL certificates to hosting plan subscribers in online stores. This way is natural and convenient: when customers subscribe to a hosting plan, the online store offers them the chance to purchase an SSL certificate to protect their websites. To learn how to set up the SSL certificates offering, see the section **Offering Hosting Plans with SSL Certificates** (on page 129).

In this section:

Configuring SSL Certificate Providers

If you want to sell SSL certificates, first add and configure a plugin that will interact between Business Manager and one of the certificate providers (authorities). After you add a plugin, it is possible to edit the plugin properties, enable or disable it. If a plugin is enabled, you can associate it with SSL certificate plans.

Note: Disabling a plugin associated with existing plans leads to malfunctioning of the system.

➢ *To create a plugin:*

1. Go to **Business Setup** > **All Settings** > **SSL Certificate Providers** and click **Add New Plugin**.

2. Fill in the necessary parameters in the opened wizard and click **OK**.

   This will open the list of plugins containing the newly created one.

➢ *To edit a plugin:*

1. Go to **Business Setup** > **All Settings** > **SSL Certificate Providers** and click the plugin you wish to edit.

2. Update the necessary parameters and click **OK**.

   This will open the list of plugins.

➢ *To enable or disable a plugin:*

1. Go to **Business Setup** > **All Settings** > **SSL Certificate Providers** and select the plugins you wish to enable or disable.

2. Click the **Enable** or **Disable** item below the search bar.

   This will open the updated list of plugins.

   Note: Disabling a plugin associated with existing plans leads to malfunctioning of the system.

Offering Hosting Plans with SSL Certificates

If you resell SSL certificates through your online stores, you can configure the system to automatically offer SSL certificates to customers who subscribe to hosting plans. This is more convenient for subscribers since this allows them to purchase hosting resources and protection for their websites in bundle: online stores prompt them to secure their websites with SSL certificates and then, if they agree, they automatically order an SSL certificate of the selected type.

➢ *To set up a secure hosting offering:*

1. Create SSL certificates plans that will offer SSL certificates of the needed types.

2. Select a hosting plan with which you will offer SSL certificates or add a new one.

3. Go to the tab **SSL Certificates** of the hosting plan settings page and add the SSL certificate plans to the **Available** list.

If a customer purchases a hosting package with an SSL certificate that you order from the *eNom*, the system automatically install the certificate to the customer's website. Otherwise, subscribers should configure the website protection with their certificate in the Control Panel manually.

Maintaining and Growing Your Business

When you configure the system and start serving your customers, Business Manager creates new customer accounts, issues invoices, and performs most of other provider's tasks automatically. However, you might still need to perform some operations in Business Manager and Panel. For example, change system security settings of Business Manager or define content to include in new websites created in Panel.

This section explains how to perform the following tasks related to maintaining and growing your hosting business with Business Manager and Panel.

Section	Description
Promoting Your Plans	Explains how to promote your business using Business Manager marketing tools.
Administering Customers	Explains how to perform different tasks related to customer accounts management.
Managing Subscriptions	Provides instructions that you may need to manage your customers' subscriptions.
Managing Invoices and Payments	Provides instructions on managing invoices in Business Manager management tasks manually.
Limiting Discounts and Exempting Subscriptions from Suspension	Explains how to set up special conditions of services for certain customers in Business Manager.
Managing Security Settings	Provides instructions on enhancing the Business Manager security using integrated tools.
Performing Manual Payments	Describes available ways of charging your customers manually in Business Manager.
Managing Bank Transfers	Explains how to process bank transfers in Business Manager.
Viewing and Running Scheduled Tasks	Describes the concepts of automatic task scheduling and running and explains how to run tasks manually.
Viewing Accounting Information	Introduces the Business Manager accounting mechanism.
Viewing Statistics	Explains how to view information about the current usage of your resources and your customers' connections to Panel.
Presetting Content of Customer Websites	Describes the mechanism that allows you to predefine content of new websites that you customers create.

In this chapter:

Promoting Your Plans

Promotion is an important aspect of every business nowadays. Effective promotion can make your business more successful in different ways, for example, improve the recognition of your brand, attract new customers, and increase the loyalty of existing customers.

Business Manager contains a set of strategies that will help you promote your business. Particularly, you can use the following options:

- *Discounts* - reduce prices of certain plans in you online stores for everybody.
- *Coupons* - reduce order price for their owners.
- *Affiliate programs* - let your subscribers earn money by bringing new customers.

The controls to configure these marketing tools are available to you on the **Business Setup** > **Marketing Tools** page. To learn when and how to apply these tools, read the corresponding subsections of this section.

In this section:

Coupons and Discounts

Business Manager contains two mechanisms to reduce prices of your offerings - *coupons* and *discounts.*

Use *discounts* if you want to promote a subscription for a certain billing cycle, say, 1-year subscription. A discount targets all online stores but only particular billing cycles of plans.

Use *coupons* to organize promotional actions among your customers. With coupons, your customers are able to reduce subscription price by entering in a coupon code during the ordering process. Coupons are best for promoting specific plans in a certain store. Say, if you sell a plan in two stores, *US Store* and *EU Store*, you have the option to lower the subscription price only in *EU Store*.

To create limited offerings, for example, discounts for the first 100 subscriptions to a new plan, create a coupon and set it to be automatically applied. In this case, online stores show new prices of the plans as if the coupon was already applied to the plans.

The table below describes the differences between discounts and coupons:

	Discounts	Coupons
Availability to customers	Lower prices for all customers	Lower prices for those who have coupon codes (unless the coupons are applied automatically)
Apply to a specific store	No	Yes
Reduce price for a certain billing cycle	Yes	No
Cut-off amount	Percentage of subscription price	▪ Percentage of subscription price ▪ Fixed amount
Period of action	Unlimited	▪ A number of billing cycles ▪ Unlimited
Validity period:	Unlimited	▪ Limited ▪ Unlimited

To create and manage discounts and coupons, use the controls on the **Business Setup >
Marketing Tools** page.

Affiliate Programs

Business Manager enables you to involve your customers in promoting your plans: *Affiliate
programs* let customers earn money by bringing new customers to you. Customers
participating in your affiliate programs (your *affiliates*) distribute links to your websites and
earn a commission for each sign-up under these links. Later, you pay out this money to
affiliates as credits so they can use it to pay for existing subscriptions or order new services
in your online stores.

Affiliate programs have a great advantage over traditional advertising: they allow you to pay
for promotion only when it brings the result you want. In this section, we will explain how to
promote your business with affiliate programs in Business Manager.

Setting Up Affiliate Programs

Each affiliate program promotes a single online store. Affiliate links point to the store, and
affiliates receive commissions in the store's currency. If you decide to promote two stores,
use multiple affiliate programs. The tools to create and manage affiliate programs are
available on the tab **Affiliate Programs** of the **Business Setup > Marketing Tools** page.

Affiliate programs in Business Manager use the *pay-per-sale* principle. This means that an
affiliate's commission for each sing-up is a certain percentage of the order price (the
commission rate).

To define how much a program participant should earn to receive their commissions to
credits, specify the program's *payment threshold*. This threshold shows the affiliate when to
expect the payout; However, you can still pay out affiliate earnings whenever you want.

Viewing Affiliates List

After you set up your affiliate programs, customers can join them by clicking the
corresponding links on the **Account** tab of the Control Panel. You can view the list of your
affiliates on the **Affiliates** tab of the **Business Operations > Customers** page.

The system accumulates an affiliate's commissions on their *affiliate balance*. You can see
the balances of your affiliates in the corresponding column of the affiliates list. Additionally,
the **System Overview** widget on your **Home** page contains the **Total affiliates commission** - the sum
of your affiliates' current balances.

Affiliates cannot use the credits on their affiliate balances for any purposes. To let them use
the credits, you should pay out the commissions.

Paying Out Commissions

When an affiliate's balance exceeds the payment threshold of an affiliate program, the
system adds this balance to the **Above threshold** value on your **Home** page. From time to time
(usually, upon reaching payment thresholds), you should perform payouts to transform
affiliates' commissions to their credits. For this, select them in the affiliates list and click **Pay
Out**: The system will pay out the entire affiliate balance to credits and reset it to zero.

Affiliate Program Example

For example, you have an affiliate program that allows participants to earn the *10%* commission for each sign up in the *Default store* and receive credits when the affiliate balance exceeds *$20*.

Meet Jerry, he is an affiliate. He invited 3 friends and each of them placed an order for $50 in the Default store. Jerry earns the commission of $15, but he cannot receive the payout because his affiliate balance is less than $20. Jerry invites more people so that the balance exceeds $20. Now you can pay out his commission.

After the commission is paid out, Jerry receives $20 of credits, his affiliate balance is reset to $0, and he continues inviting people to your stores to earn more money.

Administering Customers

Here you will find a one-stop shop for customer management. You can approve new customers, view your archived and non-archived customers, or add new customers. You can also view statistics about your customers and access customer details.

In this section:

Adding New Customers

There are two main methods for new customer records to be added to your Business Manager system: through the administrator interface (available for Business Manager administrators) and through the order process.

Adding customers through the administrative interface is a one-step procedure that involves adding customer details, contact details, and billing account. Each customer account can have several contacts tied to it. In this step you will specify the first of these contacts.

➢ *To add a customer account:*

1. Go to **Business Operations** > **Customers** and click **Add New Customer**.

2. Enter **General Settings**, and **Primary Contact Information**.

3. Set up a **Billing Account** for the customer.

4. Click **Add Customer**.

You have completed the process of adding a customer account. You can now view the details of this account and begin to add subscriptions and generate invoices by clicking the **Customer ID**.

Managing Existing Customers

Business Manager allows managing your customers through the **Customer Summary** page which you can access at **Customers** > select specific customer. The Customer Summary page lists contact details, various billing information, subscriptions details, and notifications sent to customers.

To manage the details of a customer account, go to **Business Operations** > **Customers**, find the customer you want to view, and click Full Name corresponding to an account.

In this section:

Managing Billing Accounts and Details

In this section:

Adding Billing Accounts

➢ *To add a billing account to a customer account:*

1. Go to **Business Operations** > **Customers** > click a specific account.

2. Click **Show All Billing Accounts** in the **Billing Account Summary** section

3. Find the contact you want to add a new billing account for and click **Add Billing Account to Primary Contact**.

4. Select the type of billing account you want to add for this customer.

5. Fill out the details section according to the type of billing account you chose in Step 4 above.

6. Click **Save Billing Account**.

Editing Billing Accounts

You can edit any billing accounts associated with a customer's account.

➢ *To edit a billing account:*

1. Go to **Business Operations** > **Customers** > click a specific account.

2. Click **Show All Billing Accounts** in the **Billing Account Summary** section.

3. You will see a list of all billing accounts (if available) and their associated contacts.

4. Find the billing account you want to modify in the list and click its name.

5. Edit the account details.

6. If encryption is turned on, enter your **Encryption Passphrase**.

7. Click **Update Billing Account**.

Note: To remove the billing account, click **Remove** in the **Available Operations** list.

Viewing Accounting Totals

This section outlines the following account and balance information available at a customer summary page (accessed from **Business Operations** > **Customers** > click a customer name.).

Accounts Receivable - money owed to you by the customer. Here you can also view the detailed **Customer Payment History** if you click the **Accounts Receivable** link.

Credit. This option allows you to credit your customers.

Accounts payable. This is the money to be paid by you to the customer.

Refunds. This field shows you the total refunds.

Expenses. This shows the expenses.

Viewing Billing Account Summary

The **Billing Account Summary** counts the number of billing accounts by type. In this section you can also **Add Billing Account to Primary Contact**. See the **Adding Billing Accounts** (on page 137).

It is also possible to see all billing accounts of this customer. For this, click the **Show All Billing Accounts** link. You will see the list of all billing accounts for this customer account.

You can also view a callback log by clicking the **Show Callback History** link.

Managing Customer Invoices

In this section:

Viewing Invoice History

The invoices history displays invoices due and invoices paid. This page also allows you to view all invoices for this customer, to generate invoices, to take customer payment, and to add single invoice.

➢ *To view all invoices:*

1. Go to **Business Operations** > **Customers** > click a certain account.

2. Click the **Show All Invoices** link in the **Invoice Summary** section.

    You will see a list of invoices (assuming invoices have been generated).

Generating Invoices

➢ *To generate an invoice:*

1. Go to **Business Operations** > **Customers** > click a certain account.

2. Click the **Generate Invoice** link in the **Invoice Summary** section.

3. Specify the generation settings and click on the **continue** button.

4. If you selected to preview invoices, review them and click the **Proceed with invoice generation** button.

Adding Custom One-Time Invoice

Business Manager allows you to create and generate a single (one-off) invoice for one-time charges.

➢ *To generate a single invoice:*

1. Go to **Business Operations** > **Customers** > click a certain account.

2. Click the **Add Custom Invoice** link in the **Invoice Summary** section.

3. On the form that appears, enter appropriate information:

   1. Enter a short description for the invoice.

   2. You can also add a **Long Description**.

   3. Set the **Invoice Date**.

   4. Enter the **Invoice Amount**.

   5. Tick the box, if you would like to send your customer an e-mail with invoice.

   6. Set the period to defer revenue.

4. Tick the box next to the **Apply a payment as well**, if you would like to take manual payment for the service provided. Enter all necessary information.

5. Click **Process Invoice**.

Taking Customer Payment

➢ *To take customer payment:*

1. Go to **Business Operations** > **Customers** > click a certain account.

2. Click the **Take Customer Payment** link in the **Invoice Summary** section.

3. Choose the invoice to be charged.

4. If the encryption is on, enter your LEK PIN.

5. Click **Charge account**.

Managing Customer Details

From the **Customer Summary** page you can edit customer details, manage customer account properties, add new primary/additional contact, or edit existing contacts.

In this section:

Editing Customer Details, Status and Billing Account

➢ *To Edit Customer Details:*

1. Go to **Business Operations** > **Customers** > Click a customer's full name.

2. Click **Edit Details** in the **Customer Details** section and update the details.

3. Click **Save.**

Managing Contacts

One customer in Business Manager can have several contacts. One of the contacts will be set as a primary contact, all the other will be additional contacts. The **Customer Summary** page allows adding new contacts, editing existing contacts, logging in as primary contact, and resetting and resending password.

➢ *To add a new contact:*

1. Go to **Business Operations** > **Customers** and click a customer's full name.

2. Click **Add New Contact** in the **Customer Primary Contact** section.

3. Specify the contact information and click **Save**.

➢ *To edit a contact:*

1. Go to **Business Operations** > **Customers** and click a customer's full name.

2. Click **Edit Contact Info** link.

3. Edit all necessary information and click **Save**.

Editing Customer Account Properties

The **Customer Summary** page lists the customer-related properties. The system uses them to apply a special logic to customers who have these properties. For example, it is possible to apply discounts using properties. You are also able to edit the properties for a customer.

➢ *To edit the properties:*

1. Go to **Business Operations** > **Customers** and click a customer's full name.

2. Scroll down to the **Properties** section.

3. Click the **Edit Customer Account Properties** link.

4. Specify if the attribute is active or not.

5. Set the **internal value**.

6. Click **Save All**.

Taking Administrative Actions

Administrative Actions are a collection of actions that help you quickly manage a customer's account. The current administrative actions include:

- **Suspend Customer Account**. Select this option if you would like to suspend a customer's account. Such customers will be unable to log into the customer area.

- **Cancel Customer Account**. You can use this for customers who let you know they would like to terminate their service. They are also unable to log into the customer area.

- **Archive Customer Account**. Archiving a customer essentially makes the customer non-functional. Archived customers do not count against your license limit. The records associated with the customer will be present, but you will not be able to perform any functions on the customer, such as collecting payment for outstanding balances.

Adding Credits to Customer Account

You can deposit funds (credits) into a customer account. The credits are utilized first to pay for subscriptions. When a credit balance is exhausted, the customer's default payment method is used to pay for the services.

➢ *To add a credit:*

1. Go to **Customers** and click a customer's full name.

2. Click the **Add Credit** link in the **Accounting Totals** section.

3. Fill in the form and click **Add Credit**.

After you update a customer credit balance, you are able to see the customer's credit balance changes history by locating the customer summary page and clicking **Credits**.

Viewing FraudGuardian Check Results

Business Manager allows you to check your incoming orders for fraud. You can view the results of this check per each customer per order at the **Customer Summary** page.

➢ *To view FraudGuardian results:*

1. Go to the **Customer Summary** page accessed at **Business Operations** > **Customers** > click a certain account.

2. Click the **Display/Hide Additional Data** link next to the subscription you want to edit in the **Fraud Results** section.

The page section will show you the total **Fraud Score** for each order, and the other information such as IP, customer bank, e-mail, proxy, etc.

Managing Invoices

The customer summary page allows you to view invoices for a particular customer. The system lists the **Recent Invoices** and gives you the option to **show all invoices** by clicking a respective link. From this section you can view basic details on the invoice, such as the **Invoice Number**, the **Amount** of money, the dates **Entered** and **Due,** and the **Status.** The **Available Operations** column gives you the option to manage and print the invoice.

➢ *To manage the invoice:*

1. Go to the **Customer Summary** page accessed at **Business Operations** > **Customers** > Click a customer's full name.

2. Click the **Details** link next to the invoice you want to edit in the **Recent invoices** section.

Note: You will be taken to which can also be accessed from the **Finances** > **Invoices** of the particular invoice.

Adding Notes

The **Recent Notes** section of the **Customer Summary** page shows you the recent notes you added for this particular customer. These notes are strictly internal, and provide only the administrator with additional information.

➢ *To add a new note:*

1. Go to the **Customer Summary** page accessed at **Business Operations** > **Customers** and click a customer's full name.

2. Click the **Read/Add Notes** link of the **Recent Notes** section.

3. Add any information in the **Note text** box.

4. **Add Note**.

Viewing Statistical Information

Quick Stats has two main sections: **Customers by Status** and **Trend Reports**. The top section lists the possible status that a customer may have, and below each status, the number of customers in each category. This number is a link; clicking on it will take you to a screen listing all customers of that type. For example, if you would like to see a list of all your pending customers, you can click on the number underneath the title Pending. Below the actual count is the percentage each category comprises of the total number of customers. Trend Reports actually lists just one report. This report will show all new signups over the last year.

To view the customer statistics, go to **Business Operations** > **Customers** > **Quick Stats**.

The page also shows a pie chart and a key representing each of the numbers and their specific categories.

Viewing Customer Accounts

There are two types of customer accounts in Business Manager - *non-archived* and *archived*. You can filter the customer accounts by this status.

Customers is where you will find information about the vast majority of the customers entered in your Business Manager system. All customers count against your license limit. Initially, the page displays a list of all customers with the status of **Pending**, **Active**, **Canceled**, **Fraudulent**, **Suspended**, **Inactive**, and **Declined**, from newest to oldest. Clicking on one of the column headers will sort your customer data by the relevant heading.

➤ *To view customer accounts:*

Go to the **Business Operations** > **Customers**. This will open a list of accounts.

You can access the customer details screen for each customer listed by either clicking the **Customer ID** or the **Details** link.

Clicking the e-mail address in the **Customers** list will enable you to send an e-mail directly to this customer. You can format these e-mails using various rich text tools.

Verifying New Customer Accounts

To prevent your business from frauds, you can confirm or cancel each registration of a customer account by hand. If you choose **Manual approval of all incoming orders** in as fraud protection policy, you will see a list of all new customer accounts pending approval in the **New Customers** group on the **Home** page.

Click the **Review** link to see more information about a particular order. Once you have verified the order, check the **Activate** or **Cancel** check box and click **Submit**.

Note: If you choose the **Cancel** option, remember to select the appropriate cancelation function in the Define policy on canceling subscriptions for this customer drop down menu at the bottom of the list prior to clicking the **Submit** button.

If you do not want to verify new accounts manually, change the fraud protection policy on the page **All Settings** > **Fraud Protection Settings**.

Viewing Subscription Details

Business Manager allows you to manage customer subscriptions from two sections at **Customer Summary** page: from **Subscription Details** and **Recent Subscriptions** sections. The first of them shows the number of subscriptions the customer owns and allows the administrator to add a subscription to a customer. The **Recent Subscriptions** section provides details on each particular subscription and allows the administrator to manage the subscription. For more details on subscription management, see **Managing Subscriptions** (on page 149).

Sending Mass E-Mails

Along with the automatic e-mails (on page 89) sent by Business Manager when particular events happen, you can also manually send e-mails to selected customers. This is useful when, for example, you need to send an announcement to all, or to selected customers.

If required, you can always re-send an e-mail to all its recipients, be it an automatic e-mail or the one sent manually.

In this section:

Sending E-Mail

> ➢ *To send an e-mail:*

1. Go to the Sending E-mail Wizard: **Business Monitoring** > **Emails** > **Send Emails**.

2. Specify recipients of the e-mail:

   a. Define the target customers by using **Customers Filter**: enter the customers IDs separated with commas and/or filter them by **Status**, **Customer Group**, **Server**, **Panel Group** and **Plan** if required.

   b. Select the customer's contacts to which the e-mail should be sent, either all or only the primary one.

3. Under **Email Template**, select a template.

   Note that the templates list contains only templates from the group User Defined Emails.

4. Click **Next**.

   A list of e-mail accounts filtered according to the specified parameters (customer filter and contact) is displayed.

5. Verify that the list of contacts is correct and click **Next**.

   Alternatively, click **Back** to go to the previous step and change customer filter or contact settings.

6. On the final screen showing all of the information on the e-mail you are about to send, check the e-mail properties (recipients, e-mail properties, e-mail message body) and click **Send**.

   The e-mail will be sent, and will appear in the **Show Emails** list.

Resending E-Mails Sent Previously

> ➢ *To resend e-mails:*

1. Go to **Business Monitoring** > **E-mails**.

2. Find the e-mail you want to send again and click **Resend**.

Viewing Latest Correspondence

The **Recent E-mails** section of the **Customer Summary** page shows a list of the last five e-mails sent to the client. Each of the entries shows the following information:

Subject: Click the name and id to view, edit or resend the e-mail.

           Timestamp: Includes date and time the e-mail was sent to the client.

           The system also allows you to **Resend** and **Edit Email** the e-mails on the page that appears when you click the e-mail subject.

Sending Custom E-mails

> ➢ *To send a custom e-mail:*

1. Go to the customer's details page for the customer you want to send an e-mail to.

2. Click the e-mail address of a customer in the customers list available from **Business Operations** > **Customers**.

3. By default, the customer's e-mail address will already be in the **Contacts** list. If this is not correct, make the necessary changes accordingly.

4. Next, if this e-mail requires a copy e-mail, enter it in the **CC addresses** field.

5. If this e-mail requires an additional copy e-mail (unseen by the recipient), enter it in the **BCC addresses** field.

6. Enter a subject in the **Message subject** field.

7. Enter your e-mail message in the **Message body** field.

8. Click **Send**.

Managing Customer Accounts in Panel

If you use Panel without Business Manager or other software that automates creating and managing customer accounts, manage these accounts in Panel manually.

To view the details of a customer account, click the customer's name on the **Customers** page. To change these details, use the buttons on the page:

- **Edit Contact Info** lets you update the customer's contact information: name, e-mail, address, phone, and so on.
- **Edit Login Info** lets you change the customer's username and password.

If you want to stop serving a customer, for example, if they do not pay for your services, you may *suspend* the customer's accounts - block access to the Control Panel for this customer and users that they created. To suspend an account, click **Suspend** on the customer details page. In addition to suspending the account, this will suspend all its subscriptions making the customer's websites, FTP and mail services unavailable to the Internet users.

Later you will be able to cancel the suspension by clicking **Activate** on the customer details page.

You can also suspend multiple accounts at once or activate multiple suspended accounts. To do this, select the accounts that you want to suspend or activate at the **Customers** page and choose the appropriate action from the **More Actions** menu.

To remove customer accounts and all subscriptions belonging to them, select these accounts at the **Customers** page and click **Remove.**

Managing Subscriptions

The services or resources you sell to your customers are organized into plans. A *subscription* is basically a permission to use the services or resources for a particular period of time.

Subscriptions also serve as a connection point in Business Manager. Invoices are tied to subscriptions. So are add-ons. A customer may stay the same, but they may have different subscriptions, and thus different add-ons and invoices, at various times in their life cycle. Subscription to a plan is a prerequisite for billing a customer. You cannot bill a customer unless they have at least one subscription tied to their account.

Business Manager handles subscriptions in two broad categories: domain subscriptions and all others. Domains subscriptions are created when a customer either purchases or transfers a domain through Business Manager.

In this section:

Adding New Subscriptions to Customer Accounts

Usually, customers subscribe to your plans in online stores and Business Manager creates these subscriptions automatically. However, you may need to add a customer's subscription by yourself, for example, if you want to move an existing subscription from one Business Manager server to another.

To add a subscription to a customer account, go to **Business Operations** > **Customers** > *<customer_name>* and click **Add New Subscription**. The system will ask you to choose a service plan and a billing cycle and then to provide the subscription's details depending on the selected plan.

Viewing Subscriptions Details

> ➤ *To view subscription details:*

1. Go to **Business Operations** > **Subscriptions**.

2. Click the name of a subscription you wish to view.

The page that shows will show you **Subscription Details**, including general information, subscription status, pricing information, policy on canceling subscriptions, subscription dates, and payment information. Here you can also view the **Comments** for the plan, the information on **Last Invoice**, and **Subscription Add-ons and Properties** and change the server associated with the subscription. Note that reassigning will tie this subscription to a different panel. It will not move the actual hosting account.

Changing Subscription Status

Business Manager allows for a number of different kinds of subscription statuses. These statuses can be divided into groups based on their behavior:

- **Active**. By far the most common status for a subscription. Active subscriptions are those that, as the name implies, are being actively used by a customer. This might be a current hosting subscription, software license, or service subscription. Subscriptions marked **Active** will be invoiced.

- **Pending**. The first status after a subscription is purchased. Pending subscriptions will be invoiced only once.

- **Canceled**. If a subscription is canceled, it is removed or suspended on the server which stores this subscription. These subscriptions are not invoiced.

  Important: If you manually change the subscription status to Canceled, it will not be canceled. To cancel the subscription, use the policy on canceling subscriptions.

- **Suspended**. If a subscription is suspended, the subscriber is not able to access service plan resources. These subscriptions are invoiced if it is defined in the server-wide settings (on page 80).

- **Pending Renewal**. Applies only to subscriptions which include domain registration. When a domain is approaching its renewal date, and an invoice is sent to the customer, the subscription status is set to this value. Once the customer pays, the invoice and the domain are actually renewed with the registrar, the subscription status again changes to Active. Subscriptions marked as Pending Renewal will not be invoiced.

- **Completed**. This status is assigned when a subscription is available only for a limited number of billing cycles, and this number is reached.

- **Transferred**. If you transfer a subscription from one customer to another, this subscription will be marked as Transferred. These subscriptions are not invoiced.

- **Failed**. Generally, this status is set when provisioning of a subscription fails.

- **Fraudulent**. The FraudGuardian module assigns this status to a subscription if it considers that customer details are fraudulent.

- **Expired**. Subscriptions marked **Expired** will not be invoiced.

- **Submitted**. Subscriptions marked **Submitted** will not be invoiced.

You can create an invoice for a subscription with a status other than active or suspended by manually generating an invoice through the customer summary page.

The system also includes the following statuses that are not set automatically:

- **Stopped**. Subscriptions marked **Stopped** will not be invoiced.

- **Started**. Subscriptions marked **Started** will not be invoiced.

- **Collections**. Assign this status to suspended subscriptions that were not debited for a long period of time. This will simplify the search for problem subscribers and the work of collection departments.

- **In Progress**. Subscriptions marked **In Progress** will not be invoiced.

Why have many different kinds of status, when they all behave about the same? For example, if you are using Business Manager to sell web design in addition to hosting, you may want to set the web design subscription as something other than just **Active** or **Completed**. You may want to **Start** the subscription, it may be **In Progress**, you may have to **Stop** the project for some reason, and the project may become **Inactive**, without ever being completed. These extra status designations allow you to keep track of general information in Business Manager. You can change the status of a subscription at any time.

➢ *To change the status of a subscription:*

1. Go to **Business Operations** > **Subscriptions**. The page displays all subscriptions in the system.

2. Find the subscription you want to edit and click its name.

3. Click **Edit** in the **Available Operations** row.

4. Find the **Subscription Status Options** section. Fill in the corresponding fields with the new status and change reason.

5. Click **Save**.

Note: You can also navigate to a subscription page from **Customer Summary Page** of the customer to whom this subscription belongs. Click **Show All Subscriptions** in the **Subscription Details** box and find the subscription you wish to edit.

Activating or Suspending Subscriptions

Note: The customer subscription should be tied to a control panel in order to suspend/activate the subscription, otherwise the function to perform this action will not appear in the interface.

➢ *To suspend or activate a subscription:*

1. Go to **Business Operations** > **Subscriptions**.

2. Click the name of a subscription you want to suspend or activate.

3. Click **Suspend** or **Activate** depending on the current subscription status.

4. When the events queue runs, the subscription will be set to **Suspended** or **Activated** on a corresponding server.

Canceling Hosting Subscriptions

If a subscription is tied to a panel group, meaning the hosting account is created, follow the instructions in Method 1 below. If the subscription is not tied to a panel group, skip down to the second method.

➢ *To cancel a subscription tied to a panel group:*

1. Go to **Business Operations** > **Subscriptions**.

2. Click the name of a subscription you want to cancel.

3. When the **Available Operations** items appear, click the **Edit** link.

4. Find a **Servers** section, and click the pencil icon in the **Available Operations** column.

5. When a window appears, select **Canceled** from the drop down menu and click the **Edit** button.

A system event will be created. The event will be run automatically if you have your system set up for automation. Otherwise, run the event.

➢ *To cancel a subscription tied to a panel group:*

1. Go to **Business Operations** > **Subscriptions**.

2. Click the name of a subscription you want to cancel.

3. When the **Available Operations** items appear, click the **Edit** link.

4. Select **Canceled** from the **Status** drop down menu.

5. Click the **Save** button.

Running Subscription Tasks

There are two ways you can run subscription tasks:

- All at once.
- One by one.

To run subscription tasks all at once, click the **Run All** link on the **Business Monitoring** > **Tasks** page.

Note: Running all tasks at the same time will process everything, not just subscription related tasks.

To run a single subscription task, find this it in the list on the **One-time Tasks** tab of **Business Monitoring** > **Tasks** and click the **Run Now** link in the **Available Operations** menu for this task.

Editing Subscriptions

Normally Business Manager creates subscriptions automatically basing on plan settings and the information provided by a subscriber, but you can change certain settings of each subscription manually. For example, you can specify a custom name for a subscription or change its status.

To make your business more flexible, Business Manager allows overwriting some plan settings by customer values for each subscription separately. This is useful, for example, to set up more strict rules in the cancelation policy or change the billing cycle. To see the full list of subscription settings and change them, click the **Change Settings** link of the subscription page.

Editing Subscription Prices

A price of a new subscription is equal to the plan price with applied discounts and coupons. However, in some situations it is necessary to specify a custom price or apply a custom tax, coupon, or discount to a subscription. You can achieve this by editing prices of a subscription available on the **Subscription Prices** page (from the subscription overview page, click **Edit Prices** in the **Available Operations**).

Additionally, if a hosting plan settings allow scalable web hosting (using resources over plan limits), you can set custom resources usage prices on this page as well.

To prevent overwriting custom subscription prices when changing plan settings, lock prices of this subscription by selecting the appropriate checkbox on the **Subscription Prices** page.

Note: You still have the option to overwrite prices of both locked and unlocked subscriptions if you specify this option when changing plan settings.

Upgrading and Downgrading Subscriptions

Before you upgrade or downgrade a subscription, make sure you have your plans configured to upgrade. Refer to the section **Upgrading and Downgrading Plans** (on page 117) for details.

➢ *To upgrade a subscription:*

1. Go **Business Operations** > **Customers** and click a customer's full name.

2. Click the name of a subscription you want to upgrade to.

3. Click the **Upgrade** link in the **Available Operations** form that appears.

➢ *To downgrade a subscription:*

1. Go to **Business Operations** > **Customers** > Click a customer's full name.

2. Click the name of a subscription you want to downgrade to.

3. Click **Show/Hide Operations Menu**, and click the **Downgrade** link in the **Available Operations** form that appears.

When you upgrade or downgrade a subscription, you can choose between the three options described below.

- **Upgrade/Downgrade now and apply proration credits**. If this is selected, the system performs the following:
  - Adds money for the remaining number of days till the end of the current billing cycle as credits to the customer account.
  - Creates a subscription of type *Upgrade Fee* or *Downgrade Fee*. The subscription price is the price of a plan the customer upgrades or downgrades to respectively *for the remaining number of days till the end of the billing cycle*.
  - If **Generate invoice immediately** is selected, the system creates an invoice for this subscription for the current billing cycle. The next invoice (for the new plan) will be generated as usual before the next billing cycle. If **Generate invoice immediately** is not selected, the invoice will be generated in the next run of "ProcessInvoices" event. Typically, this event runs daily.
  - Applies the credits to the new invoice.
  - Creates the event to provision the upgraded or downgraded subscription to the Panel.

- **Upgrade/Downgrade now and DO NOT apply proration credits**. If it is selected, the system performs the following:
  - Creates the event to provision the upgraded or downgraded subscription to the Panel. The next invoice (for the new plan) will be generated as usual before the next billing cycle. Option **Generate invoice immediately** is not taken into account in this case.

  Note: It is not possible to upgrade or downgrade this subscription again till the end of the current billing cycle.

- **End of current cycle**. If it is selected, the system performs the following:
  - Upgrades or downgrades the subscription in Business Manager, but sets it to be provisioned *only in the next billing cycle*. The next invoice (for the new plan) will be generated as usual before the next billing cycle. Option **Generate invoice immediately** is not taken into account in this case.

Adding an Add-on to a Subscription

> *To add an add-on to a subscription:*

1. Go to **Business Operations** > **Subscriptions**.

2. Click the name of a subscription to which you want to add an add-on.

3. Click **Add-ons** in the **Available Operations** column.

4. Click **Add New Add-on**.

5. Select an add-on you want to attach to the customer account from the plans list.

6. Update the pricing if necessary.

7. Click the **Add** button.

Viewing Add-ons with Their Properties

➢ *To view the subscription add-ons:*

1. Go to **Business Operations** > **Subscriptions** and click a subscription name.

2. Click **Add-ons** in the **Available Operations** form that appears.

On the page that loads, you will see the add-ons for the given subscription and their details. Here you can also **Edit** the add-ons and see the add-on **Properties** by clicking the respective icons next to each add-on.

Here you can also add or change **Subscription add-ons** (on page 156).

Viewing Subscription Properties

➢ *To view the subscription properties:*

1. Go to **Business Operations** > **Subscriptions** and click a subscription name.

2. Click the **Properties** link in the **Available Operations** form that appears.

The page that lists subscription properties opens.

On this page, you can do the following:

▪ View details of a property.

▪ Edit a property or its value by clicking the **Edit** icon next to the given value.

Transferring a Subscription

Business Manager allows administrators to transfer a subscription from one customer to another.

➢ *To transfer a subscription:*

1. Go to **Business Operations** > **Subscriptions** and click the name of a subscription you want to transfer.

2. Click the **Transfer Subscription** link in the **Available Operations** form that appears.

3. In the form that appears, enter the **ID** of the customer you want to transfer a subscription to.

4. Specify the billing account to pay for this subscription and confirm the transfer.

Managing Subscriptions in Panel

In Panel, you can do the following with existing subscriptions belonging to your customers and yourself:

▪ *Change hosting settings of a subscription.*

That is, the IP address on which the subscription's websites are hosted, and credentials of system user account linked with the subscription (used to manage files and folders of websites within the subscription, and to access the server via SSH or Remote Desktop). To change a subscription's hosting settings, go to **Subscriptions** > *subscription's name*, and click **Change Hosting Settings.**

▪ *Transfer one or several subscriptions to another user.*

This means that you change owner of subscriptions, or, in other words, reassign subscriptions to another user: another customer or yourself. In this case, the subscriptions are automatically unbound from their plans and become custom. To transfer one or several subscriptions to another user, go to **Subscriptions**, select the corresponding checkboxes and click **Change Subscriber**.

▪ *Suspend subscriptions.*

Websites, FTP and mail services of suspended subscriptions are no longer accessible to the Internet users. Suspending a subscription manually may be useful in cases when a website hosted within the subscription gets attacked or the subscriber does not pay for the services.

To suspend one or several subscriptions, go to **Subscriptions**, select the corresponding checkboxes and click **Suspend**.

▪ *Activate suspended subscriptions.*

Once a subscription is activated, all the services provided with it resume operation. Activation is only useful for subscriptions that were suspended manually: if you activate a subscription that was expired, Panel will automatically suspend it again on the next day. To make an expired subscription active, *renew* it as described below.

To activate one or several subscriptions, go to **Subscriptions**, select the corresponding checkboxes and click **Activate**.

▪ *Renew an expired subscription.*

When a subscription's expiration date comes, Panel suspends it. In such cases, you should renew subscriptions manually.

To renew a subscription, go to **Subscriptions** > subscription's name, click **Activate**, and then set a new expiration date (it may be unlimited). Then apply the new settings by clicking **Update & Lock**.

Note: After this step, the system will not apply further changes of the plan settings to this subscription. If you try to sync this subscription with the plan, the subscription will expire again unless you set the **Unlimited** validity period for this plan.

▪ *Remove subscriptions.*

To remove subscriptions, go to **Subscriptions**, select the corresponding checkboxes and click **Remove**.

Performing Manual Payments

In this section:

Using a Credit Card to Pay an Invoice

➢ *To pay an invoice using a credit card:*

1. Select the invoice from the list available at **Business Operations** > **Invoices**.

2. When the invoice page is displayed, click the **Take Credit Card Payment** link in the **Quick Links** section at the top of the page.

3. Select the gateway you want to use to pay this invoice and click **Next**.

4. Enter all the payment information accordingly.

5. Click **Charge**.

Note: Payments of this kind are performed using the *virtual terminals* feature. Find more information about it in the section **Testing Gateways Using Virtual Terminals** (on page 63).

Capturing Authentication-only Payments

➢ *To capture Authentication-only payments:*

1. Select the invoice from the list available at **Business Operations** > **Invoices**.

2. When the invoice page is displayed, click the **Take Credit Card Payment** link in the **Tools** section at the top of the page.

3. Select the gateway you want to use for an authenticate-only charge and click **Next**.

4. Enter all the payment information accordingly.

5. Select **Authenticate Only** in the **Charge Action** drop down menu.

6. Click the **Charge** button.

This transaction will just validate the card and will not take the money.

Capturing Uncaptured Payments

➢ *To capture uncaptured payments:*

1. Go to **Business Monitoring** > **Payments** > **Uncaptured Funds** tab.

2. Click each check box next to the records you want to capture funds from. The checked records are highlighted in red.

3. Click **Capture funds**.

Note: There is no confirmation screen after clicking the **Capture funds** button. The funds will be captured automatically.

Issuing Refunds

➢ *To issue refunds:*

1. Go to the invoice (on page 164) you want to issue a refund for.

2. Click on the **Refund** button in the Status column located in the **Transactions** section.

3. Verify that the refund details are correct. If passphrase encryption is used, enter it in the corresponding field.

4. Click the **Yes, process this refund** button. Otherwise, click **Cancel**.

Generating and Running Payment Queue

If you want to confirm all payments from credit cards and bank accounts, generate and run the payment queue. When you click to generate the queue, the system analyses the list of existing invoices and creates tasks to pay them. Next, depending on the configuration, the system runs the tasks or not.

➢ *To generate and run payment queue:*

1. Go to **Business Monitoring** > **Payments** > **Payment Queue** tab and click **Generate Payment Queue.**

2. Set the following:

   Invoice Options:

   - **Clear all items currently in Payment Queue**. Check the box to avoid replicating the same items.

   - **Generate**. Select from one of the following: New, Declined, or Errored.

   - **Generate Due Date Only**. Select Yes if you want to generate payments based on invoice due dates only. Select No if you want to generate payments regardless of invoice due dates.

   - **Due on or before**. Select from the drop down menu the date you want to generate payments on or before or click the **...** button to set the date using the built-in calendar.

   - **Number of invoices to generate payments for**. Enter the number or leave it as *0* to generate payments for all invoices.

   Run Options:

   Try charging lesser amounts on failed accounts. Check the box if you want the system to automatically charge less amounts for invoices IF they fail on the initial payment processing.

   Run Payment Queue. Select one of the following: *Don't Run* or *Run at a later date/time*.

   Date to run Payment Queue. Set the date to run the payment queue in the drop down menu or click on the **...** button to select the date using the built-in calendar.

   Transaction Type. Select one of the following: **Charge** or **Authenticate Only**.

   Enter your Credit Card Encryption Key. Enter the key you generated when you set up your encryption settings.

3. Click **Continue**.

Managing Invoices and Payments

In this section:

Generating Invoices Manually

You are able to generate invoices that include payments for previous or next billing cycles depending on the parameters you specify before starting the generation. For a single customer, the system generates only a unified invoice per currency. For example, if your customer ordered a monthly subscription in EUR and USD online stores, and requires an invoice for the next four months, the system will generate two invoices - one for the EUR and one for the USD subscription. Each of the invoices aggregates amounts for the four months.

Prior to generating invoices in your system, you should set up invoicing (on page 80).

➢ *To generate invoices manually:*

1. Make sure there are **Active** or **Suspended** subscriptions in the system.

2. Go to **Business Operations** > **Invoices** > **Generate Invoices**.

3. Specify the invoice generation parameters and click **Continue**.

4. Click **Business Monitoring** > **Tasks**.

5. You will see a list of events specific to the invoices that will be generated.
   At this point you have two options:
   - Process all the events at one time by clicking **Run All**.
   - Run invoice entities one by one by clicking **Run Now** for each task.
   Make your selection and proceed forward with generating your invoices.

Viewing Invoices

➢ *To view invoices for your customer accounts:*

1. Go to **Business Operations** > **Invoices**.
   The list of all invoices issued by the system will be opened.

2. Click the invoice ID in the **Invoice No.** column for the invoice you wish to view. (You can also access an invoice by clicking the magnifying glass icon in the **Available Operations** column.) The invoice details will appear.

Editing Invoices

There are several ways to get to the *edit* screen for any invoice in your system. The easiest way to edit invoices for your customer accounts is to follow the instructions below.

➢ *To edit an invoice:*

1. Go to **Business Operations** > **Invoices**.

2. You will be presented with a list of all invoices issued by the system. Click the invoice id in the Invoice No. column for the invoice you wish to view. (You can also access an invoice by clicking the magnifying glass icon in the **Available Operations** column.)

3. Click **Edit**.

4. Update the invoice information according to your needs and click **Save**.

Note: Some organizations require you not to modify the existing invoices. For details, see **Achieving Tax Office Compliance** (on page 82).

Taking Credit Card Payments

Business Manager allows administrators to take credit card payments from their customers for unpaid invoices.

➢ *To take a credit card payment:*

1. Go to **Business Operations** > **Invoices**.

2. Locate the invoice with *Due* status to which you want to apply payment manually and click its *ID*.

3. The invoice details will appear below the record of the invoice you are viewing. The other option is to click on the magnifying glass icon in the **Available Operations** column to view the invoice details.

4. Click the **Take Credit Card Payment** link in the **Tools** section of the page.

5. Choose the **Gateway** and click **Next** to proceed.

6. Enter the billing account details.

7. Click the **Charge** button

Applying Payments Manually

➢ *To apply payments to any invoice manually:*

1. Go to **Business Operations** > **Invoices**.

2. Locate the invoice with *Due* status to which you want to apply payment manually and click its **ID**.

3. The invoice details will appear below the record of the invoice you are viewing. The other option is to click on the magnifying glass icon in the **Available Operations** column to view the invoice details.

4. Click the **Quick Manual Payment** link in the **Tools** section of the page.

5. Set the following:

   ▪ **Choose Billing Account**. Select the billing account you want to use for this payment in the drop down menu.

   ▪ **Payment Method**. Select the payment method you want to use for this payment in the drop down menu.

   ▪ **Check Number**. If payment is being made by check, enter the check number.

   ▪ **Apply Payment To**. Select **Entire Invoice** or **Selected Line Items**. If you choose the **Selected Line Items** option, it will list the line items available for this invoice. Choose accordingly.

   ▪ **Amount of Payment**. Enter the payment amount that you are applying to this invoice.

   ▪ **Payment Comments**. Enter comments according to your specific needs.

6. Click **Apply Payment**.

Paying by Credits

You can utilize customer credits to pay for subscriptions. When a credit balance is exhausted, the customer's default payment method is used to pay for the services.

➢ *To apply credits to any invoice manually:*

1. Go to **Business Operations** > **Invoices**.

2. Locate the invoice to which you want to apply credit and click its *ID*.

3. The invoice details will appear below the record of the invoice you are viewing. The other option is to click on the magnifying glass icon in the **Available Operations** column to view the invoice details.

4. Click **Apply Credit** in the **Tools** section of the page.

5. Set the following:

   ▪ **Apply Credit To**. Select **Entire Invoice** or **Selected Line Items**. If you choose the

   ▪ **Selected Line Items** option, it will list the line items available for this invoice. Choose

   ▪ accordingly.

   ▪ **Amount of Payment**. Enter the payment amount that you are applying to this invoice.

   ▪ **Credit Comments**. Enter comments according to your specific needs.

6. Click **Apply Credit**.

Voiding Invoices

➢ *To void any invoice manually:*

1. Go to **Business Operations** > **Invoices**.

2. Locate the invoice that you want to void and click its *ID*.

3. The invoice details will appear below the record of the invoice you are viewing. The other option is to click on the magnifying glass icon in the **Available Operations** column to view the invoice details.

4. Click **Create an Invoice Reversal** in the **Tools** section of the page.

5. Click **Yes, create a credit note and void this invoice**.

6. Go to **Finances** > **Invoices** again. You will see two entries for each invoice.

Printing Invoices

> ## To print an invoice:

1. Go to **Business Operations** > **Invoices**, and find the invoice you want to print.

2. Click **Print** next to the invoice.

    A new window with the invoice in PDF format opens. You can print the invoice from this new window using your browser's print function or save it to your computer.

Manually Paying an Invoice Using Saved Credit Card Information

Business Manager gives you the flexibility to manually pay an invoice using saved credit card information. This document explains how to decrypt saved credit card information to manually pay an invoice.

> ## To decrypt credit card information:

1. Go to **Business Operations** > **Customers**.

2. Locate the customer whose invoice you want to pay by clicking the customer ID.

3. Click the link **Show All Billing Accounts** in the **Billing Account Summary** panel in the center of the screen.

4. All billing accounts associated with this customer will now be displayed. Click the blue arrow icon for the credit card account you would like to use, which will expand with several options.

5. Click the magnifying glass icon next to the **Account Last Four** digits. A box will pop up prompting you to enter the encryption key you chose when configuring your Business Manager (for more information on encryption, view the **Encryption Settings** section).

6. Enter your encryption key and click the **Submit** button. The decrypted credit card number will be displayed.

7. Copy the credit card number.

8. Go back to the customer summary page and locate the invoice you wish to pay.

9. Make a credit card payment according to the instructions in the **Using a Credit Card to Pay an Invoice** (on page 160) section.

Viewing Transactions List

The transactions list displays the operations performed from customer billing accounts. The list excludes bank transfer transactions that are available at bank transfers manager.

To view the transactions list, go to **Business Monitoring** > **Payments**.

Re-sending Invoices

In Business Manager, PDF versions of invoices are attached to each invoice e-mail. If you need to re-send an invoice, you can either re-generate PDF invoice or take the existing PDF attachment.

To re-send an invoice with a renewed PDF attachment, go to **Business Operations** > **Invoices** > choose the invoice you need and click **Resend**. To re-send an invoice with a former PDF attachment, see **Re-sending E-Mails Sent Previously** (on page 147).

Viewing and Downloading Schet-Facturas

If your company is located in Russia and sells services to companies or individual entrepreneurs, the accounting policy requires you to send schet-facturas to them each time you supplied a taxable service. Although the system sends these documents automatically, there can be cases when you might need to re-send a schet-factura or to view it. To carry out these operations, go to **Business Operations** > **Invoices** > tab **Schet-Facturas** and follow on-screen instructions.

If you do not see the **Schet-Facturas** tab, the documents issuing is not configured. For details on how to configure it, see **Configuring Schet-Facturas** (on page 83).

Limiting Discounts and Exempting Subscriptions from Suspension

Business Manager allows you to limit discounts for certain customers or exempt their subscriptions from suspension. To do it, create a *customer group* (or modify the default one) and add the certain customer accounts to it. Customer groups set the following properties for their members:

- *Maximum discount* defines the maximum discount that group members can get when they subscribe to a plan. For example, if you provide a 20% discount on a plan, the member of a group with maximum discount 10% will get a 10% discount on this plan.

- *Guaranteed discount* defines the discount that group members will get in addition to other discounts when they subscribe to any plan. For example, if you provide a 5% discount on a plan, the member of a group with guaranteed discount 10% will get a 15% discount on this plan. If you do not provide discounts on a plan, a member of this group will still get a 10% discount.

- *Exempt from suspension.* If this option is enabled, Business Manager does not automatically suspend the subscriptions of the group members if they do not pay in time.

If you change these properties for a group, Business Manager automatically applies them to existing members. Besides, you can override the group properties by custom values for each member. Changing properties of a group does not affect member with custom values of these properties.

To add new or manage existing customer groups, go to the **Business Setup** > **All Settings** > **Customer Groups** screen.

To add a customer account to a group or override group properties for a customer, go to the customer **Business Operations** > **Customers** > **<*customer name*>** > **Edit Customer Account Properties**.

Managing Bank Transfers

This section explains how bank transfers processing is organized in Parallels Customer and Business Manager, lists the bank transfers management operations, and addresses the processing automation. For details on these topics, refer to the corresponding subsections of this section.

To read the introduction to bank transfers processing, refer to the section **Bank Transfers Processing**.

In this section:

How Bank Transfer Processing Works

This section discusses bank transfers processing and explains what operations Business Manager provides to manage bank transfers.

Bank transfers processing works as follows:

1. Customer submits an order at one of your online stores using the *bank transfer* payment method.

2. Business Manager creates a new transaction that keeps the payment details.

3. The transaction is appended to an open *batch.* Batches are specifically formatted files that comprise orders to transfer funds from one bank account to another. The batch format is dictated by a transfer plugin (on page 61) associated with the online store. Each plugin has a single open batch which status is always *Open*. If the batch does not exist, the system creates it and opens.

4. After an open batch reaches a certain number of transactions, or after a certain period of time, the system starts *processing* this batch file. This includes closing the batch, giving it a unique name, setting the transaction statuses within the batch to *pending*, and opening a new batch.
   You can manually request the system to start processing a batch.

    For details on how to configure automatic processing, see **Configuring Automatic Processing** (on page 175).

   Note: The financial information of the receiving party is extracted from the profile of an administrator responsible for batch processing. You can change the administrator in the bank transfers manager settings.

5. If the batch is in the processing status, it is possible to download and submit it to a bank to perform transfers.

6. When you receive the bank response, either approve or decline the transactions included in the batch to activate paid subscriptions. If there is at least one approved transaction, the batch status is set to *completed*. This does not affect the statuses of included transactions.

After a transaction is either approved or declined, the only way to modify this is to remove a batch that includes the transaction. The removal is possible only if the batch contains at least one pending transaction. If you remove a batch, the transactions within the batch are included in a corresponding new batch.

You are able to *exclude* transactions from new batches or *include* transactions in new batches. This is useful when you balance the amount of funds included in a batch or wish to reorganize transactions.

Business Manager imposes the following constrains on manipulations with transactions:

- It is only possible to adjust the number of transactions in new batches (the batches under processing, completed, or declined are not modified).
- You can include only transactions that are not bound to any batch. To unbound transactions, remove the new batch that contains them.
- It is not possible to move transactions between new batches corresponding to different plugins.

Finally, Business Manager provides total amounts of transactions by statuses. This may be useful for statistical or auditing purposes.

For details on how to perform a particular operation, see **Supported Operations** (on page 173).

Supported Operations

This section lists the operations on batches and transactions available in Business Manager. For details on routine bank transfer processing and operation descriptions, see **How Bank Transfer Processing Works** (on page 171).

➤ *To view the list of batches:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**.

   This will open the batch files list.

View included transactions to approve or decline them.

➤ *To view the transactions included in a batch:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**.

3. Click the batch file.

   This will open the list of transactions included in the batch.

Start processing a batch file to be able to download it.

➤ *To start processing a New batch file:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**.

3. Click **Start Processing** next to the batch file (column **Available Operations**).

   This will change the batch file status to **Processing**.

Download a batch file to send it to a bank.

➤ *To download a batch file:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**.

3. Click **Download** next to the batch file (column **Available Operations**).

   This will start the downloading process.

➤ *To remove a batch file:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**, and click the batch you wish to remove.

3. Click **Remove Batch File and Unbound Transactions**, and confirm the operation.

   This will remove the batch from the batches list.

View total amounts of transactions by statuses for statistical, auditing, or other purposes.

➢ *To view the total amount of transactions by status:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Transactions**.

   This will open the statistics followed by the transactions list.

Include or exclude transactions to balance the amount of funds included in a batch, reorganize transactions or for other purposes.

➢ *To include or exclude a transaction:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Transactions**.

3. Click the particular action next to the transaction (column **Available Operations**) and confirm the operation.

   This will change the action name to the opposite (for example, display **Include** instead of **Exclude**).

Approve or decline the transaction to update the associated subscription status.

➢ *To approve or decline a transaction in a batch:*

1. Go to **Business Monitoring** > **Payments** > **Bank Transfers** on the **Transactions** tab.

2. Select tab **Batch Files**.

3. Click the batch containing the transaction.

4. Click either **Approve** or **Decline**.

   This will change the transaction status.

Note: You can change the transaction status directly from the transactions list.

➢ *To change a responsible administrator:*

1. Go to **Business Setup** > **All Settings** > **Automatic Payments** > **Bank Transfers** on the **Transactions** tab.

2. Set the appropriate administrator in the **Responsible Administrator** field and click **Save**.

This will change the responsible administrator.

Configuring Automatic Processing

The bank transfer processing settings are available at **Finances** > **Manage Billing** > **Bank Transfers Manager**, tab **Settings**. You can adjust the following settings:

▪ **Process After XX days**. This instructs the system to start batch processing in a certain number of days after a batch file is created. Use 0 to turn the feature off.

▪ **Process After XX transactions included.** This instructs the system to start batch processing after reaching a certain number of transactions. Use 0 to turn the feature off.

For details on routine bank transfer processing and operation descriptions, see **How Bank Transfer Processing Works** (on page 171).

Viewing and Running Scheduled Tasks

Business Manager automates a number of business routines such as issuing invoices, processing payments, creating customer accounts and subscriptions, and many others. However, the system does not do these routines instantly; Instead, it adds them to a queue and then runs them by schedule. To do this, Business Manager employs the *task manager* - a scheduler that defines when to perform each routine. For example, when a new customer subscribes to your services, Business Manager schedules and attempts to run a task to create a Panel account for the customer.

The list of tasks that should be executed only once, such as creating subscriptions and accounts or registering domain names, is available to you on the **Business Monitoring** > **Tasks** page. Each of these tasks has a timestamp that shows when the task manager will execute the task. If the system cannot run a task at the time due to the provisioning policy, it will retry to run this task in a period specified in the provisioning policy. To learn more about the provisioning policy, see the section **Setting Up Provisioning Policy** (on page 85).

Additionally, Business Manager periodically runs tasks that perform repeating routines, for example, generating invoices, suspending debtors, and charging credit cards. Since these tasks process subscriptions of all customers and resellers together, you cannot view or run these tasks.

Viewing Accounting Information

In this section:

Generating Accounting Reports

Business Manager allows you to generate the following types of accounting reports:

- The *Balance Sheet Report* is a summary of your assets, liabilities, and equity account balance.

- The *Profit and Loss Report* is a summary of your revenue, cogs, and expense account balance.

- The *Accounts Receivable Aging Report* shows what is owed to you and how long it has been owed.

- The *Ranged Cash Flow Report* shows you the change (and gives you small explanations of what they mean to your business) for a few important accounts.

- The *Ranged Plan Revenue Report* shows us the amount of revenue generated on a per plan basis for a given date range.

- The *Daily Invoice Sheet* is the list of invoices and their respective amounts and customers for a given day.

- The *Ranged Daily Signup Report* is a list of the customers that signed up in a particular date range, grouped by day, and totaled daily, and for the range. The revenue from their signup invoices is also included.

➢ *To generate a report:*

1. Go to **Business Monitoring** > **Accounting** > **Reports**.

2. Click the type of report you need.

3. Choose a date range.

4. Click **Generate**.

Generating Daily Journals

With Business Manager you can keep two types of daily journals:

- *Sales & Receipts Journal* includes all daily sales and payments received.
- *Purchases Journal* includes all daily cash disbursements.

Note: The *Purchases Journal* is currently not being used.

➢ *To generate a daily journal:*

1. Go to **Business Monitoring** > **Accounting** > **Daily Journals**.

2. Click the type of report you need.

3. Choose a date range.

4. Click **Generate**.

Viewing General Journal

The *General Journal* report includes a list of all debits and credits in the system.

To view the General Journal, go to **Business Monitoring** > **Accounting** > **General Journal**.

Generating General Ledgers

Business Manager supports the following types of general ledgers:

- The *General Ledger* is a permanent summary of all supporting daily journals. Financial statements are generated from this ledger.
- The *Accounts Receivable Ledger* is a special general ledger used only for posting accounts receivable journal entries. Monthly customer statements are generated from this ledger.
- The *Accounts Payable Ledger* is a special general ledger used only for posting accounts payable journal entries. Monthly statements for companies you owe are generated from this ledger.
- The *Tax Payable Ledger* is a special general ledger used only for posting tax payable journal entries. Annual statements for the taxes you owe are generated from this ledger.

➢ *To generate a ledger:*

1. Go to **Business Monitoring** > **Accounting** > **General Ledgers**.

2. Click the type of ledger you need.

3. Choose a date range.

4. Click **Generate**.

Viewing Statistics

➢ *To view a summary report on your account:*

1. Go to **Tools & Utilities** > **Summary Report**.

2. To view a summary on bandwidth usage by months, click **View Traffic History**.

Operations on reports:

- To obtain more details, select the **Full Report** option from the menu.

- To adjust the amount of information presented in a report, edit an existing report template or create a new one. To edit a template, click **Properties**, and then modify the report template.

  To create a new template, go to **Report Layouts** > **Create Report Layout**, and specify how much information you want in each section of the report: select **None** if you do not want any information, select **Summary** if you want a concise overview, or select **Full**, if you need a detailed report. Select the **Use as default report** checkbox and click **OK**.

  To delete a custom report layout, select the checkbox corresponding to the report layout name and click **Remove**.

- To print the report, click **Print**. A report will open in a separate browser window. Select the **File** > **Print** option from the browser's menu to print the report.

- To send the report by e-mail, type the recipient's e-mail address into the input box located to the right of the **Report** group and click **Send by E-Mail**. If you are the recipient, then you do not need to specify an e-mail address: the system assumes by default that you are the report recipient and specifies your e-mail address registered with your Panel account.

- To have the reports automatically generated and delivered by e-mail on a daily, weekly, or monthly basis, click **Delivery Schedule** and follow the instructions supplied in the section **Automating Report Generation and Delivery by E-mail**.

➢ *To view a report on resource usage by users and sites:*

1. Click **Tools & Utilities**.

2. Do any of the following:

- To view reports on the amount of traffic used by customers, click **Traffic Usage By Customers**.

- To view reports on the amount of disk space used by sites, click **Resource Usage By Domains**.

- To view reports on the amount of traffic used by domains (websites), click **Traffic Usage By Domains**.

In this section:

Automating Report Generation and Delivery by E-mail

➢ *To schedule a report delivery on a regular basis:*

1. Go to **Tools & Utilities** > **Summary Report** > **Delivery Schedule**.

2. Click **Add Report Delivery Schedule**.

3. To send reports to your e-mail address registered with the system, select the **reseller** value from the **Deliver to** menu. To send reports to another e-mail address, select **the e-mail address I specify** option and type the e-mail address.

4. In the **Delivery frequency** menu, select how often the report should be sent: daily, weekly, or monthly.

5. Click **OK**.

➢ *To change the delivery schedule for an account status report:*

1. Go to **Tools & Utilities** > **Summary Report** > **Delivery Schedule**.

2. Under the **Frequency** column, click a link corresponding to the delivery schedule you would like to change.

3. Adjust the settings as required and click **OK**.

➢ *To stop receiving the account status reports:*

1. Go to **Tools & Utilities** > **Summary Report** > **Delivery Schedule**.

2. Select a check box corresponding to the delivery schedule and click **Remove**.

3. Confirm removal and click **OK**.

Monitoring Connections to the Control Panel and FTP Services

This chapter describes how to view and close users' connections to the Control Panel and FTP accounts.

In this section:

Monitoring Connections to the Control Panel

➢ *To find out who of your customers is logged in to the Control Panel at the moment:*

1. Go to **Tools & Utilities** > **Active Sessions**. All sessions including yours will be presented and the following details will be displayed:

   ▪ **Type**. A type the user who established the session:

      for customer.

      for mailbox owner.

   ▪ **Login**. The login name the user is logged in as.

   ▪ **IP address**. The IP address from which the Control Panel is accessed.

   ▪ **Logon time**. The date and time when the user logged in to the Control Panel.

   ▪ **Idle time**. The time that user was not doing anything in the Control Panel while being logged in.

2. To refresh the list of user sessions, click **Refresh**.

3. To end a user session, select the respective check box and click **Remove**, then confirm removal and click **OK**.

Monitoring Connections to FTP Service

Your Panel can show active FTP sessions only when any of the following FTP server programs is installed on the hosting server:

- Microsoft [FTP 7.0](#) (Windows hosting)
- Gene6 FTP Server (Windows hosting)
- Serv-U FTP Server (Windows hosting)
- ProFTPd (Linux/UNIX hosting)

➢ *To find out who is connected to your server via FTP, in what directories they currently are and what files they are uploading to or downloading from the server:*

1. Go to **Tools & Utilities** > **Active Sessions**.

2. Click the **FTP Sessions** tab. All sessions including yours will be presented and the following details will be displayed:

   - **Type**. The type of user who established the session:

     for users not registered with Control Panel.

     for anonymous FTP users.

     for subdomain administrators.

     for Web users (owners of personal Web pages without individual domain names).

   - **Status**. The current status of FTP connection.
   - **FTP user login**. The login name used for access to FTP account.
   - **Domain name**. The domain the FTP user is currently connected to.
   - **Current location**. The directory the FTP user is currently at.
   - **File name**. The file name being operated on.
   - **Speed**. Transfer speed in kilobytes.
   - **Progress, %**. The file transfer operation progress in percentage.
   - **IP address**. The IP address from which the FTP account is accessed.
   - **Logon time**. The time lapsed since the moment user logged in.
   - **Idle time**. The time that user was not doing anything while being connected to the server through FTP.

3. To refresh the list of FTP sessions, click **Refresh**.

4. To end a session, select the respective check box and click **Remove**.

Presetting Content of Customer Websites

You can configure the Panel to automatically include specific files and directories into webspaces created for newly hosted websites. This can be a set of useful scripts, custom error messages, a placeholder index.html page, or any other files of your choice. These files can then be replaced, edited or removed on a per-site basis.

➢ *To set up the Panel so as to automatically include your Web content into webspaces:*

1. On your local file system, create the required directories: `httpdocs`, `cgi-bin`, `anon_ftp`, `error_docs`.

2. Place the files you need into the directories you have created: Place Web pages into `httpdocs` directory, scripts to `cgi-bin` directory, and custom error messages to `error_docs` directory.

3. Pack the directories and files into an archive file in tgz, tar, tar.gz, or zip format.

   Make sure that the directories are in the root of the archive file and not in a subdirectory.

4. Log in to your Parallels Plesk Panel.

5. Go to **Tools & Utilities** > **Virtual Host Template**.

6. Click the **Browse** button to locate the archive file on your local computer, select the file, and click the **Send File** button.

➢ *To revert back to the original structure of Web server directories and files:*

1. Go to **Tools & Utilities** > **Virtual Host Template**.

2. Click the **Default** button.

Backing Up and Restoring Data

With the data backup and restore functions provided by your Parallels Plesk Panel, you can perform the following operations:

- **Back up your account with all domains**. The backup archive will include all settings and data related to your account and your domains (websites).

- **Back up individual domains (websites)**. The backup archive will include all data related to a website and mail services, including the contents of mailboxes, address book contact lists, antispam and antivirus settings. The instruction for backing up a certain website is provided in the section **Backing Up and Recovering Websites** (on page 395).

- **Schedule backups**. Scheduling backup can be done both for your account and your domains.

- **Restore your data from backup archives**.

Your customers granted with the permission to use the backup and restore functions can back up and restore their own account settings and websites through the Panel.

In this chapter:

Configuring the Control Panel for Using FTP Repository

➢ *If you are going to use an FTP server for storing backup files, you should set up the Control Panel appropriately:*

1. Go to **Tools & Utilities** > **Backup Manager** > **Personal FTP Repository Settings**.

2. Specify the following settings:

   ▪ FTP server's IP address or host name.

   ▪ Directory on the server, where you want to store backup files.

   ▪ User name and password for access to the FTP account.

3. Click **OK**.

Backing Up Your Account with Your Sites

➢ *To back up your account with domains:*

1. Go to **Tools & Utilities** > **Backup Manager**, and click **Back Up**.

2. Specify the following:

   ▪ Backup file name prefix and description. You cannot specify an arbitrary file name, however, you can set the control panel to add a prefix to backup file names. Note that the control panel automatically adds the date and time of backup file creation (in Universal Time) to backup file names.

   ▪ Splitting of the backup file. To create a multivolume backup, select the respective check box and specify volume size in megabytes.

   ▪ Location where to store the backup file. Select the repository where you would like to store the backup file.

   ▪ What data to back up. You can back up only the settings related to the user accounts and Web sites, or the settings with all user data.

   ▪ E-mail notification on backup completion. If you want to be notified of the backup completion, type your e-mail address.

3. Click **Back Up**. The backup process will start and the progress will be shown under the **Current Back Up Tasks** tab. You can use the **Refresh** button to update the information on the screen. When backing up is finished, the backup file will be saved to the repository you selected.

Scheduling Backups

➢ *To schedule backing up of data:*

1. Go to **Tools & Utilities** > **Backup Manager**.

2. Click **Scheduled Backup Settings**.

3. Select the **Activate this backup task** checkbox and specify the following:

   - When and how often to run the backup.

   - Backup file name.

   - Splitting of the backup file. To create a multivolume backup, select the respective check box and specify volume size in megabytes. Note that volume size cannot exceed 4095 megabytes.

   - Location where to store the backup file. Select the repository where you would like to store the backup file.

   - Maximum number of backup files stored in the repository. Type a number if you want to recycle backup files: When this limit is reached, the oldest backup files are removed.

   - E-mail notification on backing up errors. If you want to send an e-mail notice when something goes wrong during backing up, type the e-mail address you need.

   - What data to back up. You can back up only settings, or settings and user data.

4. Click **OK**.

Restoring Data From Backup Archives

You can restore data from backup files kept in Panel's repository on the server, a custom FTP repository (on page 185), and you can upload a backup file (on page 188) in a ZIP archive (on Windows systems) or tar archive (on Linux systems), and then restore data from it.

➢ *To restore data from a backup file:*

1. Go to **Tools & Utilities** > **Backup Manager**.

2. Click the backup file name.

3. Specify the following settings:

- **Types of data to be restored.**
- **Suspend domain (Web site) until restoration task is completed.** Select this if you want to avoid possible conflicts that may occur when users modify site content or settings while they are being restored.
- **Send an e-mail notice when restoration task is completed.** Type your e-mail address if you want the Control Panel to notify you when restoring is completed.
- **Conflicts resolution policy.** Specify what to do if any conflicts occur during restoration.

4. Click **Restore**.

In case if any errors or conflicts occur during restoration of data, the wizard will prompt you to select an appropriate resolution. Follow the instructions provided on the screen to complete the wizard.

Note: The Overwrite data restoring mode means that all objects will be restored from the backup files regardless of their current presence in the system. The Overwrite mode works as follows:

- If an object or settings from the backup file are not present in Parallels Plesk Panel, then they are created or set in Parallels Plesk Panel.
- If an object or settings from the backup file are present in Parallels Plesk Panel, then the object or settings from the backup file replace the corresponding object or settings that are present in Parallels Plesk Panel.
- If an object or settings are present in Parallels Plesk Panel, but are missing from the backup file, then the object or settings currently present in Parallels Plesk Panel are not changed.

Downloading Backup Files from Server

➢ *To download a backup file from a backup repository within the Panel:*

1. Go to **Tools & Utilities** > **Backup Manager**.

2. Click the icon 💾 corresponding to the backup file you want to download.

3. Select the location where you want to save the backup file and click **Save**.

   The backup file will be downloaded from the backup repository.

Uploading Backup Files to Server

➢ *To upload a backup file to a backup repository within the Panel:*

1. Go to **Tools & Utilities** > **Backup Manager**.

2. Click **Upload Files to Server Repository**.

3. Click **Browse** and select the required backup file.

   Note: Make sure you select the appropriate backup file format, which depends on the operating system on which Parallels Plesk Panel is installed. On Linux/Unix systems, you should upload tar or zipped tar archives, and on Windows, ZIP archives.

4. Click **OK**.

   The backup file will be uploaded to the backup repository.

Removing Backup Files from Server

➢ *To remove a backup file from the backup repository in the Panel:*

1. Go to **Tools & Utilities** > **Backup Manager**.

2. Select a checkbox corresponding to the backup file you want to remove.

3. Click **Remove**.

4. Confirm removal and click **OK**.

C H A P T E R 7

Managing Web Hosting

The Panel's main function is simplified administration of hosted websites, mailboxes, and other network resources. As a reseller, you can use leased hosting resources for your own needs as well as for selling these resources to customers. For example, you can set up your corporate website or mailbox on the Panel server. To set up your own hosting account, create a subscription in Panel by clicking **Subscriptions** > **Add New Subscription**. Then provide a domain name for this subscription, specify access credentials, and choose a service plan and add-ons if you need them. The subscription will appear in the list on the **Subscription** page together with your customers' subscriptions. To start creating your website or to edit the subscription settings, click the **Open in Control Panel** link next to the subscription's name. A list of operations available to you in the Control Panel is provided in the table below.

Helping Customers Manage Their Subscriptions

Your customers will have different levels of technical expertise and, therefore, may have problems with managing certain settings of their subscriptions. To assist your customers, you can log in to the Control Panel under a customer's account and edit their websites and subscription properties as if they were your own. To start managing a customer's subscription in the Control Panel, find the subscription in the list on the **Subscriptions** page and click **Open in Control Panel**.

Operating in Control Panel

Operations related to managing hosting accounts, such as managing website content, adding and removing mailboxes, changing hosting settings, and so on, are available to you in a separate interface called *the Control Panel*.

The sections of this chapter explain how to perform hosting operations in the Control Panel. The instructions are applicable to your own subscriptions and subscriptions of your customers. This means that when we say *your website*, *your subscription*, and so on, we imply both your own and your customers' websites or subscriptions. The table below lists the sections of this chapter and briefly describes what you can learn from them.

Section	Description
Quick Start with Parallels Panel	Explains the workflow of setting up a website and a mail account in the Control Panel.
Customer Account Administration	Explains how to view and manage account settings, subscriptions, invoices, and resources in the Control Panel.
Websites and Domains	Explains how to create websites, fill them with content, add applications, and configure subscription properties related to websites and domain names.

Building Websites with Web Presence Builder	Provides instructions on creating websites using Web Presence Builder - a visual website editor coming in a bundle with Panel.
FTP Access to Your Websites	Explains how to set up access to websites using FTP for subscribers and auxiliary users.
Mail	Describes how to set up mail accounts and configure mail settings under subscriptions.
Scheduling Tasks	Provides instructions on configuring Panel to automatically run scripts at specific times.
Using Databases	Explains how to use databases under subscriptions: create new databases, import existing ones, or access external databases.
Backing Up and Restoring Hosting Accounts Data	Provides instructions on backing up and restoring the data of certain hosting subscriptions on behalf of subscribers.

In this chapter:

Quick Start with Parallels Panel

According to the latest studies, the Internet has become the most popular source of information in the world, leaving far behind all traditional media such as TV or newspapers. Nowadays, the first thing people do when trying to find services is to searching for them on the web. Thus, a proper web presence is vital for every business. There are a number of ways you can present your company on the Web. A web presence may be as simple as a contacts page, or as complex as a large company website with access to an ERP system. In both cases, you should perform the same steps to get your business online.

Before proceeding any further, you will need to take the following two essential steps:

▪ *Purchase a customer account from a hosting provider*.
   Your customer account provides access to the services that are vital for a web presence - Internet connectivity, disk space to store your website content, and so on. For more information about customer accounts in Panel, refer to the chapter **Customer Account Administration**.

▪ *Register a domain name*.
   This is the name people will use to access your site from their browsers. For example, `www.example.com`.

These two elements - an account for web hosting management and a domain name make up your *website.*

In this chapter, we will explain how to create your first website, fill it with content, create mailboxes for users of the site, and, finally, view the site visits statistics.

Advanced Hosting Features

Once you are comfortable with basic Panel capabilities, try out some advanced hosting features: Expand website functionality by installing web applications (on page 279), secure your sites with SSL certificates (on page 287), employ databases, and much more. Note that hosting providers can turn off some of the advanced features to make your Control Panel look simple and user friendly. We have used the **(Advanced)** prefix to designate the sections about features that may be turned off. If you require one of the advanced options, contact your hosting provider.

In this section:

Set Up Your First Website

Now that you have a customer account and a domain name, the first thing you will want to do is create a website. The information about the possible ways to do it is provided in the section **1. Create Your Site** (on page 192)

When your site is ready, you may want to take a look at the result in your browser. Learn how to do it in the section **2. Preview your Site** (on page 195).

Even a perfectly designed site will not be effective if no one knows about it. When all the design work is done, you need to submit your site to popular search engines. The corresponding instruction is located in the section **3. Submit Your Sites to Search Engines** (on page 196).

In this section:

1. Create Your Site

There are three general ways to create a website:

- Employ a web design studio to create a site for you, and then you will just maintain its content.

- Create a site by yourself using *Web Presence Builder* - the powerful tool that allows you to create professional-looking websites in a few mouse clicks. Learn more in the section **Web Presence Builder** (on page 193).

- Create your website in a third-party *Content Management System* - an editor that allows you to easily create and edit website content such as pages, scripts, applications, and so on. To learn more about creating sites in third-party content management systems, see the section **Content Management Systems** (on page 193).

If you have purchased a ready-made site or created it by yourself, you should upload the site content to your account to make the site visible on the web. There are two ways to upload content:

- *Using FTP*. Learn more in the section **Uploading Content Using FTP** (on page 195).

- *Using an integrated <filemng>*. Learn more in the section **Uploading Content with <filemng>** (on page 195).

In this section:

Web Presence Builder

Web Presence Builder is a tool that enables users with no knowledge of HTML markup or graphic design skills to create professional-looking sites. This tool provides a simple visual editor and a huge set of templates for different websites. The editor allows you to create web pages, add content of different types (text, images, video, scripts), and edit website settings such as website name, keywords, icons, and so on.

To create websites in Web Presence Builder, ensure that your hosting subscription includes this option. If it does not, choose another way or upgrade your subscription.

➢ *To create a website with Web Presence Builder:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click the link **Launch Web Presence Builder**.

2. Select a topic that best suits your website.

3. Edit the website:

   a. *Structure*: add more pages, remove the predefined pages that you do not need.

   b. *Content*: change the predefined content to your own, add text, images, videos, scripts, and other required elements.

   c. *Design*: change the layout and color scheme.

4. Publish the website.

Find more information about creating websites with Web Presence Builder in the section **Building Websites with Web Presence Builder** (on page 325).

Content Management Systems

Content Management Systems (or *CMS*) are applications that provide a graphical user interface for adding and editing website content: pages, scripts, files, multimedia content, and so on.

Before you can create a website in a third-party CMS, you should install the CMS on your hosting account. Note that you can install the CMS only if your hosting subscription allows it.

➢ *To create a website using a CMS:*

1. Go to the **Applications** tab.

2. Find the CMS you need in the list of available applications, and install it as described in the section **Using Website Applications (on page 279).**

3. Create your website in the CMS. For information about creating websites with your CMS, refer to the relevant documentation.

Uploading Content

If you already have a website created by yourself or a web design studio, just upload the website files and folders to your provider's server. You can do this in one of the following ways:

- *Using FTP*. This way is better when several people manage a website's content because it does not require access to your customer account. You can just create FTP users for them. Learn more about this method in the section **Uploading Content Using FTP** (on page 195).

- *Using Control Panel File Manager*. This way is more convenient since it uses the Control Panel GUI and provides a set of useful features, for example, a visual HTML editor and a file permissions manager. Find more information on the features of content manager in the section **Uploading Content with File Manager** (on page 195).

In this section:

Uploading Content Using FTP

➢ *To publish a website using FTP:*

1. Connect to your webspace on the server with an FTP client program, using your FTP account username and password.

   You can change your username and password in the Panel at the **Websites & Domains** tab > **Web Hosting Settings**.

   The FTP address should be ftp://your-domain-name.com, where your-domain-name.com is your site's Internet address.

   Enable the passive mode if you are behind a firewall.

2. Upload the files and directories of your site to the `httpdocs` directory. If you use CGI scripts, place them in the `cgi-bin` directory.

3. Close your FTP session.

You can also set up additional FTP accounts if you need to collaborate on website content with other users. For more information, see the section **Adding FTP Accounts** (on page 369).

Uploading Content with File Manager

To upload a website from your computer to Panel server with File Manager, open the **Files** tab of Control Panel and drag the website folder to the central area of this tab. You can also upload your website as a compressed ZIP file and then extract the contents using the archiver integrated in File Manager.

With File Manager, you can also do the following:

- Edit HTML files in the visual editor.
- Preview website pages.
- Edit files in the text editor.
- Manage the files' access permissions.

Learn more about uploading and editing website files and folders with File Manager in the section **Managing Website Content** (on page 269).

2. Preview Your Site

After you uploaded website files to the webspace, you can check how your site will look in a web browser, even before the information about the new site has spread in the Domain Name System.

➢ *To preview a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. In the list of domain names at the bottom of the screen, locate the website that you want to preview and click the corresponding icon 🌐.

    You site will open in a new browser window.

Note: For sites created with Web Presence Builder, protected access to site pages can work incorrectly in Preview mode.

Sometimes, you may need to show your site to someone when your domain name is not registered yet. There are several ways to do it without giving a person access to your customer account. Learn more in the section **Previewing Websites** (on page 278).

3. Submit Your Sites to Search Engines

To gain more visitors and drive traffic to your site after you publish it on the Internet, you need to submit it to search engines. Before the site submission, you can improve the site ranking in search results by the following content optimizations:

▪ Include in the text contained in your web pages the frequently searched keyword phrases, which are relevant to the topic of your site. For example, mention your product or a topic of your interest several times in the text on a web page.

▪ Add relevant keywords to the `<title>` and `<meta>` tags. Some search engines look for keywords and descriptions in meta tags placed within web pages, and present these keywords in search results.

For example, if you are selling hosting automation software, then you can include the following tags in HTML pages of your website:

```
<HEAD>
<TITLE>Ordering hosting automation software
</TITLE>
<META name="keywords" content="order,hosting,software">
<META name="description" content="Ordering Hosting Automation Software">
</HEAD>
```

Separate the keywords with a comma without white spaces.

After you optimize the website and publish it to your customer account, submit it to search engines, such as Google, Yahoo, Bing, and other engines that you know to be popular in your country.

- To submit a site to Google, visit http://www.google.com/addurl/.
- To submit a site to Yahoo, visit https://siteexplorer.search.yahoo.com/submit.
- To submit a site to Bing, visit https://ssl.bing.com/webmaster/SubmitSitePage.aspx.

Set Up Mail Accounts

Once your website is ready, you can start creating mail accounts. You can choose, for example, to create mail accounts for all users within your organization. Note that the number and size of mailboxes is limited by your hosting plan.

In this section:

1. Create Mail Account

> ➢ *To create an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Mail** tab.

3. Click **Create E-mail Address**.

4. Type the left part of the e-mail address before the @ sign, and, if you have several domain names on your account, select the domain name under which the e-mail address will be created.

5. Leave the **Mailbox** checkbox selected.

   Clearing this checkbox makes sense only if you want to use this address as a mail forwarder, which will forward all incoming mail to another address.

6. Specify the mailbox size or use the default size defined by the provider's policy or your service plan.

7. Specify a password consisting of five or more Latin characters.

8. Click **OK**.

2. Access Your Mailbox

There are two ways to access a mailbox for sending and receiving e-mail messages:

▪ Set up and use an e-mail client program on your computer. Typically, in such programs you should specify the following settings:

   ▪ **Username**. In this field, specify your full e-mail address. for example, johndoe@example.com.

   ▪ **Password**. Most likely, the password to your e-mail account.

   ▪ **Mail server protocol**. This property defines whether you want to keep copies of messages on the server or not. To keep the copies on the server, select the **IMAP** option. If you do not want to keep them on the server, select **POP3**. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.

   ▪ **Incoming mail server** *(POP3/IMAP)*. Type your domain name. For example, *example.com*. The POP3 port is 110. The IMAP port is 143.

   ▪ **Outgoing mail server** *(SMTP)*. Type your domain name. For example, *example.com*. The SMTP port is 25. This server requires authentication.

   To get detailed instructions on configuring popular e-mail clients to work with your mailbox, see subsections of this section.

▪ Use a web browser to connect to the webmail interface. Webmail interface is provided by Horde IMP Webmail software, which is installed by default. You can either use the default Horde IMP Webmail, or install Atmail Webmail Lite software.

In this section:

Access from Webmail

➢ *To access your mailbox through webmail, do any of the following:*

▪ In a Web browser, visit the URL `webmail.example.com`, where `example.com` is the Internet address of your website. When prompted, specify your full e-mail address as the username (for example, `mail@example.com`), and specify the password that you use for logging in to the Panel.

▪ When logged in to the Panel, click the **Mail** tab, and in the list of e-mail addresses, click an icon corresponding to the e-mail address you need.
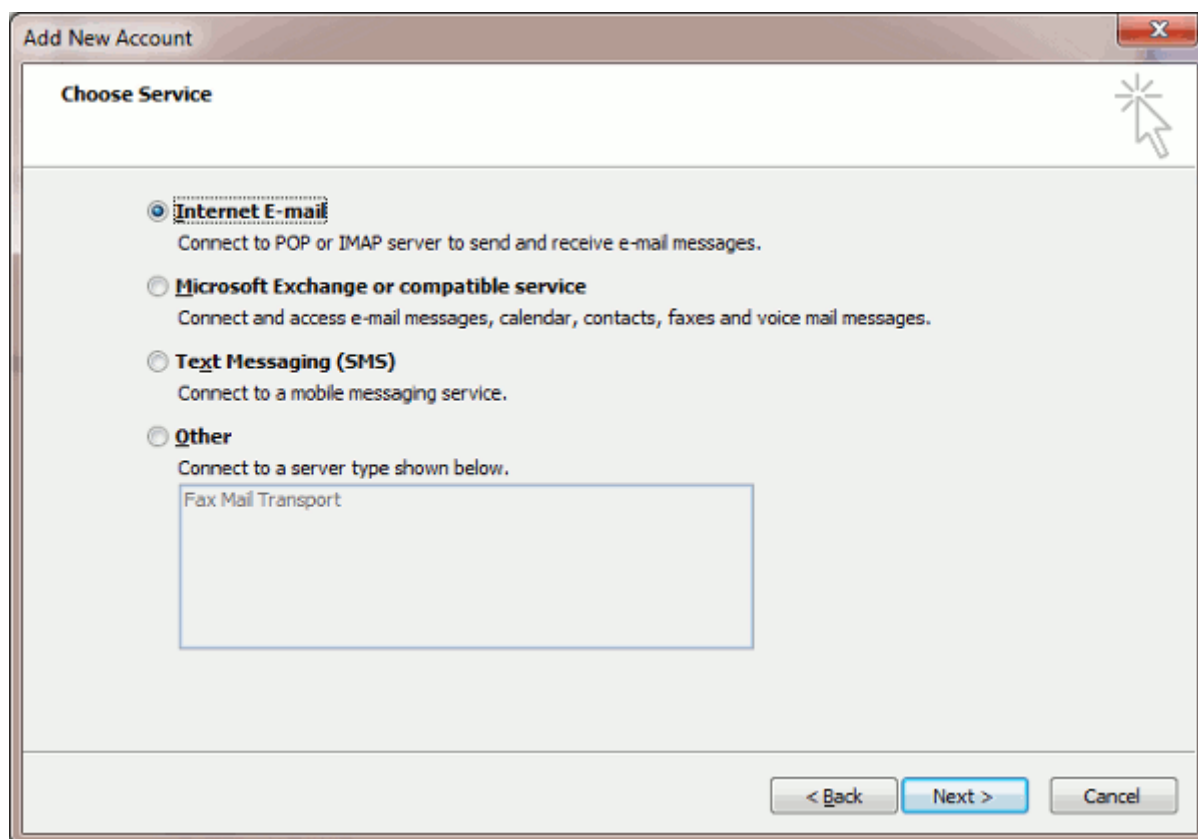
Access from Microsoft Office Outlook

➢ *To set up Microsoft Office Outlook 2010:*

1. Open Microsoft Office Outlook.

2. Go to **File > Info > Add Account**.

3. Select the checkbox **Manually configure server settings or additional server types**. Click **Next**.

4. Select the **Internet E-mail** option and click **Next**.

5. Specify the following:

- Your name.

- Your e-mail address.

- **Account type.** If you want to keep copies of messages on the server, select the IMAP option. If you do not want to keep any messages on the server, select the POP3 option. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.

- Incoming mail server. Type your domain name. For example, example.com.

- **Outgoing mail server (SMTP)**. Type your domain name. For example, example.com.

- **User Name.** Specify your full e-mail address. Example: johndoe@example.com.

- **Password**. Most likely, this password coincides with the password you use for logging in to Panel.

- **Require logon using Secure Password Authentication (SPA)**. Leave this option cleared.

6. Click **More Settings**, open the **Outgoing Server** tab and check **My outgoing server (SMTP) requires authentication**.
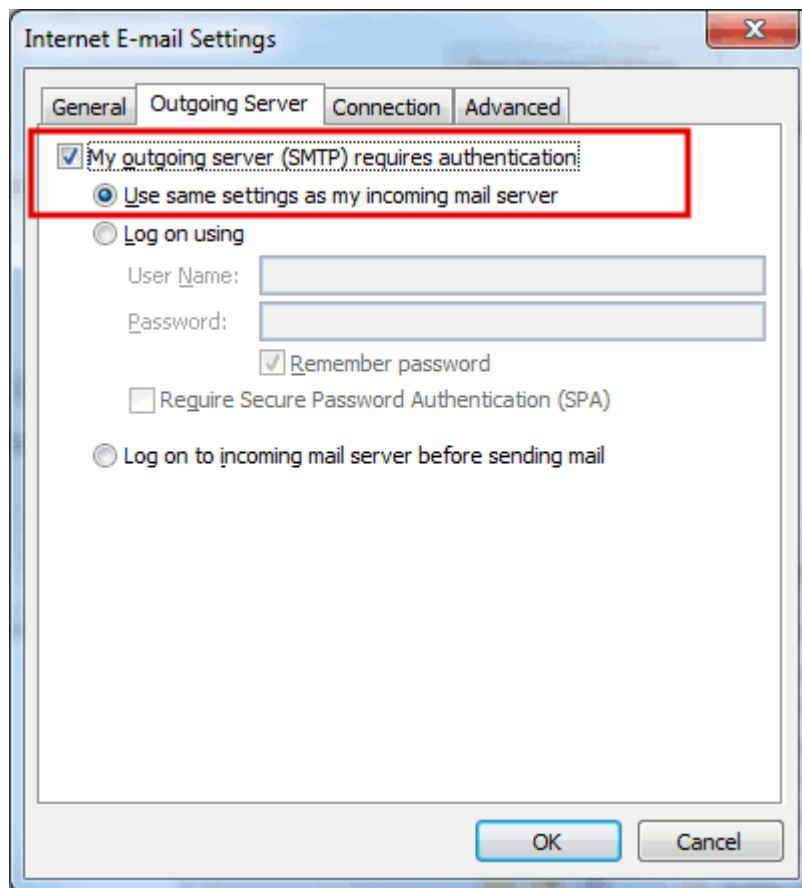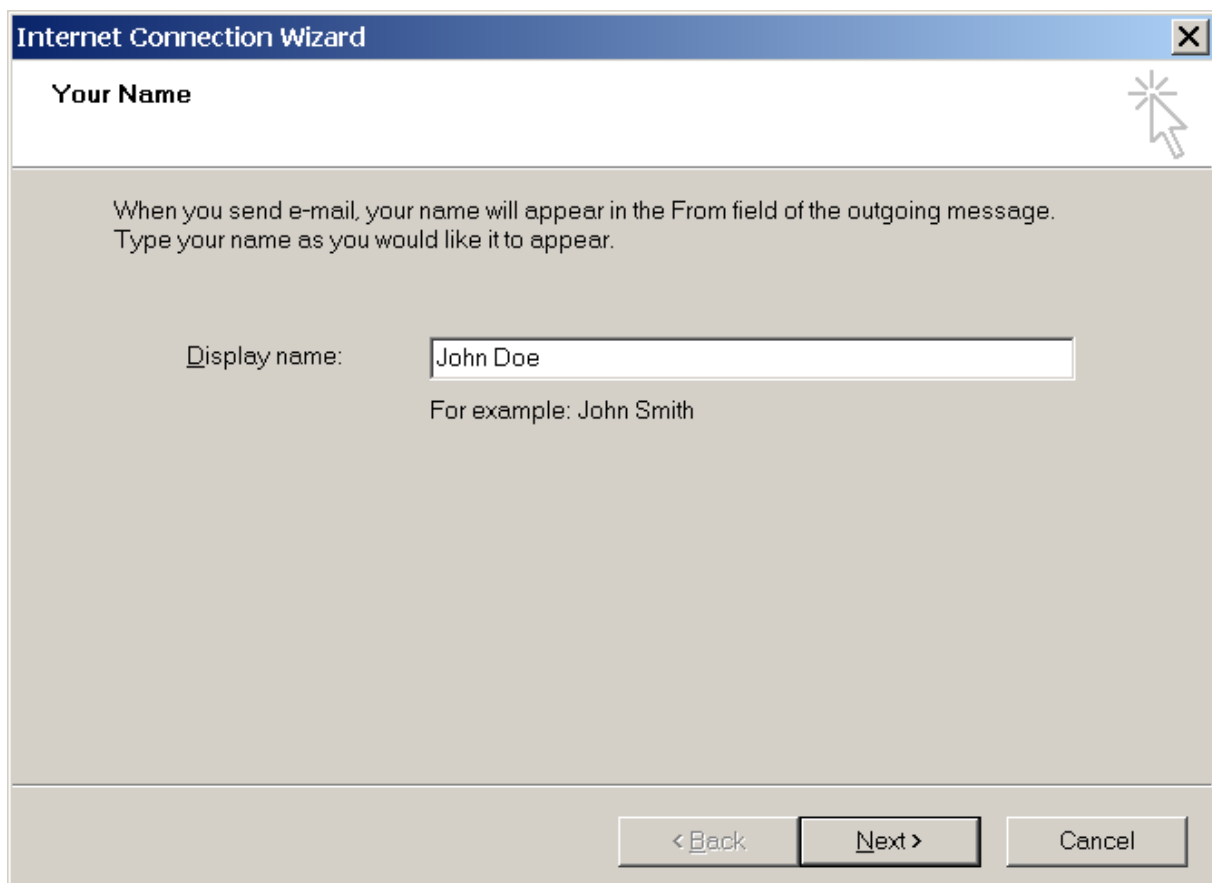
7. Click **Next**.

8. Click **Finish**.

Access from Microsoft Outlook Express

The instructions provided in this section were verified against Microsoft Outlook Express 6. They might not work with earlier or later versions of Microsoft Outlook Express.
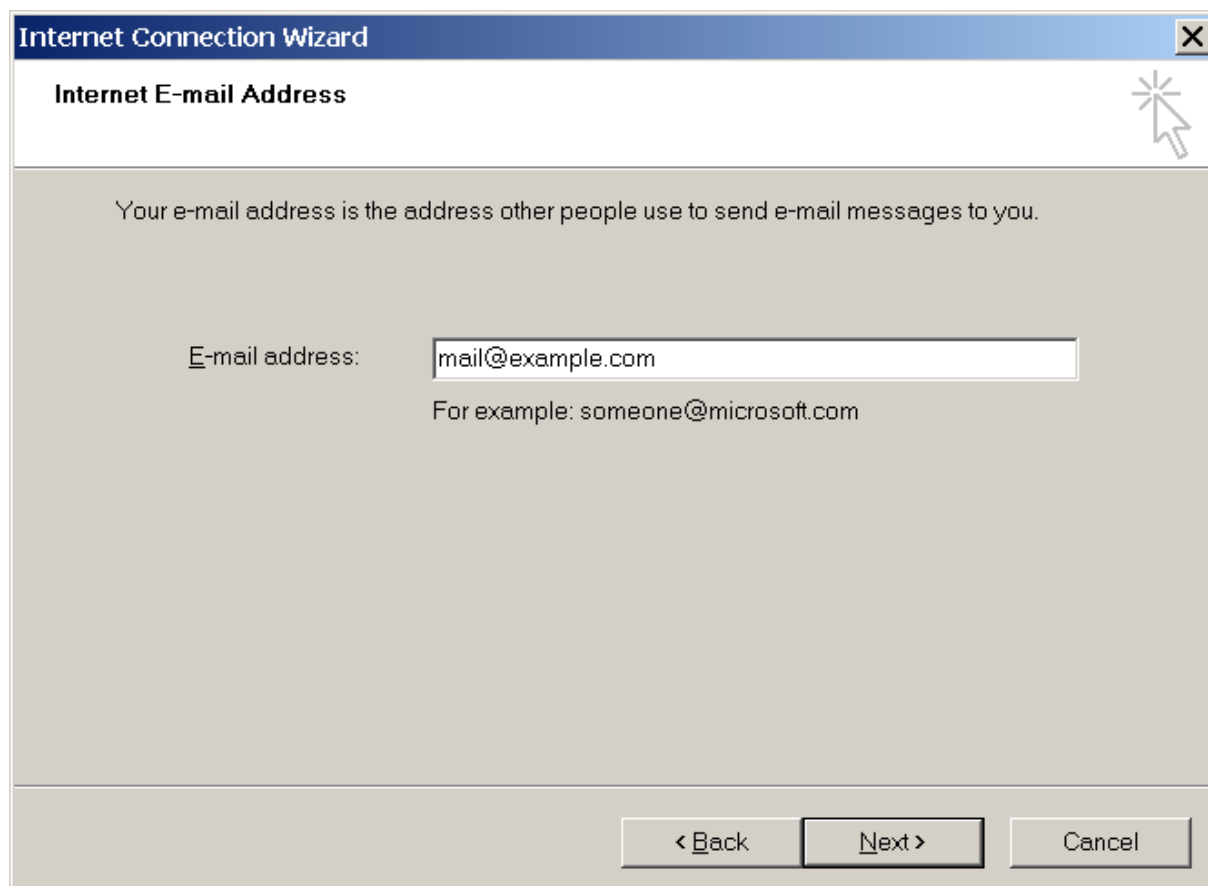
➢ *To set up Microsoft Outlook Express:*

1. Open Microsoft Outlook Express.

2. Go to **Tools** > **Accounts**.

3. Click the **Add** button and select the **Mail** item.

4. Enter your name as you want it to appear in any messages you send, and click **Next**.

5. Type your e-mail address, and click **Next**.

6. Specify the following settings:

- Protocol of your incoming mail server.

  If you want to keep copies of messages on the server, select the **IMAP** option. If you do not want to keep any messages on the server, select the **POP3** option. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.

- Incoming mail server. Specify your website's Internet address.

- Outgoing mail server. Specify your website's Internet address.

7. Click **Next**.

8. Specify the following:

- Your account name. Type your e-mail address in the **Account name** box.

- Your password. Most likely, this password coincides with the password you use for logging in to the Panel.

- **Remember password** checkbox. Leave it selected if you do not want to be prompted to enter password each time your e-mail program connects to the mail server to check for new mail, and click **Next**.

9. To complete setting up your e-mail program, click **Finish**.

Access from Mozilla Thunderbird

The instructions provided in this section were verified against Mozilla Thunderbird 12. They might not work with earlier or later versions of Mozilla Thunderbird.

➢ *To set up Mozilla Thunderbird:*

1. Open Mozilla Thunderbird.

2. Go to **Tools** > **Account Settings** > **Account Actions** > **Add Mail Account.**

3. Specify the following:

- Your name, as you want it to appear in any messages you send.
- Your e-mail address and password.

4. Click **Continue**.

5. If Thunderbird fails to find the settings automatically, specify the following:

▪ Account type. If you want to keep copies of messages on the server, select the **IMAP** option. If you do not want to keep any messages on the server, select the **POP3** option. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.

6. Click **Create Account**.

If you set up a mail account manually, please use the following typical combinations of connection security and authentication method settings. If the settings do not work for you, ask your hosting provider about the correct combination.

On Linux:

- **Connection security**: STARTTLS
- **Authentication method**: Encrypted password

On Windows, IMAP:

- **Connection security**: None
- **Authentication method**: Encrypted password

On Windows, POP3:

- **Connection security**: None

Authentication method: Password, transmitted insecurely Other parameters that you may need when configuring your account manually:

- POP3 port: 110
- IMAP port: 143
- SMTP port: 25
- **Username**. Your full e-mail address. For example: johndoe@example.com.
- **Incoming server address** (POP3/IMAP). Specify your website's Internet address. Example: *example.com*
- **Outgoing server address**. Specify your website's Internet address. Example: *example.com*

Access from Apple Mail

The instructions provided in this section were verified against Apple Mail 3.6 (Leopard). They might not work with earlier or later versions of Apple Mail.

> ➢ *To set up Apple Mail:*

1. Run Apple Mail.

   If you run it for the first time and do not have any mail accounts configured in it, skip the next step: Apple Mail will take you directly to creating one.

2. Open the Adding Mail Account wizard:

   a. Click **Mail** > **Preferences....**

   b. Select the **Accounts** tab.

   c. Click the **+** button at the bottom left corner.

3. Enter the account information:

   ▪ Your full name

   ▪ Your full e-mail address

   ▪ The password you use to log in to the Panel.
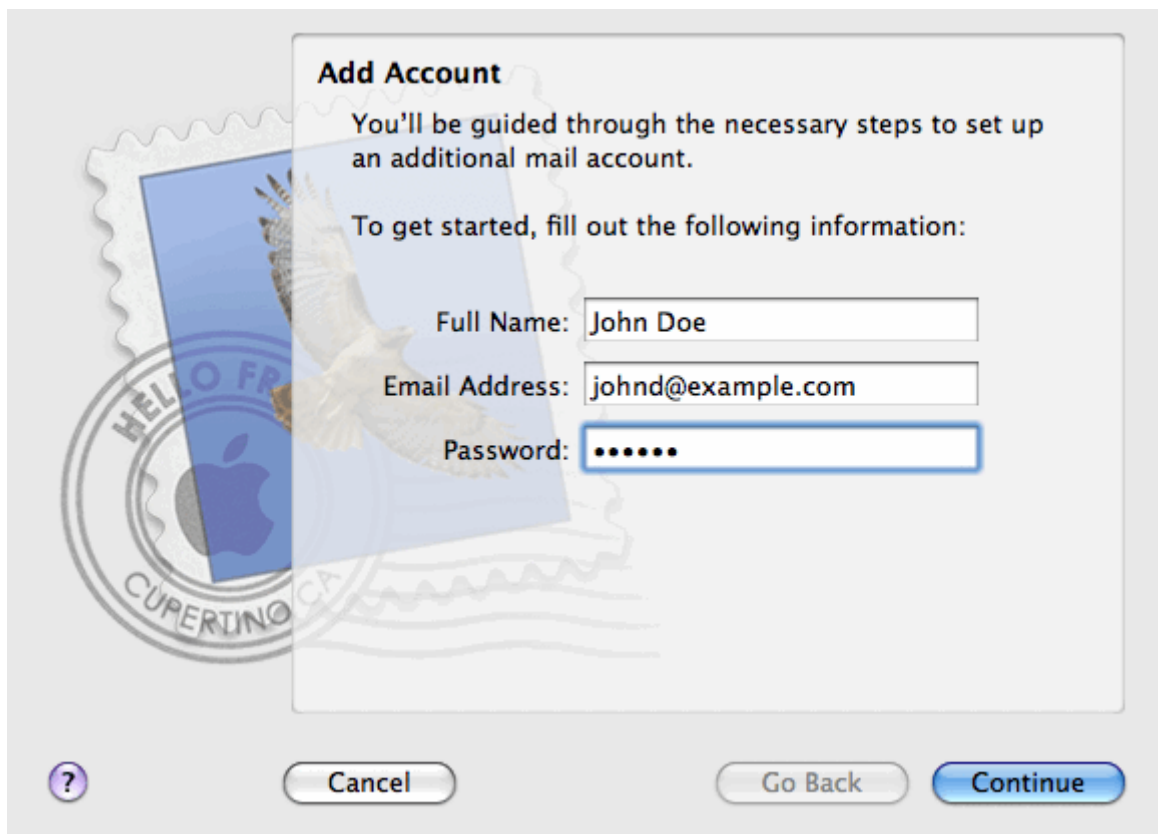
4. Click **Continue**.

5. Fill in the following incoming mail server information:

- **Account Type**: select whether you want to use IMAP or POP protocol.

    We recommend selecting IMAP if you use SpamAssassin as a spam filtering solution: IMAP account is a requirement for SpamAssassin learning which messages are spam and which are not.

- **Incoming Mail Server**: type in the name of domain which serves your mail (which follows the @ sign in your e-mail address).

- **User Name**: enter your full e-mail address.

- **Password**: leave it auto-completed (Apple Mail takes it from the previous step).

6. Click **Continue**.

7. (Optional) Specify the incoming mail security options:

   a. Select the **Use Secure Sockets Layer (SSL)** checkbox.

   b. Select the authentication method.

     Keep the default method if you are not sure which to select.
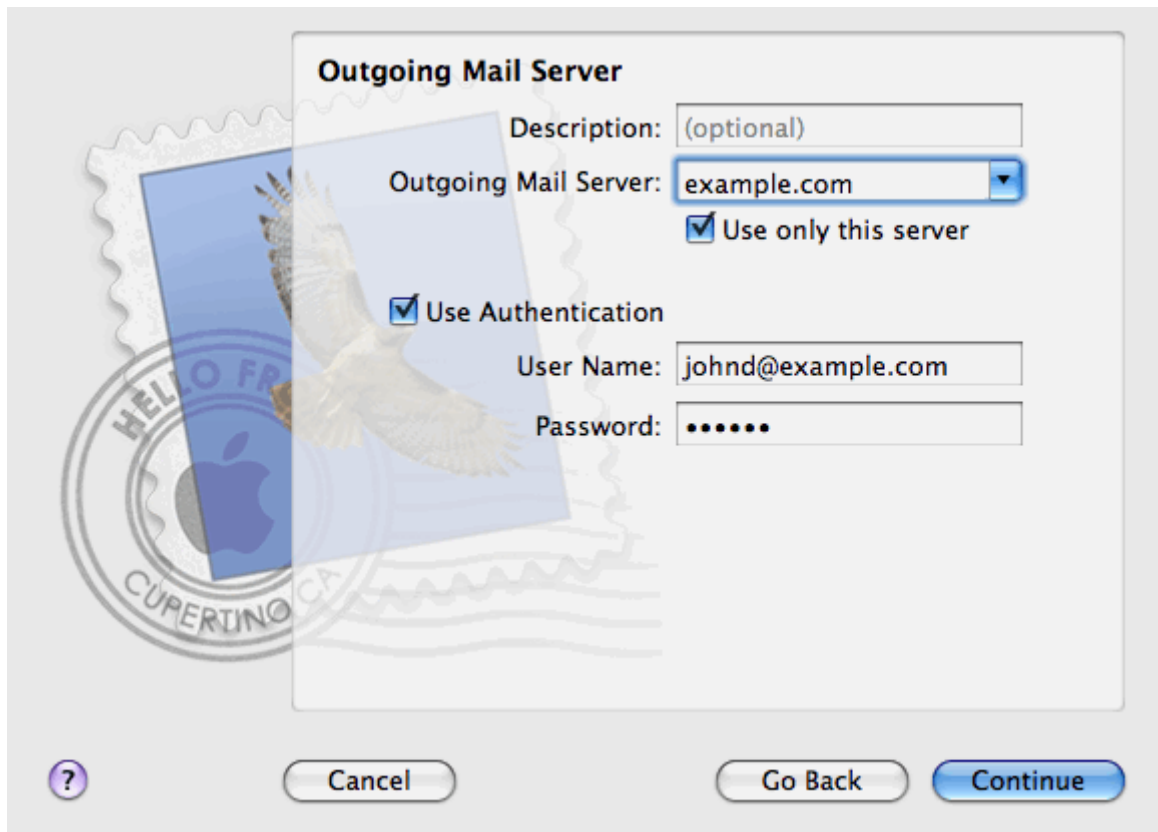
Apple Mail displays this setup screen only if a mail server bundled with Parallels Small Business Panel supports SSL for the selected account type (POP or IMAP).
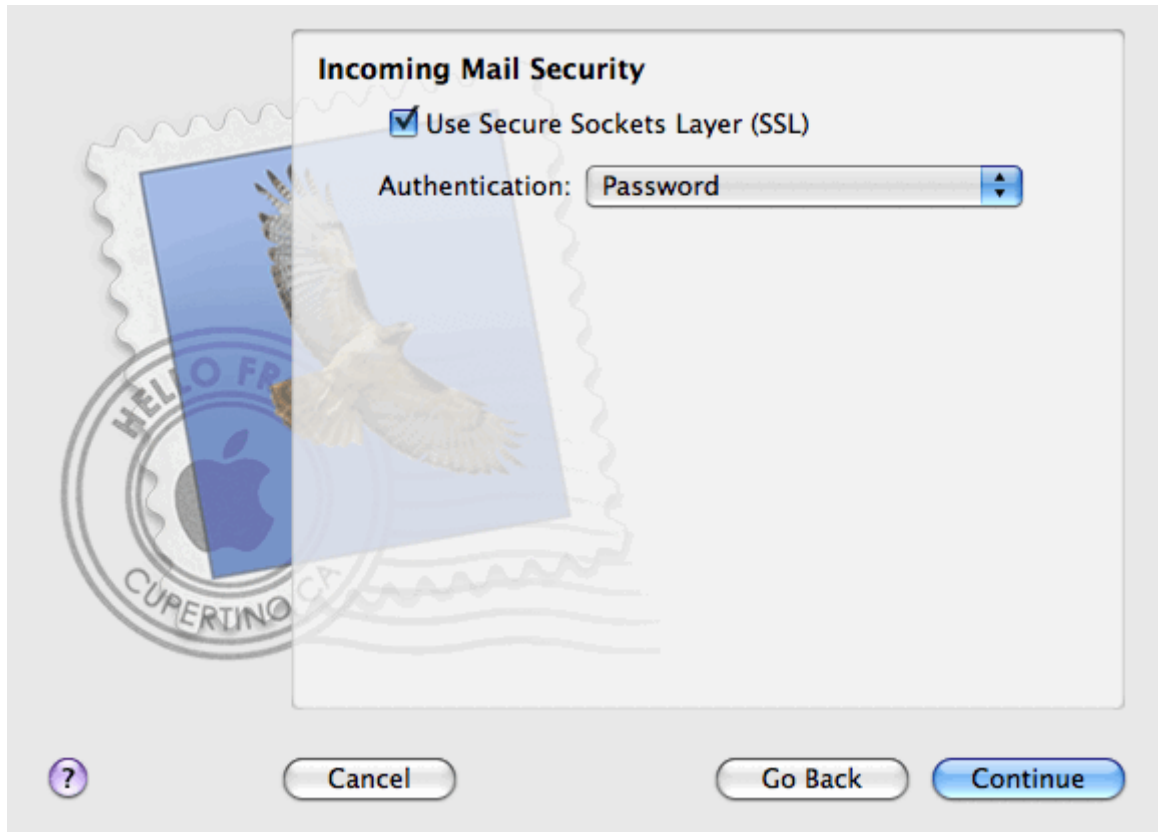
8. Click **Continue**.

9. Fill in the following outgoing mail server information:

- **Outgoing Mail Server**: type in the name of domain which serves your mail (which follows the @ sign in your e-mail address).

- **Use only this server**: selected.

- **Use Authentication**: selected.

- **User Name**: enter your full e-mail address.

- **Password**: leave it auto-completed (Apple Mail takes it from the previous step).

10. Click **Continue**.

Apple Mail displays overall description of the mail account that is going to be created.

11. Select the **Take account online** checkbox and click **Create**.
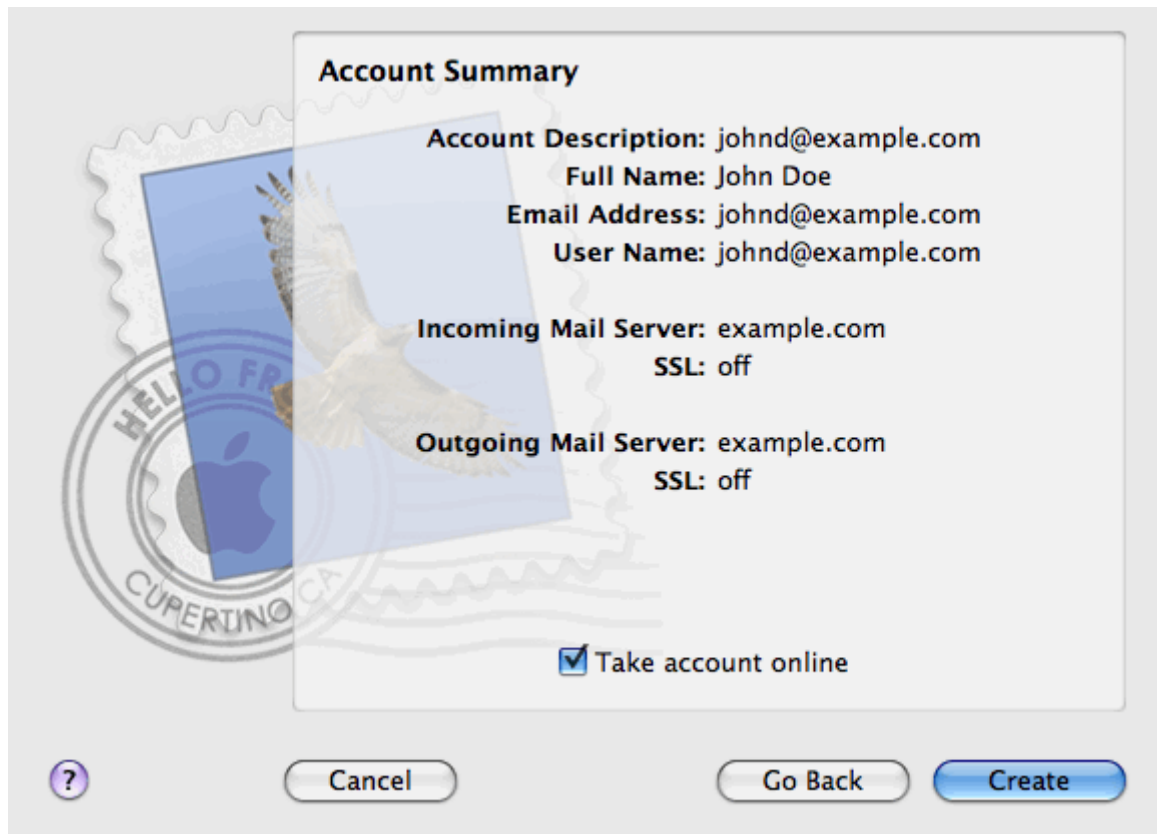
View Site Visit Statistics

Finally, when your site works fine and search engines return it in search results, it is the best time to evaluate site efficiency by viewing the visits statistics.

➢ *To find out how many people visited a site, from what countries, and what pages of the site they viewed:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Web Statistics**.

   The site visitor statistics will show in a new browser window.

3. To view statistics for web pages viewed from the SSL-secured area of your site, select **SSL Web Statistics** in the menu.

4. To view statistics for files downloaded over the file transfer protocol (FTP), select **FTP Statistics** in the menu.

Alternately, you can view the visits statistics for a site by visiting the following URL: https://your-domain.com/plesk-stat/webstat. When prompted for username and password, specify your FTP account username and password.

You have successfully completed the quick start part of the guide. Feel free to read about other features that are available to you in the Control Panel.

Customer Account Administration

As described in the section **Quick Start with Parallels Panel**, the first step in establishing your company's web presence is signing up to the services provided by a hosting company (hosting provider). After you subscribe to a hosting plan, a *customer account* in Panel is created to enable you to log in to Panel and use the hosting services and resources like mailboxes, disk space, and bandwidth.

Customer Account and Multiple Subscriptions

Panel allows you to subscribe to as many hosting plans as you need. For example, if you do not want your main site to share hosting resources with a company's branch site you can subscribe to another hosting plan under the same customer account. In other words, a customer account is a personalized access to all your subscriptions (see the picture below).

Customer Account

Subscription 1
www.company.tld
IP: 192.0.2.12
10 GB disk space
10 mailboxes
...

Subscription 2
www.branch.tld
IP: 192.0.2.13
5 GB disk space
20 mailboxes
...

...
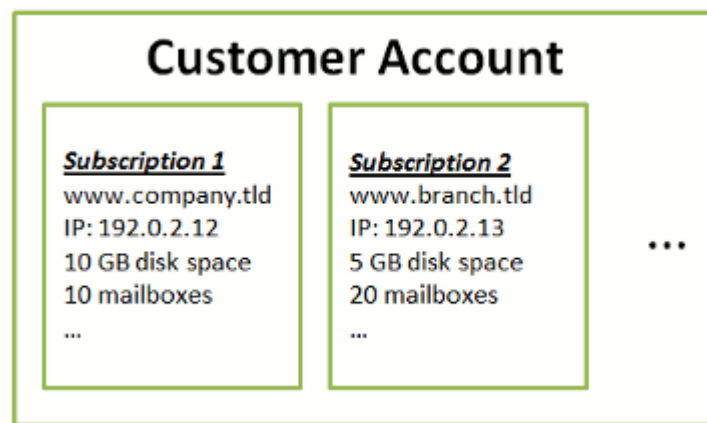
Another reason for using multiple subscriptions is that subscription is limited to *only one IPv4 and one IPv6 address*. Thus, all domains within a subscription share the same IP address (v4 or v6). If you need to host sites on different IP addresses, you should additionally order the same plan for as many IP addresses as you need. This can be useful, for example, if you want to secure connections to each of your sites with a separate SSL certificate. For information on how to purchase an additional subscription, refer to the section **Ordering More Resources** (on page 230).

If you have multiple subscriptions under a single customer account, you can easily switch among them from the **Account** tab. To be more specific, the **Account** tab provides access to operations that apply to *all your subscriptions*. All other tabs (like **Mail**, **Users**, or **Domains & Websites**) are, on the contrary, *subscription-wide*. This means that to change mail settings on a particular subscription, *you should first switch to it* before clicking **Mail**.

Adding Resources to a Subscription

Purchasing a new subscription for extending hosting resources is not always necessary. You can always improve just one of your subscriptions. For example, add extra disk space or SSL support. This can be done by switching to another hosting plan or by purchasing hosting plan add-ons. Learn more in the section **Ordering More Resources** (on page 230).

Managing Customer Account

In Panel, you can perform a number of administrative operations on your customer account:

- Change an account password and personal information. Learn more in the section **Changing Your Password and Contact Information** (on page 219).
- View the list of services and resources provided by subscription on the **Account** tab. For detailed information about all subscription features, refer to the section **Viewing Subscription Summary** (on page 220).
- Make payments to renew your subscription. Learn more in the section **Managing Account Balance and Invoices** (on page 227).
- View statistics on your account: For example, disk space or traffic usage. Learn more in the section **Viewing Statistics** (on page 232).

Allow Other Users to Access Your Account

If the number of hosting maintenance operations is too large to be handled by one person, you can delegate some of them to other people. For this purpose, you can create auxiliary user accounts grouped by means of user roles. For example, you can create a group that is allowed to only upload content to websites. Users in this group will not be able to perform any operations except for managing website content. For more information about auxiliary users, refer to the section **(Advanced) Managing Auxiliary User Accounts** (on page 234).

In this section:

Changing Your Password and Contact Information

➢ *To change your password for access to Control Panel:*

1. Click a link with your name at the top of the screen.

2. Type a new password, and click **OK**.

➢ *To change a username or password that you use for connecting to your webspace:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click **Web Hosting Settings**.

4. Type the new username or password, and click **OK**.

➢ *To change your contact information:*

1. Click a link with your name at the top of the screen.

2. Click the **Contact Details** tab.

3. Update your contact information and click **OK**.

Viewing Subscription Summary

When you subscribe to hosting services, a user account is created in the Panel to allow you to manage your websites and mailboxes on your own.

You can view the following information about your account:

- Current subscriptions to service plans.
  You can be subscribed to a number of service plans at once, and, therefore, can have several subscriptions associated with your account. If a billing system is connected to the Panel, then you can also purchase additional subscriptions, upgrade or downgrade them, and pay your invoices.
- Allocated and consumed resources.
- Hosting features available for your websites.
- Operations you can perform in your Panel.
- Account balance, unpaid invoices, and monthly fee for your hosting package.

> ➢ *To view the information about your account and your current subscriptions:*

1. Click the **Account** tab.

   A list of your current subscriptions is shown.

2. If the billing system is integrated with the Panel, then the following information is shown:

   - **Account credit balance**. This is how much money is available in your billing account.

   - **Due invoices balance**. This is how much money you owe to your provider. Here, you can pay all invoices at once by clicking **Pay All Outstanding Invoices**, or pay one of invoices by clicking a **Pay Now** link in the list titled **Latest Outstanding Invoices**. You can also view all invoices by clicking the link **Show all invoices**, or print an invoice by clicking an invoice number and then clicking **Print**.

   - **Latest to-do items**. This shows reminders from the system about the actions you need to take.

   - List of all your subscriptions. You can use links in the list to perform the following operations:

     - View subscription properties by clicking a link with subscription name.

     - Select a subscription that you want to manage through the Control Panel by clicking the corresponding link **Switch to Subscription**.

     - Order an SSL certificate for a site by clicking **Request SSL Certificate**. This operation is described in the section **Ordering SSL Certificates** (on page 288).

     - View properties of already ordered SSL certificates by clicking **Show Certificate Info**.

     - View or change domain information, contact information, and DNS settings specified at a registrar's site, by clicking **Show Domain Info**. These operations are described in the section **Registrar's DNS Settings in Panel** (on page 256).

3. To view detailed information about resource allotments, available hosting options, and permissions for operations, click a subscription's name.

4. Do any of the following:

- To view a list of allocated and consumed resources, click the **Resources** tab.

- To view a list of hosting features available for your account, click the **Hosting Options** tab.

- To view a list of operations that you can perform in your Hosting Panel, click the **Permissions** tab.

In this section:

Allocated and Consumed Resources

If you are subscribed to a number of service plans at once, then you have several subscriptions. For each subscription, the following types of allocated resources are listed in the Panel at the **Account** tab > *subscription name* > **Resources** tab:

- **Disk space**. This is the total amount of disk space allocated to your account with subscription. This amount includes all data related to your websites, e-mail accounts, applications, backups, and log files.

- **Traffic**. This is the total amount of data in megabytes that can be transferred monthly from all your websites.

- **Domains**. This is the number of websites that can have separate second-level domain names, such as, for example, example.com.

    For information about setting up websites, refer to the sections **Set Up Your First Website** (on page 192) and **Adding Domains** (on page 243).

- **Subdomains**. This is the number of additional websites that can have third-level domain names, such as, for example, news.example.com.

    For information about setting up subdomains, refer to the section **Adding Subdomains** (on page 245).

- **Domain aliases**. This is the number of additional domain names that can be set up to point to one of your sites. For example, example.fr and example.de can both point to example.com.

    For information about setting up domain aliases, refer to the section **Adding Domain Aliases** (on page 247).

- **Mailboxes**. This is the number of mailboxes that can be created under all your websites.

    For information about creating mailboxes, refer to the chapter **Mail**.

- **Mailbox size**. This is the amount of disk space that can be occupied by a mailbox.

- **Total mailboxes quota**. This is the total amount of disk space that can be used by all mailboxes under all your domains. This option is available only on Windows-based customer accounts.

- **Mailing lists**. This is the total number of mailing lists that can be set up under all your websites. Note that there are mailing lists and mail groups, which serve the same purpose, but are slightly different in functionality. Mailing lists support archiving and pre-moderation of messages, while mail groups can only be used for sending one message to a number of recipients at once.

    For information about setting up and using mailing lists, refer to the section **Using Mailing Lists** (on page 382).

- **Additional FTP accounts**. This is the number of FTP accounts that can be set up for accessing the webspace, in addition to the main FTP account that was created when your subscription was activated.

    For information about setting up FTP accounts, refer to the sections **Changing FTP Access Credentials** (on page 368) and **Adding FTP Accounts** (on page 369).

- **Databases** (Linux). This is the number of databases that can be hosted for all your websites. Databases are a standard means of organizing data storage that allows dynamic websites, web applications, and their users to store, search, and retrieve information.

    For information about working with databases, refer to the chapter **(Advanced) Using Databases**.

- **MySQL databases** and **Microsoft SQL Server databases** (Windows). This is the maximum number of MySQL and Microsoft SQL Server databases respectively that can be created on the Panel database servers and used by the subscription's websites.

- **MySQL databases quota** and **Microsoft SQL databases quota** (Windows). This is the maximum amount of disk space (in megabytes) that the subscription's MySQL and Microsoft SQL Server databases respectively can occupy.

- **Java applications**. This is the number of Java applications packaged in WAR format that you can install on your sites.

- **Sites published with Web Presence Builder**. This is the number of sites that you can create and publish using Web Presence Builder, if Web Presence Builder option is included in your hosting package.

- **Mobile sites**.This is the total number of websites that you can host with the UNITY Mobile online service, which optimizes sites for viewing on mobile devices.

- **Web users**. This is the number of user accounts that you can create for hosting web pages for other users under your domains.

- **FrontPage accounts**. This is the number of Microsoft FrontPage user accounts that you can create for collaboration on site content using FrontPage. This option is available only for Windows-based customer accounts.

- **Shared SSL links**. This is the number of websites that you can secure with an SSL certificate shared by your provider. This option is available only for Windows-based customer accounts.

- **ODBC DSN connections**. This is the number of connections to external databases that you can create for web applications running on your customer account. This option is available only for Windows-based customer accounts.

- **ColdFusion DSN connections**. This is the number of connections to external databases that you can create for web applications written in Adobe ColdFusion, which are running on your customer account. This option is available only for Windows-based customer accounts.

Hosting Features Available for Your Websites

Depending on your service plan, the following hosting features may be available for your websites (listed at the **Account** tab > *subscription name* > **Hosting Options** tab):

▪ **SSL support**. This allows you to secure connections to websites with SSL encryption.

For information about securing sites with SSL, refer to the section **Securing Connections with SSL Certificates** (on page 287).

▪ **Web statistics**. This allows you to view website visits statistics presented in diagrams and charts.

For information about viewing website visits statistics, refer to the section **Viewing Statistics** (on page 232).

▪ **Custom error documents**. This allows you to create custom HTML pages and configure web server to show them instead of typical error messages, such as `404 Not Found`.

For information about setting up custom error documents, refer to the section **Setting Up Custom Error Pages** (on page 295).

▪ **Support for programming and scripting languages**, such as PHP, CGI, Perl, Python, Microsoft ASP, ASP.NET, Adobe ColdFusion, SSI.

▪ **Microsoft FrontPage support** and **Microsoft FrontPage over SSL support**. These allow you to use Microsoft FrontPage to create and edit website content. These options are available only for Windows-based customer accounts.

▪ **Remote Microsoft FrontPage authoring** (Windows). This allows you to use Microsoft FrontPage to create and edit website content directly on the server. This option is available only for Windows-based customer accounts.

▪ **Dedicated IIS application pool** (Windows). This provides isolation and improved stability for web applications working on sites.

▪ **Additional write/modify permissions** (Windows). This option allows the web applications to use a file-based database (like Jet) located in the root of `httpdocs` folder.

▪ **Allow web users to use scripts**. This allows scripting at web pages available at URLs like http://example.com/~<username>/<webpage>*, where* <*username*> refers to a web user. Web users are individuals who do not need their own domain names. This service is popular with educational institutions that host non-commercial personal pages of their students and staff.

The following is a list of permissions for operations that you can perform in your Panel (shown at the **Account** tab > *subscription name* > **Permissions** tab):

▪ **DNS zone management**. Manage resource records in the DNS zones of websites. DNS stands for Domain Name System. It is a service that enables web browsers to locate websites by domain names.

For information about configuring DNS settings for your websites, refer to the section **(Advanced) Configuring DNS for a Domain** (on page 250).

▪ **Hosting settings management**. Manage web hosting settings, such as support for scripting languages.

- **PHP safe mode management**. This option is available only for Linux-based customer accounts. It allows you to switch PHP safe mode on or off for websites. Safe mode is a security restriction that does not allow scripts written in PHP to perform potentially dangerous operations on the server. You might need to switch off the safe mode for PHP if you use some web applications written in PHP and if they do not function properly.

- **Management of access to the server over SSH** and **Management of access to the server over Remote Desktop**. Securely upload web content to the server through Secure Shell (Linux) or a Remote Desktop connection (Windows).

- **Anonymous FTP management**. Set up a folder on the server which should be accessible to the Internet users over FTP protocol. This folder can have an address like, for example, ftp://downloads.example.com. This feature is called anonymous FTP because the users will not need to specify a username and password to browse, download, or upload files.

  For information about setting up FTP folder with unrestricted access, refer to the section **Setting Up Anonymous FTP Access** (on page 371).

- **Scheduler management**. Schedule execution of programs or scripts in the server's operating system.

  For information about scheduling tasks, refer to the chapter **Scheduling Tasks**.

- **Spam filter management**. Set custom settings for protection from unsolicited commercial e-mail, also known as spam.

  For information about setting up spam filtering, refer to the section Protecting Mailboxes from Spam.

- **Antivirus management**. Set custom settings for protection from viruses and other malicious software that spreads itself through e-mail.

  For information about setting up virus protection, refer to the section Protecting Mailboxes from Viruses.

- **Data backup and restoration using the server repository**. Use the backup and restore functions of the Panel to back up and restore websites, mail accounts, settings, and keep your backup files on the server.

  For information about backing up and restoring data, refer to the chapter **(Advanced) Back Up and Restore Data**.

- **Data backup and restoration using a personal FTP repository**. Use the backup and restore functions of the Panel to back up and restore websites, mail accounts, settings, and save your backup files to an FTP folder on another server.

  For information about backing up and restoring data, refer to the chapter **(Advanced) Back Up and Restore Data**.

- **Web statistics management**. Set custom preferences for visitor statistics reports.

  For information about configuring and viewing website visitor statistics, refer to the section **Viewing Statistics** (on page 232).

- **Log rotation management**. Set custom preferences for recycling (rotation) of web server logs. Web server records information about connections to your sites and errors occurred on attempts to retrieve missing files. You can use these log files for website debugging purposes.

  For information about working with web server access logs, refer to the section **Log Files** (on page 233).

- **Access to Application Catalog**. View and install applications on websites. For information about applications, refer to the section **Employing Website Applications** (on page 279).

- **Setup of potentially insecure web scripting options that override provider's policy.** This allows you to override the hosting security policy, if it is applied by the provider.

- **Domain creation**. Set up and manage new websites.

  For information about setting up websites, refer to the sections **Set Up Your First Website** (on page 192) and **Adding Domains** (on page 243).

- **Subdomains management**. Set up and manage new websites with addresses like forum.example.com.

  For information about setting up subdomains, refer to the section **Adding Subdomains** (on page 245).

- **Domain aliases management**. Set up and manage additional domain names for a site.

  For information about setting up domain aliases, refer to the chapter **Adding Domain Aliases** (on page 247).

- **Additional FTP accounts management**. Set up and manage additional FTP accounts. To enable collaboration on website content, you can set up FTP accounts for other users and specify which directories of the site should be accessible to them.

  For information about setting up FTP accounts, refer to the section **Adding FTP Accounts** (on page 369).

- **Java applications management**. Install and manage Java applications distributed in WAR archives and obtained separately from third-party vendors or application developers.

  For information about installing Java applications, refer to the section Installing Java Applications.

- **Mailing lists management**. Set up and manage mailing lists.

  For information about setting up and using mailing lists, refer to the section **Using Mailing Lists** (on page 382).

- **Hosting performance settings management**. Limit the bandwidth and number of connections to websites.

  For information about restricting bandwidth usage for sites, refer to the section **Limiting Bandwidth and Number of Connections to Websites** (on page 304).

- **IIS application pool management**. Set custom preferences for IIS application pool (available only on Windows-based customer accounts).

  For information about setting up IIS application pool, refer to the section **Setting Up IIS Application Pool (Windows)** (on page 322).

- **Additional write/modify permissions management**. Set additional write/modify permissions for websites that use file-based databases (available only on Windows-based customer accounts).

- **Shared SSL management**. Secure connections to your sites with SSL protection by using an SSL certificate shared by your provider.

  For more information, refer to the section **Using Shared SSL Certificates (Windows)** (on page 290).

- **Hard disk quota assignment**. Adjust hard quotas on disk space if that is supported by your customer account.

- **Database server selection**. Select a database server for creating databases, if multiple database servers are available.

Managing Account Balance and Invoices

The operations described below are available if your Control Panel is integrated with a billing system.

> ➢ *To view your account balance and pay for hosting services:*

1. Click the **Account** tab.

2. The following information is shown:

- *Account credit balance*. This is how much money is available in your account.

- *(Optional) Usage charge*. If your subscription allows consuming hosting resources over the plan limit, this number shows how much money you should pay for these resources in addition to your subscription price. To view the detailed information about how much resources you used over limits, click the link **See details** below the charge amount. To learn how the system calculates usage charges, see the section **Calculating Usage Charges** (on page 115).

- *Due invoices balance*. This is how much money you owe to your provider. Here, you can pay all invoices at once by clicking **Pay All Outstanding Invoices**, or pay one of invoices by clicking a **Pay Now** link in the list titled **Latest Outstanding Invoices**.

- *Latest to-do items*. This shows reminders from the system about actions you need to take.

- *(Optional) Affiliate programs*. Your provider may let you earn money for promoting their plans. To start earning, you should join their *affiliate programs*. Here you can find the link to join affiliate programs or the info about your money you earn if you already joined the programs. To learn how to get profit from affiliate programs, see the section **Earning Credits for Promoting Provider's Plans** (on page 229).

- *List of all your subscriptions*. You can use links in the list to perform the following operations:

  - To view subscription properties, click a link with subscription name.

  - To select a subscription that you want to manage through the Control Panel, click the corresponding link **Switch to Subscription**.

  - To order an SSL certificate for a site, click **Order a Certificate**. For more information about this operation, see the section **Ordering SSL Certificates** (on page 288).

  - To view properties of already ordered SSL certificates, click **Show Certificate Info**.

  - To view or change domain information, contact information, and DNS settings specified at a registrar's site, click **Show Domain Info**. For more information about these operations, see the section **Registrar's DNS Settings in Panel** (on page 256).

➢ *To choose a payment method that you would like to use for paying for services:*

1. Go to the **Account** tab > **Billing Accounts**.

    A record about the payment method that you used for purchasing the services for the first time is shown.

2. Do any of the following:

    ▪ To view or change settings for a billing account, click the corresponding link in the **Billing account name** column, specify the information about your bank card or account, and select the subscriptions that should be paid by it. Click **OK**.

    ▪ To add a new billing account, click **Add New Billing Account**, select the payment method, click **Next**, specify the required information about your bank card or account, and select the subscriptions that should be paid by it. Click **OK**.

    ▪ To remove a billing account, click the corresponding **Remove** link.

In this section:

Calculating Usage Charges

If the pay-as-you-go web hosting is allowed for a plan, Business Manager calculates *usage charges* - total costs of hosting resources overage - for the plan's subscribers basing on resource usage statistics that Business Manager collects from the connected Panels on a daily basis. No matter what billing mode and billing cycles you use, this happen on the first day of each month: The system finds the average daily overage of each resource except traffic and multiplies it by the month length and the monthly usage price of this resource.

Traffic

The traffic usage charge is calculated in the following way: Business Manager counts the total traffic overage for a month and multiplies it by the monthly traffic usage price. Say, if subscribers download 10 GB of files during a month while the plan limit is 5 GB, then the traffic overage is 5 GB. Assuming that the traffic usage price is $1 for a 1 GB, such subscribers will pay (10 GB - 5 GB) * $1 = $5 traffic usage fee.

Other Resources

For calculation usage charges for other resources, Business Manager uses the average daily usage values. For example, if a customer uses 500 MB of disk space over the subscription quota for 15 days and then uses extra 700 MB for other 15 days, the average overage will be (500 * 15 + 700 * 15)/30 = 600 MB. If the disk space usage price is $1 for 1 GB, then the customer will pay $0.6 for disk space overage this month.

Calculating Usage with Add-ons

If a customer purchases additional resources in the middle of a month, then the system subtracts the resource amount provided by the add-on from the daily resource usage of each day starting from the add-on purchasing day.

For example, if a customer uses 500 MB of disk space over the plan limit for a whole month and purchases the add-on that provides an additional 1 GB of disk space on the 7th day of the month, then the usage charge will include the payment for only 7 days of 500 MB of disk space overage.

Earning Credits for Promoting Provider's Plans

Panel lets you earn money for promoting your provider's service plans. Particularly, you can get a certain commission for each order placed in the provider's online stores by people who signed up using your referral link.

Participants of affiliate programs (*affiliates*) distribute links to their provider's online stores. Each link is unique, so the system defines who brought a new customer and adds the commission to the link owner's *affiliate balance*. This commission is defined by the terms of the affiliate program and may vary depending on an online store. Affiliates can use money they earn only after the provider pays these money to their account credit balance. Normally, the provider pays out affiliates' commissions when they exceed the affiliate program's *payment threshold*. However, affiliates can ask the provider to pay out their commission before their balances exceed the threshold or, alternatively, delay payments and generate more credits.

Becoming an Affiliate

To start earning money, click the link **Become an Affiliate** on the **Account** tab. Once became an affiliate, you will get the access to the list of the provider's affiliate programs and your affiliate links. To see the programs list and your links, click the **Affiliate Programs** list on the **Account** tab.

Tracking Your Earnings

To see your current affiliate balance, go to the **Account** tab and find the balance in the **Affiliate Programs** group. If you want to see detailed information about your earnings, click the link **Revenue from Referrals**.

Example

For example, your provider offers you an affiliate program with *10%* commission rate and *$20* payment threshold. You share your affiliate link with your friends, and three of them subscribe to a web hosting plan which costs $50. The total commission that you get to your affiliate balance is $50 * 3 * 10% = $15. This amount is less than the program's payment threshold, so to receive credits, you should bring more customers to the online store with your link. When you do this and your balance exceeds the payment threshold which is $20, the provider will add this balance to your credits. When you receive them, you can use them to pay for your subscriptions or subscribe to new services in the provider's online stores.

Participating in Multiple Programs

Your hosting provider may have multiple online stores with different currencies. If the provider offers affiliate programs for stores with different currencies, you will receive separate commissions in the corresponding currencies. For example, if you distribute links to stores with *USD* and *EUR* currencies, your affiliate balance contains two separate affiliate balances, one for each currency. Your provider pays out the commissions separately as well. For example, your affiliate balance is USD 50 and EUR 40 and the payment thresholds of the corresponding programs are USD 40 and EUR 45, your provider will pay out USD 50 to your credits and your affiliate balances will be USD 0 and EUR 40.

Ordering More Resources

The operations described below are available if your Control Panel is integrated with a billing system.

➢ *To add more resources to your subscription or upgrade to another service plan:*

1. Click the **Account** tab.

2. In the list of subscriptions, locate the subscription that you want to upgrade to another service plan, and click a link with the currently used plan's name.

3. Click **Upgrade**.

   If there is no **Upgrade** link, then it means that you cannot upgrade to another hosting plan from your Control Panel, and you need to contact your provider.

4. Do any of the following:

- To add resources to your subscription without upgrading to another plan, select the options you would like to add and click **Adjust Add-ons**.

- To upgrade to another service plan, click **Order Upgrade**.

➢ *To reduce the amounts of resources or downgrade to another service plan:*

1. Click the **Account** tab.

2. In the list of subscriptions, locate the subscription that you want to downgrade to another service plan, and click a link with the currently used plan's name.

3. Click **Downgrade**.

If there is no **Downgrade** link, then it means that you cannot downgrade to another hosting plan from your Control Panel, and you need to contact your provider.

4. Do any of the following:

- To reduce the amounts of allocated resources without downgrading to another plan, select the options you would like to reduce and click **Adjust Add-ons**.

- To downgrade to another service plan, click **Order Downgrade**.

➢ *To subscribe to a hosting plan in addition to your main plan:*

1. Go to the **Account** tab and click the **Add Subscription** link.

2. Select the hosting plan to which you want to subscribe, and click **Buy Now**. Follow the instructions on the screen to complete the order.

Viewing Statistics

➢ *To view the reports on disk space and traffic usage by your account:*

1. If you have several subscriptions associated with your account, in the **Subscription** menu at the top of the screen, select the required subscription.

2. Click the **Statistics** tab.

The following information is presented in charts:

- Disk space used by websites, mail accounts, databases, and other files located in your webspace.

- Traffic used by FTP, web, and mail services during the current month.

  FTP field shows the information about the total size of files transferred to and from the webspace over the file transfer protocol.

  HTTP field shows the information about the total amount of data transferred from all of your websites over HTTP protocol, that is, retrieved by web browsers.

  POP3/IMAP field shows the total amount of data received by all mail accounts under your domains.

  SMTP field shows the total amount of data sent by all mail accounts under your domains.

3. Do any of the following:

- To view a report on the amount of data transferred to and from your sites over FTP, click **FTP Statistics**.

- To view a report on the amount of data transferred to and from your FTP directory, which is accessed without authorization, click **Anonymous FTP statistics**.

- To view a report on the amount of traffic used by services during a certain month, click **Data Transfer Statistics**, and select the required month from the menu.

In this section:

Log Files

All connections to the web server and requests for files that were not found on the server are registered in log files. These log files are analyzed by the statistics programs running on the server, which then present graphical reports on demand. You may want to download these log files to your computer for processing by third-party statistics programs, or view their contents for web server debugging purposes.

> ➢ *To prevent these log files from growing too large, you should enable automatic cleanup and recycling of log files:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Logs** (in the **Advanced Operations** group) > **Log Rotation**.

3. Click **Switch On**. If you see only the **Switch Off** button there, this means that log recycling is already switched on.

4. Specify when to recycle log files and how many copies of each log file to store on the server. Also specify whether they should be compressed and sent to an e-mail address after processing.

5. Click **OK**.

> ➢ *To view the contents of a log file or download it to your computer:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Logs** (in the **Advanced Operations** group). A list of log files opens.

3. Do any of the following:

   ▪ To view all entries in a log file, click the log file name. If you want to view only a few last lines from the log file, type the number of lines into the input box under the **Settings** group, and then click the log file name.

   ▪ To download a file to your computer, click the corresponding icon .

   ▪ To remove a processed log file from the server, select the corresponding checkbox and click **Remove**. Confirm removal and click **OK**.

> ➢ *To download log files to your computer via FTP:*

1. Connect to the Panel server via FTP and log in using access credentials of the subscription logs of which you want to download.

2. Go to the `/statistics/logs` directory and copy the log files to you computer.

(Advanced) Managing Auxiliary User Accounts

If you want to allow other users to access the Panel for managing websites and installed applications, or to use e-mail services under your domains, then you need to create user accounts for them.

Auxiliary Users and User Roles

Auxiliary user accounts are created based on user roles. The roles include privileges to access certain areas of the Panel and perform operations in the Panel. There are several predefined user roles, namely: Accountant, Application User, Owner, and Webmaster. You can review and modify the Accountant, Application User, and Webmaster roles to suit your needs, or you can create your own custom roles. For more information on user roles and user account creation, refer to the sections **User Roles** (on page 235) and **Auxiliary User Accounts (on page 237)** correspondingly.

After auxiliary user accounts are created, the users will be able to log in to their accounts in Panel and use shortcuts in their Panels to access their mailboxes and work with applications. In addition, you can extend the list of links available to your auxiliary users with your custom links. These can be links to corporate resources, sites on the web, and so on. Learn more in **Custom Links** (on page 239).

Auxiliary Users and Multiple Subscriptions

Since Panel 10.4, if your customer account includes more than one subscription, you can allow auxiliary users to access only a specified subscription. If the **Access to subscriptions** property of a user account is set to a certain subscription, the user will always log in to this subscription and will not be able to switch to other subscriptions.

In this section:

User Roles

> ➢ *To create a user role:*

1. Go to the **Users** tab > **User Roles** tab > **Create User Role**.

2. Specify the following:

- **User role name**.
- **Access to Panel services**. Grant the required permissions for operations to the user:
  - **Manage users and roles**. Add, modify, and remove user accounts and roles. Note that even if this permission is not granted to a user, the user will be able to browse contact information of other users after logging in to the Panel.
  - **Create and manage sites**. Set up, modify, remove domain names and subdomains, host websites and change web hosting settings.
  - **Configure log rotation**. Manage settings for recycling of web server access and error log files. View, download, and remove log files.
  - **Configure anonymous FTP service**. Set up a directory accessible to all Internet users over FTP without authorization.
  - **Create and manage scheduled tasks**. Schedule execution of scripts or programs on your customer account.
  - **Configure spam filter**. Set up spam protection for mailboxes.
  - **Configure antivirus**. Set up virus protection for mailboxes.
  - **Create and manage databases**. Add, modify, and remove databases stored on your customer account.
  - **Configure and perform data backup and restoration**. Back up and restore data related to your customer account, websites, and mailboxes under your domains.
  - **View statistics**. View reports on disk space and traffic usage by your websites, and website visits.
  - **Install and manage applications**. Install applications on websites and manage them.
  - **Design sites in Web Presence Builder**. Create websites using Web Presence Builder.
  - **Upload and manage files**. Manage files and directories located in the webspace by using the Panel's file manager.
  - **Create and manage additional FTP accounts**. Set up additional FTP accounts for other users.
  - **Manage DNS settings**. Manage DNS settings for domains.
  - **Install and manage Java applications**. Install on websites third-party Java applications.
  - **Create and manage mail accounts**. Create, modify, and remove e-mail accounts.
  - **Create and manage mailing lists**. Create, modify, and remove mailing lists.

▪ **Access to apps**. Select the applications that the user should be able to access and use. All web applications installed on the server are listed in this area.

For more information about installing applications and providing access to users, refer to the section **Granting Auxiliary Users Access to Apps** (on page 281).

3. Click **OK**.

➢ *To modify user role properties:*

1. Go to the **Users** tab > **User Roles** tab.

2. Click a link with the role name that you want to change.

3. Change the role properties as required and click **OK**.

➢ *To remove a user role:*

1. Go to the **Users** tab > **User Roles** tab.

2. Select a checkbox corresponding to the role you want to remove and click **Remove**. Note that it is impossible to remove the **Owner** role and other roles that are assigned to one or more users.

3. Click **Yes** to confirm the removal.

Auxiliary User Accounts

➢ *To create a user account:*

1. Go to the **Users** tab > **Create User Account**.

2. Specify the following:

   ▪ **Contact name**.

   ▪ **E-mail address**. The e-mail address will be used as a username for logging in to the Panel.

      ▪ To create a new e-mail address for the user, select the option **Create an e-mail address under your account**,

      type the desired left part of the address which goes before the @ sign, and, if you have a number of domains on your account, select the domain name under which the e-mail address should be created.

      ▪ To associate with this user account an external e-mail address, select the option **Use an external e-mail address**, and specify an existing external e-mail address.

   ▪ **User role**. Select the required user role from the menu.

   ▪ **Access to subscriptions**. Allow a user to access only a specified subscription. The **All** value grants them access to all subscriptions within your customer account.

   ▪ **Password**. Type the password for access to the Panel.

3. Leave the **User is active** checkbox selected. Otherwise, the user will not be able to access the Panel and use applications on your customer account.

4. Click **OK**.

5. Now, if you want to add contact information for the user, click a link with the user's name, and then click the **Contact Details** tab, and specify the user's contact information.

6. Click **OK**.

Now you can notify the user about creation of his or her account and ability to access the Panel. Provide the user with the address to open in his or her browser, the username (which is the user's e-mail address), and the password that you specified in the account settings.

➢ *To change user account properties:*

1. Click the **Users** tab.

2. Click a link with the user's name.

3. Make the required changes and click **OK**.

➢ *To suspend or activate a user account:*

1. Click the **Users** tab.

2. Click a link with the user's name.

3. Do any of the following:

- To suspend a user account, clear the **User is active** checkbox. The user will no longer be able to log in to the Panel and access applications.
- To activate a user account, select the **User is active** checkbox.

4. Click **OK**.

➢ *To remove a user account:*

1. Click the **Users** tab.

2. Select a checkbox corresponding to the user account you want to remove, and click **Remove**. Note that you cannot remove your own account.

3. Click **Yes** to confirm the removal.

Custom Links

You can add custom hyperlinks to the Panel and make them visible for your users. The links may lead to web resources, such as your corporate site, or to a web application that can process online requests and accept additional information about the users who click these links.

You can specify what information about users should be passed:

- Subscription ID.
- Primary domain name associated with a subscription.
- FTP account username and password.
- Customer's account ID, name, e-mail, and company name.

You can place the links in the following locations of the Control Panel, and decide who should be able to see them:

- On the **Home** page in the Control Panel, visible only to you. This is achieved by selecting the **Customer's Home page** option in the link properties.
- On the **Home** page in the Control Panel, visible to you and your users who are allowed to log in to the Control Panel. This is achieved by selecting the **Common access** option in the link properties.
- On the **Websites & Domains** tab in the Control Panel, visible to you and your users who are allowed to log in to the Control Panel. This is achieved by selecting the **Websites & Domains page of Subscription** option in the link properties.

> ➤ *To add a custom hyperlink to the Control Panel:*

1. Go to the **Account** tab > **Additional Services**, and click **Add Link to Service**.

2. Specify the following settings:

   - Type the text that will show on your button in the **Button label** box.
   - Choose the location for your button.
   - Specify the priority of the button. Your custom buttons will be arranged in the Panel in accordance with the priority you define: the lower the number, the higher the priority. Buttons are placed in the left-to-right order.
   - To use an image for a button background, type the path to its location or click **Browse** to browse for the desired file. It is recommended that you use a 16x16 pixels GIF or JPEG image for a button to be placed in the navigation pane, and 32x32 pixels GIF or JPEG image for buttons placed in the main frame or desktop.
   - Type the hyperlink of your choice to be attached to the button into the **URL** box.
   - Using the checkboxes, specify whether you want the customer information and other data to be transferred within the URL. These data can be used for processing by external web applications.
   - In the **Tooltip text** input field, type in the help tip that will be displayed when the users place the mouse pointer over the button.

- Select the **Open URL in Parallels Panel** checkbox if you want the destination URL to be opened in the main frame of the Panel, otherwise, leave this checkbox cleared to open the URL in a separate browser window or tab.

- If you want to make this button visible only to you, select the **Show to me only** checkbox.

3. Click **Finish** to complete creation.

➢ *To remove a hyperlink button from the Panel:*

1. Go to the **Account** tab > **Additional Services**.

2. Select a checkbox corresponding to the link that you want to remove and click **Remove**.

Websites and Domains

As described in the chapter **Quick Start with Parallels Panel**, creating your web presence always starts with purchasing a domain name. The *domain name* (or simply, *domain*) is the name people use to access your site from their browsers, for example, `www.example.com`. The domain registration is carried out by authorized companies - domain name registrars. Hosting providers often carry out this function. For detailed information about how to manage domains in Panel, refer to the section **Domains and DNS** (on page 242).

However, a domain is not a website. To make it accessible from the web and fill it with content, you should subscribe to hosting services (obtain a customer account). That is to supplement your domain with Internet connectivity, some disk space to store your content, mail services, and so on. Thus, *a website is a domain with provided hosting services*.

Panel provides a full range of operations in regard to domains and websites:

- Adding and removing domains, subdomains, and aliases.
- Managing the content of your websites.
- Installing various web apps.
- Securing connections to your websites and much more.

This chapter provides detailed information on all the possible operations on websites and domains in Panel. Note that some of these operations may be unavailable according to your hosting plan.

In this section:

Domains and DNS

As described above, a domain name is the name that people type in their browsers to access your website.

A domain name is hierarchical and may consist of a number of parts called labels:

- The label furthest to the right is called the *top-level domain*. For example, `com` is the top-level domain of `www.example.com`. The number of top-level domains is limited and all of them are managed by separate international authorities.
- *The second-level domain* is the label that we mainly use to imply the purpose of our website. In `www.example.com` it is the `example` part. The combination of the second-level and top-level domain names specifies the exact location of your website.
- Each label to the left is a subdomain of the domain to the right. For example, `www` is the subdomain of `example.com`. Subdomains can be convenient when you want to isolate some content from the main site, e.g. you can organize your personal blog on `myblog.example.com`. For information on how to add subdomains in Panel, refer to the section **Adding Subdomains** (on page 245).

If you want to host more than one website under your subscription, you can register more domains and add them to your subscription. Registering new domains may be available to you in the Control Panel if your hosting provider allows this. For information on how to purchase and add domains in Panel, refer to the section **Adding Domains** (on page 243).

In fact, domain names exist only for convenience; the real communication between browser and web servers uses IP addresses - the numerical host identifiers. For example, the real address of `www.example.com` may be 192.0.2.12 (IPv4). To resolve domain names into IP addresses, web hosts use DNS technology. For more details about how DNS is implemented in Panel, refer to the section **(Advanced) Configuring DNS for a Domain** (on page 250).

DNS allows several domains to be resolved into one IP address. Such additional names are called domain aliases. This is convenient when you have purchased several domains that you want to point to the same website. For information on how to add aliases to existing domains, refer to the section **Adding Domain Aliases** (on page 247).

In this section:

Adding Domains

If your hosting package includes more than one domain name (website), then you can easily add new domains to the server. Before you start adding a new domain that will use a second-level domain name, like *example.com*, be sure to register this domain name. If your hosting provider provides the domain name registration service, you can do this from the Control Panel as described below. Otherwise, you should register your domain name with another domain name registration authority.

You can set up the following types of site configurations through Panel:

- **Website addressed by a second-level domain name.** The following services are available for websites:
    - A unique Internet address (domain name), like *example.com*.
    - Additional domain names (domain aliases).
    - Subdomains - divisions of a site accessible by easy-to-remember addresses that are added to the main site, like mail.example.com.
    - Separate FTP accounts for collaboration on the site content. For every FTP account, you can specify which directories can be accessed.
    - Creating content using Web Presence Builder.
    - Simplified deployment of applications, such as content management systems, photo galleries, shopping carts, blogging platforms, and many more.
    - Secure data exchange implemented by SSL protocol. This requires that a site be hosted on a dedicated IP address, which is not shared among other users and sites.
    - Mailboxes and mailing lists.
    - Viewing statistics on site visits.
- **Website or a division of a website addressed by a third-level domain name (subdomain).** This is usually a division of an existing site. It has an Internet address comprising of three parts separated by dots. The following services are available for subdomains:
    - Separate document root from the main site. Document root is a directory on the server where web pages of a site are stored.
    - Access over FTP for content management.
    - Creating content using Web Presence Builder.
    - Simplified deployment of applications.
    - Secure data exchange implemented by SSL protocol.
    - Viewing statistics on site visits.

➢ *Adding More Domains*

➢ *To host a new website with a second-level domain name:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab, click **Add New Domain** and follow on-screen instructions.

> **Note**: If you select the recommended option, you should connect the DNS settings related and your domain name with the domain name at the registrar's side. To achieve this, enter the Panel name server IP address into the respective NS record of the registrar. The instruction on how to obtain the IP is as follows: go to **Websites & Domains** > **DNS Settings**, find the NS record, and then find the A record corresponding to the NS record value.
> For example, if your NS record is
> *example.com.   NS   ns.example.com*,
> find the A record with *ns.example.com, say,*
> *ns.example.com.   A   192.0.2.12*
>
> The resulting value, *192.0.2.12*, is the Panel name server IP you need.

3. Click **OK**.

The new domain name is now shown in the list at the bottom of the screen.

4. If the operation of changing hosting settings is available for your account, then you can click the domain name of the new website to view or change the hosting settings, as described in the section **Changing Hosting Settings** (on page 259).

You can now start creating your website with Web Presence Builder or upload your web content to the webspace of the new website, as described in the section **Managing Website Content** (on page 269).

➢ *Registering Domains*

If your service provider offers the domain name registration service as well as web hosting, you can initiate a domain registration directly from Panel. To register a domain name, add it as described above and then click the link **register it now** beside the new domain name in the domains list on the **Websites & Domains** tab. This will redirect you to the provider's online store where you can complete the registration.

After you register a domain name, it appears in the **Registered domain names** list on the **Websites & Domains** tab. To get information about a domain name registration, for example, the registration price and next renewal date, click the domain name in this list.

Removing Domains

When you delete a domain from Panel, all data related to the corresponding site are deleted from the server. The first domain name (default domain) that was created for your account cannot be deleted; however, it can be renamed.

➢ *To remove a domain:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. In the list of domain names, select the domains or subdomains that you want to remove and click **Remove**.

4. Confirm removal and click **OK**.

Note: Removing domain names from the Control Panel does not cancel the registration of these names. If you registered these domains name, you still can use them for your websites.

Adding Subdomains

If your hosting package includes subdomains, which are additional third-level domain names, then you can use them to:

- Organize logically the structure of your site.
- Host additional websites or parts of a website on the same server without the need to pay for registration of additional domain names.

An example of using subdomains:

You have a website your-product.com dedicated to promoting and selling your product. For publishing information related to customer service and online order tracking, you can organize the subdomain "orders" so that your users will be able to access this information directly by visiting the Internet address "orders.your-product.com".

As subdomains have the same status with the additional domains, you can use the same set of tools and services for working with subdomains. For example, SSL protection, Web Presence Builder, web statistics, and so on.

➢ *To set up a subdomain for a site division or a separate site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click **Add New Subdomain**.

4. Specify the following:

   a. In the **Subdomain name** box, type the portion of address that will be added to the domain name of your main site.

b. In the **Document root** box, type the desired location of the directory where all files and subdirectories of this site will be kept. You can use the default directory of the main site, called httpdocs, or specify another directory.

5. Click **OK**.

The new subdomain name is now shown in the list at the bottom of the screen.

You can now upload your web content to the subdomains webspace (directory on the server), as described in the section **Uploading Content over FTP** (on page 272).

Wildcard Subdomains

If you enter the asterisk (*) symbol as a subdomain name, Panel will create a so-called *wildcard subdomain*.When site visitors enter *any* subdomain name that is not registered in Panel, they will be redirected to this wildcard subdomain. You can create wildcard subdomains on any domain name level. For example, you can create the **.mystore.example.com* subdomain. Learn more about wildcard subdomains in the section **Adding Wildcard Subdomains (Linux)** (on page 249).

Adding Domain Aliases

If you have registered with a domain name registrar several domain names that you would like to point to the same website that you host on this server, you should set up domain aliases.

➢ *To set up a domain alias:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab.

3. Click **Add New Domain Alias** above the list of domain names.

4. Type the desired domain alias name, for example alias.com.

   Domain aliases can comprise letters, digits and hyphens. Each part of the domain alias between dots should not be longer than 63 symbols.

5. Select the **Synchronize DNS zone with the primary domain** checkbox if you want the domain alias to use the same DNS zone resource records as in primary domain. With this setting, any subsequent changes in resource records of the primary domain's zone will be applied to the DNS zone of this domain alias.

6. Select the **Mail service** checkbox, if you want e-mail directed at the e-mail addresses under the domain alias to be redirected to the e-mail addresses under your original domain name.

   Example: You have an e-mail address mail@yourdomain.com. You have set up an alias for your domain name, for example, alias.com. If you want to receive mail to your mailbox mail@yourdomain.com when it is sent to mail@alias.com, select the **Mail service** checkbox.

7. Select the **Web service** checkbox. Otherwise, the web server will not serve the web content to users coming to your site by typing the domain alias in their browsers.

8. If you use hosting services based on a Linux platform, and you have Java applications installed on your site that you want to make accessible through the domain alias, select the **Java web applications** checkbox.

9. Click **OK**.

➢ *To change the properties of an alias:*

1. Go to the **Websites & Domains** tab.

2. In the list of domain names, click the alias name you need.

3. Click **Settings** in the **Tools** group.

4. Modify the domain alias properties as required and click **OK**.

➢ *To modify resource records in the DNS zone of a domain alias:*

1. Go to the **Websites & Domains** tab.

2. In the list of domain names, click the alias name you need.

3. Click **DNS**.

4. Add, edit or remove the resource records as required:

   - To add a resource record to the zone, click **Add New Record**. Specify the required values and click **OK** to write the values to the zone.

   - To modify a resource record, under the **Host** column, click a hyperlink corresponding to the record you need.

   - To remove a record, select a checkbox corresponding to the record you wish to remove and click **Remove**.

➢ *To remove an alias from a domain:*

1. Go to the **Websites & Domains** tab.

2. Select a checkbox corresponding to the domain alias that you want to remove.

3. Click **Remove**.

4. Confirm removal and click **OK**.

Adding Wildcard Subdomains (Linux)

Use wildcard subdomains to redirect visitors from *non-existent subdomains* to one of your websites, commonly, to your main website. The typical use cases of this feature are:

- Improve website organization and run marketing campaigns.

  For example, you do not have the *vps-limited-offer* subdomain but wish to forward users from *limited-vps-offer.example.com* to *example.com*.

- Help users reach your website even if they mistyped a subdomain name.

  It is a widespread mistake to mistype a website name if it has the leading www prefix (for example, typing *ww.example.com)*.

- Finally, some website applications (WordPress) use wildcard subdomains to create dynamic subdomains for convenience and better user experience.

Note: Traffic to existent subdomains will not be affected in any way if you add a wildcard subdomain.

How to Add Wildcard Subdomains

You can add one wildcard subdomain per each of domain names under a subscription. For this, go to the **Websites & Domains** tab and add a new subdomain which name is "*" to one of your domain names. Example: **.example.com*. If you wish this subdomain to have a custom set of scripts or website content, specify a custom document root for this subdomain.

Limitations of Wildcard Subdomains

Wildcard subdomains act like typical subdomains with the following exceptions:

- *Linux-only feature*. Currently, wildcard subdomains are supported only on Panel for Linux.
- *Renaming is not available*. It is not possible to rename such subdomains.
- *No DNS zone*. This type of subdomains does not have own zone record in the Panel's DNS server. Instead, they have the A record that points to the IP address associated with a corresponding domain name.
- *Installation of APS apps is not allowed*. Panel users are unable to install APS apps to wildcard subdomains.
- *No Web Presence Builder sites.* Panel users are unable to edit and publish sites to these subdomains.

(Advanced) Configuring DNS for a Domain

The Domain Name System (DNS) is a hierarchical naming system that translates understandable domain names into the numerical identifiers (IP addresses) associated with web hosts. Such translation is called *resolving*. When you add a domain name (using **Websites & Domains** > **Add New Domain**), you should choose the role of Panel in resolving your resources: It can directly process all translation requests, be a backup server, or pass the translation requests to a remote server. This role can be changed for existing domain names (**Websites & Domains** > click a domain name> **DNS Settings**). We discuss details about each of the roles and provide instructions how to assign them next in this section.

DNS Name Resolving

DNS is based on a hierarchical tree structure called the domain namespace. This global namespace contains all possible domain names and is divided into logical parts - domain zones (see the picture below). A domain zone is a part of the namespace that contains the addresses of particular domains. Addresses are stored in a file on a separate name server with authority for that zone. For example, when a browser tries to access `www.example.com`, it gets the site's IP address from a server with authority for the `example.com` zone. For more information about how DNS works, refer to the respective documentation. You can find it in numerous sources on the Internet, for example, Microsoft TechNet.
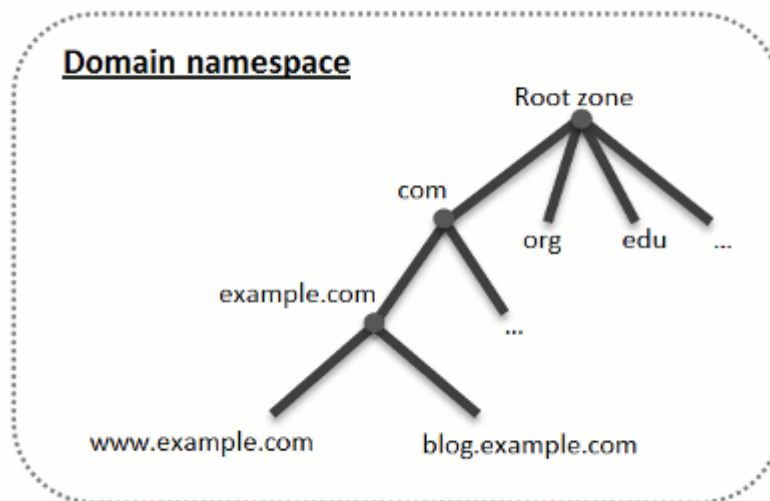
When you purchase a domain, a registrar gives you access to the settings for the DNS zone responsible for your domain and its subdomains. You can either allow the registrar to manage the zone, or delegate the zone to Panel. The latter option gives you the ability to manage a zone directly from your customer account. For information about how to delegate your zone to the Panel, refer to the section **Panel as a Master DNS Server** (on page 252).

If you are an advanced user and already have a DNS server that you want to give authority for your zone, you can set up Panel to be a slave (also called secondary) DNS server. In this case, Panel just stores a copy of your zone and you do not have the option to manage it from the Control Panel. The Panel DNS server will be used only if your primary name server becomes inaccessible or inoperable. For information about how to make Panel act as a secondary DNS server, refer to the section **Panel as a Slave DNS Server** (on page 256).

If you decide *not* to use Panel as a DNS server, all zone management should be performed on a domain registrar's site. Some registrars provide support for remote DNS zone management. If your hosting provider uses this feature, you will still be able to modify the DNS zone from the Control Panel regardless of where your authoritative name server is located. For information about how to switch off the Panel's DNS server and manage your zone remotely, refer to the section **Registrar's DNS Settings in Panel** (on page 256).

In this section:

Panel as a Master DNS Server

For each new domain name, the Panel automatically creates a DNS zone in accordance with the settings configured by your service provider. The domain names should work fine with the automatic configuration, however, if you need to perform custom modifications in the domain name zone, you can do that through your Panel.

➢ *To view the resource records in a DNS zone of a domain:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to view.

   A screen will show all resource records for a given domain.

➢ *To add a new resource record to the zone:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Add Record**.

4. Select a resource record type, and specify the appropriate data:

   - For an NS record, which specifies the domain name of a name server that is responsible for a DNS zone of a domain, you need to specify the domain name (or a subdomain), and then the corresponding name server's domain name. If you are defining an NS record for your main domain, then you should leave the domain name field empty. If you are defining a name server for a subdomain, then type the subdomain into the **domain name** field. After that, type the appropriate name server's domain name into the **name server** field. For example: ns1.mynameserver.com.

   - For A and AAAA records, which associate IP addresses with domain names, you need to specify the domain name and IP address. If you are simply defining a record for your main domain, then you should leave the **domain name** field empty. If you are defining a record for a name server, then type ns1 or ns2 into the **domain name** field. Then specify the appropriate IP address with which to associate the domain name.

   - For a CNAME record, which specifies which subdomains (or domain aliases that look like subdomains, for example, www) should be associated in the Domain Name System with the main domain address, you need to type the subdomain name or www alias, and then, the main domain name.

   - For an MX record, which specifies the host name of the preferred mail server for the given domain, you need to specify the mail domain (or subdomain), the domain name of the mail exchange server responsible for receiving e-mail, and the server's priority. For the main domain, you would simply leave the available field blank. Then type the domain name of your mail server. If you are running a remote mail server named 'mail.myhostname.com', then simply type 'mail.myhostname.com' into the **Mail exchange server** field. After that, specify its priority: 0 is the highest and 50 is the lowest.

- For a PTR record, which is required for reverse DNS lookup (an IP address is translated to domain name), you need to enter the IP address/mask, and then type the appropriate domain name for this IP address to be translated to.

- For a TXT record, which is used for specifying arbitrary human-readable text, you can type an arbitrary text string, or an SPF record.

- For an SRV record, which is used for specifying location of services other than mail, you will need to enter the service name, protocol name, port number, and target host. Service and protocol names should start with the underscore symbol. You can also specify the priority of the target host, and relative weight (for records with the same priority) in the appropriate fields.

4. Click **OK**, and then click **Update**.

➢ *To modify the properties of a resource record:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click the hyperlink in the **Host** column corresponding to the resource record you want to modify.

4. Modify the record as required, click **OK**, and then click **Update**.

In addition to the resource records described above, there is also a Start of Authority record. This record indicates that this DNS name server is responsible for the domain's DNS zone. It also contains settings that affect propagation of information about the DNS zone in the Domain Name System.

➢ *To modify the entries in the Start of Authority (SOA) record for a domain:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **SOA Record**.

4. Specify the required values:

- **Refresh interval**. This is how often the secondary name servers check with the master name server to see if any changes have been made to the domain's zone file. The Panel sets the default value of three hours.

- **Retry interval**. This is the time a secondary server waits before retrying a failed zone transfer. This time is typically less than the refresh interval. The Panel sets the default value of one hour.

- **Expire interval**. This is the time before a secondary server stops responding to queries, after a lapsed refresh interval where the zone was not refreshed or updated. The Panel sets the default value of one week.

- **Minimum TTL**. This is the time a secondary server should cache a negative response. The Panel sets the default value of three hours.

▪ **Default TTL**. This is the amount of time that other DNS servers should store the record in a cache. The Panel sets the default value of one day.

5. Click **OK**, and then click **Update**.

Usage of serial number format recommended by IETF and RIPE is mandatory for many domains registered in some high-level DNS zones, mostly European ones. If your domain is registered in one of these zones and your registrar refuses your SOA serial number, using serial number format recommended by IETF and RIPE should resolve this issue.

The Panel-managed servers use UNIX timestamp syntax for configuring DNS zones. UNIX timestamp is the number of seconds since January 1, 1970 (Unix Epoch). The 32-bit timestamp will overflow by July 8, 2038.

RIPE recommends using YYYYMMDDNN format, where YYYY is year (four digits), MM is month (two digits), DD is day of month (two digits) and NN is version per day (two digits). The YYYYMMDDNN format will not overflow until the year 4294.

➢ *To change the Start of Authority (SOA) serial number format to YYYYMMDDNN for a domain:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **SOA Record**.

4. Select the **Use serial number format recommended by IETF and RIPE** checkbox.

> **Note:** See the sample of SOA serial number generated with the selected format. If the resulting number is less than the current zone number, the modification may cause temporary malfunction of DNS for this domain. Zone updates may be invisible to the Internet users for some time.

5. Click **OK**, and then click **Update**.

➢ *To remove a resource record from the zone:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Select a checkbox corresponding to the record you want to remove.

4. Click **Remove**.

5. Confirm removal, click **OK**, and then click **Update**.

➢ *To restore the original zone configuration in accordance with the default DNS template settings used on the server:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Restore Defaults**.

4. In the **IP address** menu, select the IP address to be used for restoring the zone.

5. Specify whether a www alias is required for the domain.

6. Select the **Confirm the restoration of the DNS zone** checkbox, and click OK.

➢ *To restore the default Start of Authority (SOA) serial number format (UNIX timestamp) for a domain:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **SOA Record**.

4. Clear the Use serial number format recommended by IETF and RIPE checkbox.

> **Note:** See the sample of SOA serial number generated with the selected format. If the resulting number is less than the current zone number, the modification may cause temporary malfunction of DNS for this domain. Zone updates may be invisible to the Internet users for some time.

5. Click **OK**, and then click **Update**.

By default, transfer of DNS zones is allowed only for the name servers designated by NS records contained within each zone. If you are using a Windows-based account, then you can change zone transfer settings.

➢ *If your domain name registrar requires that you allow transfer for all zones you serve:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Zone Transfers**. A screen will show all hosts to which DNS zone transfers for all zones are allowed.

4. Specify the registrar's IP or network address and click **Add Network**.

Panel as a Slave DNS Server

If you host websites on your account and have a standalone DNS server acting as a primary (master) name server for your sites, you may want to set up the Panel's DNS server to function as a secondary (slave) name server.

> ➢ *To make the Panel's DNS server act as a secondary name server:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Switch DNS Service Mode**.

4. Click **Add Record**.

5. Specify the IP address of the primary (master) DNS server.

6. Click **OK**, and then click **Update**.

7. Repeat steps from 2 to 6 for each website that needs to have a secondary name server on your server.

> ➢ *To make the Panel's DNS server act as a primary back:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Switch DNS Service Mode**.

   The original resource records for the zone will be restored.

Registrar's DNS Settings in Panel

If you have external primary and secondary name servers that are authoritative for some of your websites, switch off the Panel's DNS service for each of these sites.

> ➢ *To switch off the Panel's DNS service for a site served by external name servers:*

1. Go to the **Websites & Domains** tab > **DNS Settings**.

2. If you have several domain names, select the domain name whose DNS settings you want to manage.

3. Click **Switch Off the DNS Service**.

Turning the DNS service off for the zone will refresh the screen, so that only a list of name servers remains. Note that the listed name server records have no effect on the system. They are only presented on the screen as clickable links to give you a chance to validate the configuration of the zone maintained on the external authoritative name servers.

4. If you want to validate the configuration of a zone maintained on authoritative name servers, do the following:

   a. Add to the list the entries pointing to the appropriate name servers that are authoritative for the zone: Click **Add Record**, specify a name server, click **OK**, and then click **Update**.

   b. Repeat the step a for each name server you would like to test. The records will appear in the list.

   c. Click the records that you have just created.

The Panel will retrieve the zone file from remote name servers and will check the resource records to make sure that domain's resources are properly resolved. The results will be interpreted and displayed on the screen.

If your Control Panel is integrated with a billing system, then the following operations on domains might be available from the Panel:

- Setting a password for access to domain management panel at a registrar's site.
- Locking and unlocking domain name for transferring to another provider.
- Changing domain registrant and other contact information.
- Changing DNS settings for domain zones served by a domain registrar.
- Configure automatic renewal of the domain account at the domain name registration company.

➢ *To set a new password for access to your domain management control panel at a registrar's site:*

1. Go to the **Account** tab.

2. Locate the domain name for which you want to change settings, and click the link **Show Domain Info** next to it.

3. Click **Change Domain Password.**

4. Type a new password and click **OK**.

➢ *To lock or unlock domain name for transferring to another provider:*

1. Go to the **Account** tab.

2. Locate the domain name for which you want to change settings, and click the link **Show Domain Info** next to it.

3. Click **Change Registrar Lock Setting**.

4. To allow domain name transfer, clear the **Lock** checkbox and click **OK**.

➢ *To change domain owner's contact, technical, administrative, or billing information:*

1. Go to the **Account** tab.

2. Locate the domain name for which you want to change settings, and click the link **Show Domain Info** next to it.

3. Click **Edit Contact Info**.

4. Make the necessary changes and click **OK**.

➢ *To change DNS settings for a domain:*

1. Go to the **Account** tab.

2. Locate the domain name for which you want to change settings, and click the link **Show Domain Info** next to it.

3. Click **Edit DNS Settings**.

4. Specify the domain name servers that serve the DNS zone for your website and IP address of the server where the website is hosted.

5. If the DNS zone of your website is served by your domain name registrar, then you can also specify other resource records that affect how your website's services are accessible over the Internet.

6. To save your changes, click **OK**.

➢ *To configure automatic renewal of the domain name:*

1. Go to the **Account** tab.

2. Locate the domain name for which you want to change settings, and click the link **Show Domain Info** next to it.

3. Click **Automatic Domain Renewal**.

4. To allow auto renewal of the domain registration, select the **Turn on auto renewal** checkbox and click **OK**.

Changing Hosting Settings

Panel allows you to manage a number of various hosting settings:

▪ *Basic settings*, like a domain name or hosting type.

▪ *Security settings*. To secure connections to your site with SSL certificates, you should activate the SSL support first.

▪ *Scripting settings*. You can specify what scripting languages your site will support. Learn more in the section **Web Scripting Settings (on page 261)**. Moreover, Panel supports custom per-site (per-subdomain) configuration for the PHP and ASP.NET languages. To learn more about the adjustable settings, see the sections **PHP Settings** and **ASP.NET Settings (Windows)** (on page 265).

> ➢ *If you want to review the hosting settings or select the hosting features and scripting languages that should be supported on your site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the webspace where the website is hosted.

2. Click the **Websites & Domains** tab.

3. In the list of websites at the bottom of the screen, click the website address.

4. Review or change the following hosting settings and options:

   ▪ **Hosting type**. The type of hosting configuration selected by default is website hosting, which means that the website is hosted on this server. You can also choose to redirect visitors to another website (this setup is also known as web forwarding); switch off web hosting service if you need to host only mailboxes and mailing lists under that domain; or suspend the website and all mailboxes and mailing lists hosted under the website's domain name.

     ▪ If you want to redirect visitors to another site, click the **Change** link, select the **Forwarding** option, type the destination site address, select the forwarding scheme, and click **OK**.

     ▪ If you want to switch off web service and use only e-mail services under that domain, click the **Change** link, select the **No web hosting** option, and click **OK**.

     ▪ If you want to suspend the website and all services associated with it, including mail, click the **Suspend** link. When you need to bring that domain or website back online, return to the **Websites & Domains** tab > *domain name*, and click the **Activate** link.

   ▪ **Document root**. The location of the directory where all files and subdirectories of the site will be kept. You can use the default directory called httpdocs or specify another directory.

- **Enable SSL support**. Secure Sockets Layer encryption is generally used for protecting transfer of sensitive data during online transactions on e-commerce websites that run on dedicated IP addresses. SSL certificates that participate in the encryption process are usually applied to a single domain name on a single IP address, therefore, each site that needs SSL protection must be hosted on a dedicated IP address. An exception to this is subdomains, which you can protect with a wildcard certificate. Installing an SSL certificate on a web server that hosts several websites with different domain names on a single IP address is technically possible, however, it is not recommended: the encryption will be provided, but users will get warning messages on attempt to connect to the secure site. To allow SSL encryption for the website, select the **Enable SSL support** checkbox.

- **Scripting languages**. Specify which of the following programming and scripting languages should be supported by the web server: Active Server Pages (ASP), Microsoft ASP.NET, Server Side Includes (SSI), PHP hypertext preprocessor (PHP), Common Gateway Interface (CGI), Fast Common Gateway Interface (FastCGI), Perl and Python. By default, PHP is configured to operate in safe mode, with functional restrictions that strengthen hosting security. To learn more about PHP safe mode, refer to http://php.net/features.safe-mode.

- **Microsoft FrontPage settings**. Microsoft FrontPage is a popular website authoring tool. To enable content creation and publishing through Microsoft FrontPage, select the options **Microsoft FrontPage support**, **Microsoft FrontPage over SSL support**, and **Remote FrontPage authoring allowed**.

- **Web statistics**. Select the web statistics software that you want to use for viewing graphical reports and charts on website visitors. Also, select the corresponding checkbox if you want to be able to access the statistical reports by visiting the password-protected directory http://your-website/plesk-stat/webstat.

- **Custom error documents**. When visitors coming to a site request pages that the web server cannot find, the web server generates and displays a standard HTML page with an error message. If you want to create your own error pages and use them on the web server, select the **Custom error documents** checkbox.

- **Additional write and modify permissions** (available only for Windows hosting). This option is required if web applications on the site will be using a file-based database (like Jet) located in the root of httpdocs directory. Note that selecting this option will seriously compromise the website security.

5. When finished with viewing or changing hosting settings, click **OK**.

The Location of the cgi-bin Directory

When creating a domain, you may see different possible locations of your `cgi-bin` directory (the CGI support checkbox). Let us discuss them on samples.

A typical domain files organization in Panel 11 is as follows:

- `/var/www/vhosts/webspace1.com/example1.com/`
- `/var/www/vhosts/webspace1.com/example2.com/`
- `/var/www/vhosts/webspace1.com/example3.com/`

Here `example` domains are created under the webspace1.com webspace.

If you specify that the cgi-bin directory for a domain example3.com is *the root directory of webspace*, its absolute path will be

`/var/www/vhosts/webspace1.com/cgi-bin/`

If you specify that the directory is *the document root of this domain*, its absolute path will be

`/var/www/vhosts/webspace1.com/example3.com/cgi-bin/`

If you specify *old-style root of this domain* (this option is available only after upgrading Panel from previous versions), the absolute path will be

`/var/www/vhosts/domain3.com/cgi-bin`

This option provides the compatibility with the obsoleted organization of domain files on the file system.

In this section:

Web Scripting Settings

For each website in your subscription you can specify which of the following programming and scripting languages should be supported by the web server: Active Server Pages (ASP), Microsoft ASP.NET, Server Side Includes (SSI), PHP hypertext preprocessor (PHP), Common Gateway Interface (CGI), Fast Common Gateway Interface (FastCGI), Perl and Python. Since Panel 10.4, you are able to configure PHP settings individually for each website (or subdomain) in your subscription. This is possible only if your subscription have the corresponding permissions. To get the details about custom PHP configuration, refer to the section **PHP Settings**.

In this section:

PHP Settings

PHP is one of the most popular scripting languages for creating dynamic web pages. The majority of today's websites and web applications are based on PHP scripts. Thus, site administrators should clearly understand how they can control the execution of PHP scripts.

There are two main aspects that completely define how PHP scripts will be executed for a certain website: The PHP handler type and values of PHP settings for the site. You can set up these parameters for a certain website by selecting the site from the list in **Websites & Domains.**

PHP Handler

When a visitor accesses a site based on PHP scripts, a web server interprets site scripts to generate a page that will be shown to the visitor. PHP handler calls PHP libraries needed for this interpretation. You can choose from a number of PHP handlers: ISAPI (Windows), Apache module (Linux), FastCGI, or CGI application. The decision on what PHP handler to choose should depend on a number of factors like security considerations, script execution speed, and memory consumption.

Choose one of the following PHP handlers at the **Websites & Domains >** select a website > **General** tab > **PHP support**:

	Performance	Memory Usage	Security
Apache module (Linux only)	High. Runs as a part of the Apache web server.	Low	This handler (also known as mod_php) is the *least secure option* as all PHP scripts are executed on behalf of the `apache` user. This means that all files created by PHP scripts *of any plan subscriber* have the same owner (`apache`) and the same permission set. Thus, a user has a theoretical possibility to affect files of another user or some important system files. **Note:** You can evade some security issues by turning the PHP *safe_mode* option on. It disables a number of PHP functions that bring potential security risk. Note that this may lead to inoperability of some web apps. The safe_mode option is considered to be obsolete and is deprecated in PHP 5.3.

ISAPI extension (Windows only, *not supported since PHP 5.3*)	High. Runs as a part of the IIS web server.	Low	The ISAPI extension can provide site isolation in case a dedicated IIS application pool is switched on for subscriptions. Site isolation means that sites of different customers run their scripts independently. Thus, an error in one PHP script does not affect the work of other scripts. In addition, PHP scripts run on behalf of a system user associated with a hosting account. **Note:** The ISAPI extension handler is not supported since PHP 5.3.
CGI application	Low. Creates a new process for each request and closes it once the request is processed.	Low	The CGI handler provides PHP script execution on behalf of a system user associated with a hosting account. On Linux, this behavior is possible only when the suEXEC module of the Apache web server is on (default option). In other case, all PHP scripts are executed on behalf of the `apache` user. We recommend that you use the **CGI application** handler only as a fall-back.
FastCGI application	High (close to Apache module and ISAPI extension). Keeps the processes running to handle further incoming requests.	High	The FastCGI handler runs PHP scripts on behalf of a system user associated with a hosting account.

Note: Switching PHP from **Apache module** to **FastCGI application** may break functionality of existing PHP scripts.

If you use Windows hosting, you can additionally choose a PHP version. Always use PHP 5.x except the cases when you need PHP 4.x to host some old PHP apps.

PHP Settings

PHP behavior is defined by a number of configuration settings. These settings specify various script execution aspects, like performance (for example, the amount of memory a script can use), security (for example, access to file system and services), and so on. You may adjust these settings for a number of reasons:

- Preventing a memory leak or server hang-up by poorly written scripts.
- Protecting data from malicious scripts.
- Meeting the requirements of a certain web app.
- Testing own scripts and other.

All customizable PHP settings are located in the Control Panel, **Websites & Domains** > select a website > **PHP Settings** tab. For convenience, all PHP settings are divided into three groups:

- **Performance settings***.*
  These settings define how scripts work with system resources. For example: Use the `memory_limit` parameter to limit the amount of memory for a script to prevent a memory leak. In addition, you can prevent scripts from tying up the server by limiting the maximum time scripts are allowed to run in `max_execution_time`.

- **Common settings***.*
  This group contains other commonly used PHP settings. Generally, these are: Security settings (for example, the PHP safe mode toggle or the permission to register global variables), error reporting settings (for example, the directive to log errors), and others.

- **Additional configuration directives***.*
  If you cannot find particular parameters among performance or common settings, add them to the **Additional configuration directives** field. All directives from that field will be included in the final PHP configuration. For example, if you want PHP to log errors to your own file, add the line: `error_log=/tmp/my_file.log`.

You can set the value of each parameter in **PHP Settings** either by selecting a value from a preset, typing a custom value, or leaving the **Default** value. In the latter case, *Panel uses the values defined by the server-wide php.ini file.* For information about certain PHP settings, refer to the respective documentation. For example, http://php.net/manual/en/ini.list.php.

It is possible to use three placeholders in parameter values:

- `{DOCROOT}` for the document root directory of a domain that gets custom PHP configuration.

- `{WEBSPACEROOT}` for the root directory of a subscription (webspace).

- `{TMP}` for the directory which stores temporary files.

Note: Custom PHP configuration of a website acts as a preset for all subdomains of this site. You can perform further per-subdomain PHP configuration in the same way as for the websites.

ASP.NET Settings (Windows)

➢ *To configure ASP.NET Settings for a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **ASP.NET Settings** (in the **Advanced Operations** group).

3. Set up the strings that determine database connection data for ASP.NET applications that use databases. This option is available only for ASP.NET 2.0.x.

   When you open the ASP.NET configuration screen for the first time, sample connection parameters with common constructions are displayed. You can delete them and specify your own strings.

   ▪ To add a string, enter the required data into the **Name** and **Connection Parameters** input fields and click ⊕ next to them.

   ▪ To remove a string, click ⊖ next to it.

4. Set up custom error messages that will be returned by ASP.NET applications in the **Custom Error Settings** field:

   ▪ To set the custom error messages mode, select an appropriate option from the **Custom error mode** menu:

     ▪ **On** - custom error messages are enabled.

     ▪ **Off** - custom error messages are disabled and detailed errors are to be shown.

     ▪ **RemoteOnly** - custom error messages are displayed only to remote clients, and ASP.NET errors are shown to the local host users.

   ▪ To add a new custom error message (which will be applied unless the **Off** mode was selected), enter the values in the **Status Code** and **Redirect URL** fields, and click ⊕.

     ▪ **Status Code** defines the HTTP status code resulting in redirection to the error page.

     ▪ **Redirect URL** defines the web address of the error page presenting information about the error to the client.

   Due to possible conflicts, you cannot add a new custom error message with an error code that already exists, but you can redefine the URL for the existing code.

   ▪ To remove a custom error message from the list, click ⊖ next to it.

5. Configure compilation settings in the **Compilation and Debugging** field:

   ▪ To determine the programming language to be used as default in dynamic compilation files, choose an entry from **Default web page language** list.

- To enable compiling retail binaries, leave the **Switch on debugging** checkbox empty.

- To enable compiling debug binaries, select the **Switch on debugging** checkbox. In this case, the source code fragments containing error will be shown in a diagnostic page message.

Note. When running applications in debug mode, a memory and/or performance overhead occurs. It is recommended to use debugging when testing an application and to disable it before deploying the application into production scenario.

6. Configure encoding settings for ASP.NET applications in the **Globalization Settings** section:

- To set an adopted encoding of all incoming requests, enter an encoding value into the **Request encoding** field (default is utf-8).

- To set an adopted encoding of all responses, enter an encoding value into the **Response encoding** field (default is utf-8).

- To set an encoding which must be used by default for parsing of `.aspx`, `.asmx`, and `.asax` files, enter an encoding value into the **File encoding** field (default is Windows-1252).

- To set a culture which must be used by default for processing incoming web requests, select an appropriate item from the **Culture** list.

- To set a culture which must be used by default when processing searches for a locale-dependent resource, select an appropriate item from the **UI Culture** list.

7. Set a code access security trust level for ASP.NET applications in the **Code Access Security** field.

   CAS trust level is a security zone to which applications execution is assigned, defining what server resources the applications will have access to.

Important: When an assembly is assigned a trust level that is too low, it does not function correctly. For more information on the permissions levels see http://msdn.microsoft.com/library/en-us/dnnetsec/html/THCMCh09.asp?frame=true#c09618429_010.

8. Enable the usage of the auxiliary scripts in the **Script Library Settings** field. Specifying the script library settings is necessary if the validation web controls are used on your web site. This option is available only for ASP.NET 1.1.x.

- If you need to use auxiliary scripts (specifically, scripts implementing objects for validating input data), provide the settings for .NET framework script library. To do so, enter the path beginning with the domain root directory preceded by the forward slash into the **Path to Microsoft script library** field, or click the folder icon next to the **Path to Microsoft script library** field and browse for the required location.

- To initiate the auto-installation of files containing the scripts to the specified location, select the **Install** checkbox. If the files already exist there, they will be rewritten.

9. Set client session parameters in the **Session Settings** field:

- To set up the default authentication mode for applications, select an appropriate item from the **Authentication mode** list. **Windows** authentication mode should be selected if any form of IIS authentication is used.

- To set up time that a session can remain idle, type the number of minutes into the **Session timeout** box.

10. Click **OK** to apply all changes.

Suspending and Activating Websites

When a website is suspended, it becomes inaccessible over the Internet, and e-mail addresses under the site's domain name stop working.

➢ *To suspend a website:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click the domain name of the site that you want to suspend.

4. Click the **Suspend** link next to the **Hosting type** field.

➢ *To activate a website:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click the domain name of the site that you want to activate.

4. Click the **Activate** link next to the **Hosting type** field.

In this section:

Suspending Websites for Maintenance

If you want to shut down a site for maintenance and let your visitors know that it is temporarily unavailable and will be back online later, switch on the *site maintenance mode*. When a site is in the maintenance mode, the "503 Service Unavailable" error document is shown to website visitors instead of the actual site pages.

If your hosting plan provides the option to customize web server error documents (the "Custom error pages" option), then you can use File Manager to open and customize the error page: Instead of the "Service Temporarily Unavailable" message, you can write your own message like "The site is temporarily down for maintenance, it will be up soon."

When maintenance work is finished, switch the maintenance mode off for the site to make it available to the visitors.

> ➢ *To switch on the maintenance mode for a website:*

1. Go to the **Websites & Domains** tab.

2. Click **Website Maintenance Mode** (in the **Advanced Operations** group).

3. If you have several websites, locate the site you want to temporarily suspend, and click the corresponding **Manage** link.

4. Select the **Switch on the maintenance mode for website** checkbox.

5. Click **OK**.

If the custom error documents option is switched on for the site, then you can edit the "503 Service Temporarily Unavailable" document to include your own text. For information about customizing error pages, refer to the section **Setting Up Custom Error Pages** (on page 295).

> ➢ *To switch off the maintenance mode and put a site back online:*

1. Go to the **Websites & Domains** tab.

2. In the list of your websites, locate the website you want to put back online. It should be accompanied by the **Switched off for maintenance** status indicator.

3. Click the corresponding **Change** link.

4. Clear the **Switch on the maintenance mode for website** checkbox.

5. Click **OK**.

Managing Website Content

To create your website and fill it with the content you need (text, images, videos, and so on), use one of the methods provided by the Panel:

- Using website creation and management tools. If you do not have a website yet, consider setting one up by yourself with a tool for creating, editing, and publishing websites. You can do this even if you do not possess the necessary web programming and design skills. The best tools of this sort are the following:
  - *Web Presence Builder* - a website editor integrated with the Control Panel.
  - *Third-party Content Management Systems* (*CMS*) - web applications for creating and editing websites.
- Uploading existing websites to your hosting account using one the following methods:
  - *FTP client program.* You can obtain a free FTP client from the Internet, or, if you are using Windows, use Windows Explorer. This enables you to access your directory on the hosting server and manage your files. If you collaborate with other people when managing your website (say, programmers or designers), you can provide them with access to your directory using FTP to let them edit the website by themselves.
  - *File Manager.* A tool for uploading and managing website files and directories through the Panel web interface.

Note: if you have a website created in Microsoft FrontPage editor, refer to the section **Working with Microsoft Frontpage Websites (Windows)** (on page 305) for details on managing this site in Panel.

Below you will find detailed descriptions of the ways to manage your content.

Web Presence Builder

Web Presence Builder is a great tool that enables users with no knowledge of HTML markup or graphic design skills to create professional-looking sites. Just pick a suitable page design and content template, add your text to the pages, and publish the site.

You can create and publish websites using Web Presence Builder if your hosting subscription provides this option. If it does not, or if you have already created and published the allowed number of sites, you still can create a new website with Web Presence Builder and edit it. However, to publish this website, you will need to upgrade your hosting plan.

To start creating a website using Web Presence Builder or edit an existing Web Presence Builder site, go to either the **Home** tab or the **Websites & Domains** tab, and click **Launch Web Presence Builder**. If you have several domain names or subdomains, click the corresponding link **Edit in Web Presence Builder**. Find more information on creating and editing websites in Web Presence Builder in the chapter **Building Websites with Web Presence Builder**.

Third-Party Content Management Systems

To create and maintain a website, you can use third-party *Content Management Systems* (*CMS)* - web applications that let you easily edit a website's structure and content with a graphical user interface. Examples of such systems are *Drupal* and *Joomla*.

CMS are usually server applications, so to start using one of them you should install it on your hosting account. Hence, if you plan to use a CMS, ensure that your hosting subscription allows such applications to be installed.

➢ *To create a website using a CMS:*

1. Go to the **Applications** tab.

2. Find the CMS you need in the list of available applications, and install it as described in the section **Employing Website Applications (on page 279).**

3. Create and edit your website in the CMS. For information on how to create websites with your CMS, refer to the relevant documentation.

Uploading Using FTP

If you already have all your website files and directories, consider uploading them to your hosting account using FTP. This is the quickest way for simple uploading of files when you do not need to edit or manage them on the server.

➢ *To upload files using FTP:*

1. Connect to your site's domain name with an FTP client program using your FTP access credentials. Learn how to configure these credentials in the section **Adding FTP Accounts** (on page 369).

2. Copy the website files and directories to your directory on the server.

File Manager

Another way to publish a website created outside the Panel is File Manager - a tool that provides a set of file management functions through the web interface. File Manager is available from the **Websites & Domains** tab of the Control Panel.

To upload a website from your computer to Panel server with File Manager, go to the **Website & Domains > File Manager** page, click **Add New Directory**, and upload the directory containing your website to Panel. If your website is compressed to a ZIP file, you can upload this file by clicking **Add New File** and then extract it by clicking **Extract Files**.

If you want to edit pages of your website, you can do it in File Manager. It provides an HTML editor that allows visual editing of HTML pages (without needing to manually type HTML tags). To edit a file in the HTML editor, click the button in the **Tools** column next to the file's name.

You can also edit files in File Manager's text editor if you like. To open a file in the text editor, click the corresponding button ✏ in the **Tools** column.

If you have files or web pages that you want to make inaccessible on the Internet, change these files' access permissions in File Manager. To edit access permissions for a file or a directory, click the corresponding link in the **Permissions** column. To learn how to review and edit the permissions, refer to the sections **Setting File and Directory Access Permissions**.

In this section:

Creating Websites with Web Presence Builder

> ➢ *To start creating a website using Web Presence Builder:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click **Launch Web Presence Builder**.

   If you have only one domain name configured, Web Presence Builder will open in a new browser window or tab.

2. If you have several domain names or subdomains, click the corresponding link **Edit in Web Presence Builder**. The Web Presence Builder wizard will open in a new browser window or tab.

Uploading Content over FTP

➢ *To publish website through FTP:*

1. Connect to your webspace on the server with an FTP client program, using your FTP account username and password.

   You can change your username and password in the Panel at the **Websites & Domains** tab > **Web Hosting Settings**.

   The FTP address should be ftp://your-domain-name.com, where your-domain-name.com is your site's Internet address.

   Enable the passive mode if you are behind a firewall.

2. Upload the files and directories of your site to the `httpdocs` directory. If you use CGI scripts, place them into the `cgi-bin` directory.

3. Close your FTP session.

You can also set up additional FTP accounts if you need to collaborate on website content with other users. For information, see the section **Adding FTP Accounts**.

Using Content Manager

> ➤ *To upload files through the Panel's file manager:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click **File Manager**.

4. Create or upload files and directories.

   Place the files and directories of your site to the `httpdocs` directory. If you use CGI scripts, place them into the `cgi-bin` directory.

   - To upload a file from your computer, click **Add New File**, click the **Browse** button to locate the file, or specify the path to its location in the **Path to file** box, and then click **OK**.

   - To upload a ZIP archive to the server and then extract its contents, click **Add New File**, click the **Browse** button to locate the archive file, and click **OK**. After the file is uploaded, select the corresponding checkbox on the left, and click **Extract Files**.

   - To create a new directory within your current location, click **Add New Directory**.

   - To create new files in the required directory, click **Add New File**, select the **Create a file** option, specify the file name, select the **Use html template** checkbox, if you want file manager to insert some basic HTML tags into the new file, and click **OK**. A page will open allowing you to enter the content or HTML-formatted source of a new file. After you finished, click **OK**.

   - To add files to a ZIP archive, select the files you want to pack, click **Add to Archive**, and specify the name of your archive file.

When you upload web content through File Manager or FTP, the Panel automatically sets the appropriate access permissions for files and directories. On Linux-based servers, the permissions are represented as three sets of symbols, for example, 'rwx rwx r--'. The first set tells what the owner of the file or directory can do with it; the second tells what the user group, the file or directory belongs to, can do with the file or directory; the third set indicates what other users (the rest of the world, that is, Internet users visiting a site) can do with the file or directory. R means the permission to read the file or directory, W means the permission to write to the file or directory, and X means the permission to execute the file or look inside the directory.

To modify permissions for a file or directory on a Linux-based account, click a hyperlink representing the set of permissions in the **Permissions** column. If you use a Windows-based account, click the icon 🔒. Modify the permissions as desired and click **OK**.

To edit the source code of a file, click 🖊.

To edit the Web page in the built-in visual editor (available only to users of Microsoft Internet Explorer), click 🔵. When editing an HTML file, the Panel opens internal WYSIWYG editor by default. If you want to edit the source code of the HTML file, click **HTML**. To return back to WYSIWYG mode, click **Design**.

To view the file, click ![icon].

To rename a file or directory, click ![icon]. Type in a new name and click **OK**.

To copy or move a file or directory to another location, select the required file or directory using the appropriate checkbox, and click **Copy/Move**. Specify the destination for the file or directory to be copied or renamed to, then click **Copy** to copy, or **Move** to move it.

To update the file or directory creation date, click **Change Timestamp**. The time stamp will be updated with the current local time.

To download a file, click the corresponding icon ![icon].

To remove a file or directory, select the corresponding checkbox, and click **Remove**. Confirm removal and click **OK**.

Setting File and Directory Access Permissions (Linux Hosting)

➢ *To review or change the permissions set for files and directories:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click **File Manager**.

    The permissions set for files and directories are shown in the **Permissions** column. They are represented as three sets of symbols, for example, 'rwx rwx r--'. The first set tells what the owner of the file or directory can do with it; the second tells what the user group, the file or directory belongs to, can do with the file or directory; the third set indicates what other users (the rest of the world, that is, Internet users visiting a site) can do with the file or directory. R means the permission to read the file or directory, W means the permission to write to the file or directory, and X means the permission to execute the file or look inside the directory.

4. Locate the file or directory for which you want to modify permissions and click a hyperlink in the **Permissions** column.

5. Modify the permissions as desired and click **OK**.

Setting File and Directory Access Permissions (Windows Hosting)

➢ *To set access permissions for a file or directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **File Manager**.

3. Locate the file or directory for which you want to set access permissions, and click the corresponding icon 🔒.

4. Do the following:

- To make the file or folder inherit permissions from a parent folder (if it does not), select the checkbox **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here**.

- To make the files and folders, which are contained in this folder, inherit the folder permissions you define, select the checkbox **Replace permission entries on all child objects with entries shown here that apply to child objects**.

- To change or remove permissions from a group or a user, click the required name in the **Group or user names** list. If the group or user is not listed in the **Group or user names** list, select the required user or group name from the menu located above the list and click ➕: the user/group appears in the list. Select it.

  To allow or deny permissions to a selected group/user, select the **Allow** or **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**. If the checkboxes in the **Allow** or **Deny** columns are shown in grey, it means that the corresponding permissions are inherited from a parent folder.

- To deny the permissions, which are inherited from a parent object as allowed, select the required checkboxes under **Deny**. This will override inherited permissions for this file/folder.

- To allow the permissions, which are inherited from a parent object as denied, clear the **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here** checkbox: this removes the inherited permissions. Then select the required checkboxes under **Allow** and **Deny**.

- To remove access permissions from a group or user, select the required name in the **Group or user names** list and click the icon ⛔ next to it.

5. If you need advanced fine-tuning of permissions, click the **Advanced** button, and do the following:

- To create a permission entry for a group or user, select the required name from the **Group or user names** list and click ➕.

- To set or change file/folder permissions for a group or user, select the required name from the **Group or user names** list, select the required **Allow** and **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**.

- To remove a permission entry for a group or user, select the required name from the **Group or user names** list and click ⛔.

- To make child objects of a folder inherit its permissions defined under **Permissions for <*user/group name*>**, select the **Replace permission entries on all child objects with entries shown here that apply to child objects** checkbox, and select checkboxes in the **Apply to** list which correspond to the objects that must inherit the permissions.

6. Click **OK**.

(Advanced) Restricting Access to Content

If you have directories in a site that only authorized users should see, restrict access to these directories with password protection.

> ➢ *To protect a directory in your site with a password and to specify authorized users:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Password-protected Directories** (in the **Advanced Operations** group).

3. Click **Add Protected Directory**.

4. In the **Directory name** box, specify the path to the directory that you want to protect with a password.

   This can be any directory existing in the site, for example: /private. If the directory that you would like to protect has not yet been created, specify the path and the directory name – the Panel will create it for you.

5. If you are using a Linux-based account, you can also protect your CGI scripts stored in the cgi-bin directory. To do this, leave '/' in the **Directory name** box and select the **cgi-bin** checkbox.

6. In the **Title of the protected area** box, type a resource description or a welcoming message that your users will see when they visit the protected area.

7. Click **OK**. The directory you specified will be protected.

8. To add authorized users, click **Add New User**.

9. Specify the username and password that will be used for accessing the protected area. The password should be from 5 to 14 symbols in length. Click **OK**.

> ➢ *To add an authorized user of a protected directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Password-protected Directories** (in the **Advanced Operations** group).

3. Click on the name of the directory you need.

4. Click the **Add New User** icon.

5. Specify the username and password that will be used for accessing the protected area. The password should be from 5 to 14 symbols in length.

6. Click **OK**.

➢ *To change password for an authorized user of a protected directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Password-protected Directories** (in the **Advanced Operations** group).

3. Click on the name of the directory you need. A list of authorized users will open.

4. Click on the user's name.

5. Specify the new password and re-type it for confirmation.

6. Click **OK**.

➢ *To revoke a permission to access the protected directory from a user:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Password-protected Directories** (in the **Advanced Operations** group).

3. Click on the name of the directory you need. A list of authorized users will open.

4. Select a checkbox corresponding to the user's name.

5. Click **Remove**. Confirm the operation and click **OK**.

➢ *To remove password protection and make the resource available to the public:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Password-protected Directories** (in the **Advanced Operations** group).

3. Select a checkbox corresponding to the name of the directory, from which you want to remove protection.

4. Click **Remove Protection**. The protection will be removed and the contents of the directory will be accessible to the public without restrictions.

Previewing Websites

After you purchase a domain, its registration can require some time. The reason for the delay is that name servers update their zone information periodically. Thus, until all name servers have received information about your zone, you will not be able to access your site by its domain name. Nevertheless, you can always access your site during domain name propagation using the button on the **Websites & Domains** tab.

During domain name propagation other people can access your site too. For this purpose, Panel registers your website as a subdomain of one of the provider's sites. For example, if your website is *my-domain.tld* and a provider has configured the preview service on *provider-domain.tld*, you can access your site on *my-domain.tld.192-0-2-12.provider-domain.tld*. Here *192-0-2-12* is the site's IP address where dots are replaced with dashes.

Note: If you do not have the site preview button on the **Websites & Domains** page, contact your hosting provider.

Using Website Applications

You can significantly increase your website functionality by using different web apps. Apps being installed on a website can perform a number of tasks. If you are an individual, you can, for example, present yourself with a blog or organize online storage of your media files. Companies can move part of their business online by using the e-commerce or CRM web apps. All these apps are available for installation right from your Control Panel, the **Applications** tab.

The list of available apps is governed by your hosting plan. For example, it might include only free apps or no apps at all. For more information on available apps, refer to your hosting provider.

App Types

There are two types of web apps:

- Apps that are installed directly on a website (say, the WordPress blogging platform or the Joomla! content management system).
- Apps installed on external servers and provided by third-parties.

Regardless of the installation type, apps can be either *free* or *commercial.* Commercial apps require you to provide a license key to start working with them, and in the **Applications** tab they are accompanied by the **Buy Now** button instead of **Install Now**. If you decide to use commercial apps, read the **Managing Commercial Apps Licenses** section (on page 282) to familiarize yourself with acquiring and managing app licenses.

App Installation and Maintenance

The process of installation does not require any specific skills. You just fill in app settings (such as, administrator credentials), and Panel installs the app for you. Further app management is also facilitated as you can update or remove apps directly in Panel. Moreover, you can access some functions that apps reveal to the Control Panel (without the need to log in to an app). For example, you can add SugarCRM user account right from your Control Panel. Such app functionality is a *service* provided by the app.

After you install an app, grant other auxiliary user accounts access to it if you want them to be able to use the app. To get started with managing apps, see the section **Managing Apps**.

Access to Apps

Make your apps available to certain auxiliary users by adjusting their permissions. Once you allow a user to access an app, a link to the app appears on their **Home** page. Note that *you can control app access only for user groups*, so you should either modify the permissions of an existing group or create a new one, and then assign users to it. For details on access to apps, refer to the section **Granting Auxiliary Users Access to Apps** (on page 281).

By default, the app administrator in Panel is a user with the **Owner** role. As well as accessing apps from the **Home** page, this user can also install and manage apps within a subscription. These administrative tools are found in the **Applications** tab which is available only to app administrators. You can grant access to these tools to other subscription users. For details on this operation, refer to the section **Granting Auxiliary Users Access to Apps** (on page 281).

Apps and Auxiliary User Accounts

Some apps let you create and manage user accounts directly in Panel. For example, the SugarCRM app allows you to add SugarCRM users without logging in to the app. All apps with such "account services" can associate their accounts with users of a Panel subscription (auxiliary users). To perform such an association, you should grant the auxiliary users access to that account service (in the same way as you grant access to apps). For details on account association, refer to the section **Linking Apps and Auxiliary (on page 281)User Accounts**.

You can install, configure, update, and remove apps right from the Control Panel.

In this section:

Configuring Apps

Generally, all apps allow the configuration of their main parameters directly in the Control Panel. You can access app settings by selecting the app from the list in **Applications > Manage Installed Applications**. After you select an app, you can configure the following:

- *General settings*.
  These are basic app settings (say, administrator password) that can be changed with **Change Settings**.

- *Service settings*.
  If an app provides a part of its functionality to Panel by means of services, you have the option to configure them. For example, the SugarCRM app allows the creation of user accounts and provides this ability as a service in the Control Panel. After you select this service in **Provided services**, you can view all app user accounts and create new ones. For some apps, you can associate the app accounts with auxiliary user accounts. Learn more about account association in the section **Linking App and Auxiliary (on page 281)User Accounts**.

Granting Auxiliary Users Access to Apps

By default, after you install an app, only users with the **Owner** role can access it. To allow other subscription users to access the app:

▪ Grant permission to access the app to a certain user group in **Users > User Roles**.

▪ Be sure to add users of your choice to the group.

Once you allow users to access the app, a link to the app appears on their **Home** page.

By default, the app administrator is a subscription user with the **Owner** role. As well as accessing the apps from the **Home** page, this user can also install and manage apps within a subscription. For these purposes, their interface has the additional **Applications** tab. You can provide the same administrative privileges to other subscription users by granting the **Install and manage applications** permission to their role in **Users > User Roles**. This gives users full administrative access to *all* apps within a subscription. As well as the administrator, the users with this permission can install, configure, update, and remove apps through the **Applications** tab in their Control Panel.

Linking Apps and Auxiliary User Accounts

Some apps let you create and manage user accounts without logging in to the app. If an app provides such an *account service*, you can link users of a Panel subscription with accounts in the app. To perform such an association:

1. Organize the users into a certain group (**Users > User Roles**).

2. Grant one of these group permissions:

   ▪ *Public access*.
   If granted, all users in the group will have access to the app through the link on the **Home** page.

   ▪ *Personal access*.
   If granted, *the app will automatically create accounts* for all users in the group. After that, the users' **Home** page will contain an additional link that allows logging in to a personal account in the app. Note that if you deny the **Personal access** permission, *the app will automatically remove all accounts* associated with this group.

Updating Installed Apps

Basically, your service provider is in charge of app updates. If the update is available, your provider can get it for you, or you can do it, yourself. The last case is relevant if you want to review the changes available in the new version and decide whether to update the app or continue with the current version. The update link appears in **Applications > Manage Installed Applications**.

Managing Commercial Apps Licenses

If you decide to buy an application license in the Control Panel and click the corresponding button on the **Applications** tab, you will be forwarded to *Storefront*, the online store where you complete your order. Actually it is not only a store, it also includes its own web interface to help you perform various operations with the licenses you own. For example, from this web interface you can renew a license, cancel it, change your payment methods and so on. This section explains how to carry out these operations.

Storefront Basics

When you order a first license in Storefront, it creates an *account* for you. This account contains your personal and financial information; if you log in to Storefront under this account, you will be able to do various operations with your licenses.

Each time you successfully check out in Storefront, a purchase *order* is generated. It is a document that lists the cart items you ordered. Storefront assigns different statuses to orders. These statuses explain the current state of your purchase - whether it is unpaid, canceled, or successfully delivered.

Storefront and Panel share the service plans business model. In Storefront, each application is presented by a separate *service plan*, and when you order an application license you *subscribe* to one of the service plans. In other words, each license you purchase is shown as a *subscription* in the web interface. For instance, if you would like to view a license price, terms, or an expiration date, you should open the corresponding subscription.

How to Get a License File or Key

After you order a license and pay for it, Storefront sends you an e-mail with your license file or key. We recommend that you keep the information in a safe place because there is no way to request it again or view it from the web interface. If you did not receive the e-mail with a license file or key, contact us at https://support.parallels.com/.

Available Operations

The operations you can carry out in Storefront fall into three groups:

- *Operations with your user account*. These operations include viewing and modifying your personal information and preferences and changing the password to your user account.
- *Operations with payments and payment methods.* This group comprises operations with your credit cards, payments, and orders.
- *Operations with subscriptions.* Use them to acquire new licenses, obtain information about your existing licenses, and check the subscription renewal method for a particular subscription.

Learn more about these operations in the subsections of this section.

In this section:

User Account

You can do the following operations with your user account.

View and Change Your Account Information

The system uses your account information to add your personal and financial details into invoices. If you see that you need to update your details, open the **My Contact Info** submenu on the Navigation menu and select **Account Info**.

View and Change Your Personal Information

Your personal information mostly duplicates the account information. It does not appear in financial documents, but some services use this information as technical contact details. For example, it is possible to order a domain name through Storefront, and if you do so, Storefront will send your personal information (as the technical contact) to a domain name registrar.
To view user personal information, open the **My Contact Info** > **Personal Info** menu on the left panel. Here you can also edit your personal information and change password to your Storefront account.

Configure e-mail notifications

E-mail notifications are sent on different events to your account contact e-mail address. They fall into a number of categories. For example, subscription renewal and expiration, your credit card(s) expiration, etc. You can select messages format for every group of messages and decide whether to send certain messages or not. To configure messages types to receive, open **My Contact Info** > **Notification Methods**.

Payments and Payment Methods

This section describes operations with payments and credit cards available to you in Storefront.

Registering a Credit Card

Before a credit card becomes available for making online payments, it is necessary to register it in Storefront. To register a credit card, open **Billing Manager** > **My Financial Info** > **Payment Methods** and click the appropriate button.

Configuring Automatic Payments

You can assign one of the registered credit cards to be used for paying orders automatically. In this case, you will not need to pay each order manually. If you assign a payment method to be used for automatic payments, the previous default one is unselected automatically. Thus, only one payment method can be used for automated payments.

To turn on automatic payments from a card, go to **Billing Manager** > **My Financial Info** > **Payment Methods**, select the card by clicking on its **ID** or **Type**, and, finally, enable automatic payments on the card properties screen.

Making a Payment

To add new payment, open the **Billing Manager** > **New Payment** link on the dashboard. The adding new payment wizard starts. The list of pending documents appears on the screen. If there are no pending documents, click **Cancel** to finish the wizard. Otherwise, walk through the wizard by providing the payment settings.

Viewing Open Orders

Your open orders are available in the **Billing Manager** > **My Financial Info** > **Open Orders** submenu.

Subscriptions

Storefront offers you a powerful and comprehensive mechanism of subscriptions (licenses) management, allowing you to perform the following operations.

Buying a Subscription

If you want to purchase one more app license or another service offered by Storefront, there is no need for you to go to the Control Panel. The Storefront web interface provides all facilities for making the purchase. To start the subscription ordering wizard, open **Billing Manager** > **Subscription Management** and click **Buy New Subscription**.

Renewing a Subscription Manually

If you did not configure the auto renewal feature, your subscription will expire unless you do not renew it manually. The auto renewal setup instructions are given later in this section. To renew a subscription manually, open **Billing Manager** > **Subscription Management** > **Renew Subscription** and follow the wizard steps.

Renewing Subscriptions Automatically

Configuring a subscription for auto renewal helps renewing your subscriptions in time. To allow the auto renewal, open **Billing Manager** > **Subscription Management** > **Renew Subscription**, click a subscription for which you want to turn the option on, and click **Turn On AutoRenew Option**. Clear the option to cancel the auto renewal.

Canceling a Subscription

A subscription cancelation results in termination of the subscription services and money refund. To cancel a subscription, open **Billing Manager** > **Subscription Management** > **Renew Subscription**, click a subscription you want to cancel, and start the cancelation wizard by clicking **Cancel Subscription**.

(Advanced) Securing Your Websites

In this section:

Securing Connections with SSL Certificates

If your website transfers private data, for example, visitors' credit card numbers, we recommend that you use the SSL secure channel for this website. To set up such a channel, you should purchase an *SSL* certificate for your website.

SSL certificates are used not only for establishing secure communication channels on the Internet but also for verifying a website's identity as well. When users visit your secure online store, they are notified that your website is really what it claims to be and that all sensitive data, such as credit card numbers, will be transferred over a secure channel.

SSL certificates are issued by specific organizations - *SSL certificate providers*. However, some hosting providers allow customers to purchase SSL certificates directly from Panel.

Purchasing SSL Certificates

Depending on your hosting provider, you can have the following ways of purchasing SSL certificates:

▪ *Order an SSL certificate from Panel*. This way is available to you if your provider configures the corresponding Panel settings. The links for purchasing SSL certificates from Panel may let your purchase certificates either from your provider in their online store or from Parallels in the MyPlesk outlet. To learn how to order an SSL certificate through Panel, see the section **Purchasing SSL Certificates through Panel**.

▪ *Order an SSL certificate from the SSL certificate provider you like.* In this case, you should create a *certificate signing request (CSR)* for your website in Panel and submit it to an SSL certificate provider. To learn how to create such request and purchase a certificate with it, refer to the section **Generating Certificate Signing Requests**.

Securing Websites

After you obtain a certificate for your website, you should secure the connection to the website with the certificate. The section **Securing Websites** explains how to do this.

Securing Websites with Shared SSL Certificates

On Windows systems, you may be able to secure your websites without purchasing your own SSL certificates. This feature is available to you if your hosting provider offers *shared SSL certificates*. The section **Using Shared SSL Certificates (Windows)** (on page 290) explains how to secure a website with a shared SSL certificate.

In this section:

Ordering SSL Certificates

If your Control Panel is integrated with Business Manager and your provider sells SSL certificates, you are able to purchase an SSL certificate from the provider directly from the Control Panel.

➢ *To purchase an SSL certificate and install in on a site:*

1. Go to the **Account** tab.

2. In the list of subscriptions, click the **Add Subscription** link.

3. Select the option or plan related to SSL certificates and click **Buy Now**. Follow the instructions on the screen to complete the order.

4. Go to the **Websites & Domains** tab > **Secure Your Sites**, select the domain name you need, and click **Add SSL Certificate**.

5. Specify the certificate properties:

   ▪ Certificate name. This will help you identify this certificate in the repository.

   ▪ Encryption level. Choose the encryption level of your SSL certificate. We recommend that you choose a value more than 1024 bit.

   ▪ Your location and organization name. The values you enter should not exceed the length of 64 symbols.

   ▪ The domain name for which you want to purchase an SSL certificate. This should be a fully qualified domain name. Example: your-domain.com.

   ▪ The website administrator's e-mail address.

6. Make sure that all the provided information is correct and accurate, as it will be used to generate your private key.

7. Click **Request**. Your private key and certificate signing request will be generated and stored in the repository.

8. In the list of certificates, click the name of the certificate you need. A page showing the certificate properties opens.

9. Locate the **CSR section** on the page, and copy the text that starts with the line **-----BEGIN CERTIFICATE REQUEST-----** and ends with the line **-----END CERTIFICATE REQUEST-----** to the clipboard.

10. Return to the **Account** tab.

11. In the list of subscriptions, locate the link **Request SSL Certificate** and click it.

12. In the **Certificate signing request** field, paste the text from the clipboard that you previously copied at the step 9.

13. Click **Next**.

14. Verify that the information in your request is correct and click **Next**.

15. Select the administrative contact e-mail and click **Next**.

16. Specify technical and billing contact information and click **Next**.

17. Review the information presented on the screen and click **Submit Certificate Request**.

18. After you receive your certificate by e-mail, return to the **Websites & Domains** tab > **Secure Your Sites**, and select the domain name for which you ordered the certificate.

19. Upload the SSL certificate to the Panel: Click **Browse** in the middle of the screen and navigate to the location of the saved certificate. Select it, and then click **Send File**.

This will upload and install the certificate against the corresponding private key.

20. To install the certificate on a site, return to the **Websites & Domains** tab, and click the domain name of the website that you want to to secure.

21. To switch on SSL protection, select the **Enable SSL support** checkbox.

22. From the **SSL certificate** menu, select your SSL certificate and click **OK**.

Using Shared SSL Certificates (Windows)

If your hosting service provider offers shared SSL for securing access to sites, then you can switch on SSL encryption without purchasing your own SSL certificate.

➢ *To secure connections to a site by using an SSL certificate shared by your provider:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Shared SSL** (in the **Advanced Operations** group).

3. Select the domain name of the site that you want to secure.

4. Select the **Switch on shared SSL** checkbox.

5. Specify the virtual directory name in the corresponding input field. The virtual directory with the supplied name will be created under the domain whose SSL certificate is shared (called master SSL domain). This directory will be used for accessing your site through SSL.

   For example, let us suppose that you have a domain named mydomain.com, the master SSL domain is defined as master_ssl_domain.com, and the virtual directory name you supplied is `my_virtual_dir`. In this case, to access your site through SSL, you need to use the following address: https://master_ssl_domain.com/my_virtual_dir.

   Note: You cannot use your domain name (for example, mydomain.com) to access your site via SSL if you are using shared SSL.

6. Select the directory where protected content is located under your website. The documents within the specified directory will be accessible only through SSL.

7. To make your domain accessible via SSL only, select the checkbox **Make this website accessible only through secure connections**.

8. Click **OK**.

Protecting Sites from Hotlinking (Windows)

Hotlinking (also called file leeching, remote linking, direct linking, bandwidth stealing or bandwidth banditism) is a term used for describing a situation when a web page of one domain owner is directly linking to images (or other multimedia files) on the web pages of another domain owner, usually using an <IMG> tag. If your domains are hotlinked, you may face the problem of excessive bandwidth usage.

➢ *To protect a website from hotlinking:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Hotlink Protection** (in the **Advanced Operations** group).

3. Click **Switch On** to enable the protection from hotlinking.

4. Specify the extensions of files that you want to protect from hotlinking (for example, jpg, bmp, and so on) in the **Protected files extensions** field. When listing several file extensions, separate them with white spaces.

5. If you want to allow direct linking to your files from certain sites, type the website addresses into the **Addresses of friendly websites** field, and click **Add**.

6. Click **OK**.

(Advanced) Extended Website Management

Panel provides a number of operations on websites and domains for advanced users: Working with third-party applications and services, fine tuning of some system services, and much more. This section contains the detailed instructions on all these operations.

In this section:

Working with a Staging Site

If you have a production website and are planning major site changes, consider setting up a staging site — a separate location on the server where you can conveniently update and test a copy of the site before putting it into production.

We recommend that you work with a staging site in the following way:

1. Decide where you want to host the development copy and prepare the development environment. You can choose to host it in the same webspace, in a separate webspace on the same server, or upload it to an FTP account on another server.

    If you choose the same webspace, then you first need to set up a new website by adding a domain or a subdomain.

2. (Optional step.) If you set up your development environment under your account in the Panel and your production site has APS applications installed via the Panel (at the **Applications** tab), install the desired site applications in your development environment in the same subdirectory as you have on your production site. This step is optional; however, it will help you avoid changing manually database connection settings in the application scripts.

3. Make a copy of the website and place it in the staging environment.

4. Make copies of the databases used by the site and deploy them in the staging environment.

5. Change database connection settings in the scripts to point at the databases in the staging environment.

6. (Optional step.) Complete APS applications setup. Go to the **Applications** tab for your development site, locate the application in the list of installed applications, open its **Settings** screen and re-save the parameters. With this operation, the APS scripts should stop pointing at the production database and reconnect the application to the database copy. This step is needed if your production site has APS apps installed via the Panel and you performed Step 2 of the current instruction.

7. Make the required changes to the site copy in the staging environment, and test them to make sure everything works as intended.

8. Publish the updated site. This is done by pointing the document root of the production site to the staging site location.

➢ *To set up a site for staging purposes:*

1. Go to the **Websites & Domains** tab.

2. Click either **Add New Domain** or **Add New Subdomain**.

    We recommend that you use a subdomain for staging purposes.

3. Proceed as described in **Adding Domains** (on page 243) or **Adding Subdomains** (on page 245).

If you do not want your staging site to be accessible to the Internet users, do not register the newly added domain or subdomain name with a domain name registrar, or use an `.htaccess` file (on Linux hosting) to restrict access to it.

➢ *To make a copy of website files:*

1. Go to the **Websites & Domains** tab.

2. Click **Website Copying** (in the **Advanced Operations** group).

3. If you have several websites, select the one you need and click **Manage**.

4. To copy website files to the document root of an existing site:

   a. Select the option **Website in the Panel**.

   b. Select the destination site from the **Site name** menu.

   c. Specify what to do with the files that might already be present in the destination directory.

5. To copy website files to an FTP account on this or another server:

   a. Select the option **FTP storage**.

   b. Specify the server's host name and credentials for connecting to the FTP account.

   c. In the **FTP connection method** field, leave the **Active mode** option selected. If the Panel fails to connect to the external FTP account, select the **Passive mode** option here.

6. Click **OK**.

If the site uses scripts that work with a database, copy the database to the staging environment:

▪ If the database is hosted on the same server managed by Panel 10, use the procedure below to copy it.

▪ If the database is hosted on a server which is not managed by Panel 10, use the `mysqldump` utility to export the database, move the resulting data dump file to the staging environment and deploy it there. Modify the site's scripts in the staging environment so that they connect to the copied database.

➢ *To make a copy of a database from the Panel-managed server:*

1. Go to the **Websites & Domains** tab > **Databases** > *database name*.

2. Click **Make a Copy**.

3. Specify the following:

   ▪ **Destination database server**. You can select the same Panel-managed database server, or a database server located elsewhere. For an external database server, specify the host name or IP address, and access credentials: the username and password of a database management system user authorized to create new databases and database tables.

   ▪ **Destination database**. You can choose to create a new database or copy the data to an existing database.

   ▪ **Create a full copy**. Leave this option selected to copy the database structure and all data.

4. Click **OK**.

The copy of the database will be deployed on the destination server.

5. Modify the site's scripts in the staging environment so that they connect to the copied database.

When the site copy in the staging environment is updated and ready to go live, publish it as described in the following steps.

➢ *To publish the updated site to the production environment:*

1. Go to the **Websites & Domains** tab.

2. In the list of domain names, locate the address of your production site and click it.

3. In the **Document root** box, specify the document root directory of the staging site.

4. Click **OK**.

This will make the updated site copy in the staging site location accessible to visitors of your production site address.

Setting Up Mobile Sites

Your service plan may include the option to create website copies optimized for viewing on mobile devices. The copies are hosted with external UNITY Mobile online service.

Important: In Panel 10.4, if a customer ordered the Unity Express offering from the Applications tab, the system could confuse the offering with Unity One. If you faced this problem, we recommend that you remove the site created with Unity One and create the new one in order to get Unity Express.

➢ *To create a copy of your website optimized for viewing on mobile devices, or set up a new mobile website:*

1. Go to **Websites & Domains** tab > **Mobile Websites**.

2. Click the corresponding **Create Mobile Site** link.

3. Specify an address for the mobile site.

If your site is accessible, for example, by domain name `example.com`, you can type a prefix like `mobile`, and then the optimized copy of your website will be accessible by the address `mobile.example.com`.

4. Click **OK**.

5. Click **Edit Site Content**. A UNITY Mobile site opens in a new browser window or tab, and you are logged on under your account.

6. In the **Import from the web section** showing your main website's domain name, click the button .

7. Complete the website import wizard by following instructions presented on the screen.

After the mobile site is created, you can add a link to it to your main site.

You can now perform the following operations on the mobile site using links in Control Panel:

- Open site editor.
- Remove mobile site.

Setting Up Custom Error Pages

When visitors coming to a site request pages that the web server cannot find, the web server generates and displays a standard HTML page with an error message. You may want to create your own error pages and use them for your sites or individual virtual directories. The following error messages are the ones customized most often:

- 400 Bad File Request. Usually means the syntax used in the URL is incorrect (for example, uppercase letter should be lowercase letter; wrong punctuation marks).
- 401 Unauthorized. Server is looking for some encryption key from the client and is not getting it. Also, wrong password may have been entered.
- 403 Forbidden/Access denied. Similar to 401; a special permission is needed to access the site – a password or username, if it is a registration issue.
- 404 Not Found. Server cannot find the requested file. File has either been moved or deleted, or the wrong URL or document name was entered. This is the most common error.
- 500 Internal Server Error. Could not retrieve the HTML document because of server configuration problems.
- 503 Service Temporarily Unavailable. The site is temporarily unavailable due to maintenance.

In this section:

Setting Up Custom Error Pages on Windows Servers

➢ *To configure the web server to show custom error pages for a site or a directory within a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Switch on support for custom error documents.

   a. Go to the **Websites & Domains** tab and in the list of domains, click the domain name you need.

   b. Select the **Custom error documents** checkbox.

   c. Click **OK**.

3. Go to the **Websites & Domains** tab > **Virtual Directories** to see the list of error documents for the root web directory. Error documents located here are used for all web pages of the selected site. If you want to customize error pages for a specific virtual directory, navigate to that directory.

4. Click **Error Documents** tab and click the required error document in the list.

   ▪ To use the default document provided by IIS for this error page, select **Default** in the **Type** menu.

   ▪ To use a custom HTML document already located in the `error_docs` directory in the virtual host directory of the domain, select **File** in the **Type** menu and specify the file name in the **Location** field.

   ▪ To use a custom HTML document located in a directory other than `error_docs` on a domain, select **URL** in the **Type** menu and enter the path to your document in the **Location** field. The path should be relative to the virtual host root (that is, `<vhosts>\<domain>\httpdocs`).

      For example, you have created a file `forbidden_403_1.html` and saved it in the `my_errors` directory located in the `httpdocs`. To use this file as an error document, you need to type the following path into the **Location** field: `/my_errors/forbidden_403_1.html`.

   Note: You can use a connection over FTP or File Manager in the Panel to upload your custom error document to the server. By default, all error documents are stored in the `/vhosts/your-domain.com/error_docs/` directory (located in `C:\InetPub` by default).

5. Once the web server is restarted, it will start using your error documents.

Setting Up Custom Error Pages on Linux Servers

➢ *To configure the web server to show custom error pages for a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Switch on support for custom error documents.

   a. Go to the **Websites & Domains** tab and in the list of domains, click the domain name you need.

   b. Select the **Custom error documents** checkbox.

   c. Click **OK**.

3. Connect to your FTP account, and go to the `error_docs` directory.

4. Edit or replace the respective files. Be sure to preserve the correct file names:

   - 400 Bad File Request - bad_request.html
   - 401 Unauthorized - unauthorized.html
   - 403 Forbidden/Access denied - forbidden.html
   - 404 Not Found - not_found.html
   - 405 Method Not Allowed - method_not_allowed.html
   - 406 Not Acceptable - not_acceptable.html
   - 407 Proxy Authentication Required - proxy_authentication_required.html
   - 412 Precondition Failed - precondition_failed.html
   - 414 Request-URI Too Long - request-uri_too_long.html
   - 415 Unsupported Media Type - unsupported_media_type.html
   - 500 Internal Server Error - internal_server_error.html
   - 501 Not Implemented - not_implemented.html
   - 502 Bad Gateway - bad_gateway.html
   - 503 Service Temporarily Unavailable - maintenance.html

The web server will start using your error documents in a few hours, after it is restarted.

Adding a Domain Forwarder

You can set up a new domain name or reconfigure an existing domain name so that it will redirect visitors to another website.

➢ *To add a new domain forwarder:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Click the **Websites & Domains** tab.

3. Click **Add New Domain**.

4. Specify the following:

   a. In the **Domain name** box, type the domain name that you have registered with your service provider or a domain name registration company.

   b. Under **DNS server configuration**, select the option **Keep master DNS zone on this server**.

   c. Under **Hosting type**, select the **Forwarding** option.

   d. In the **Destination address** box, type the Internet address to which you want to redirect visitors.

   e. Under **Forwarding type**, select the preferred type of forwarding. With **standard forwarding**, a user is redirected to the site and the actual site's address is shown in the user's browser, so the user always knows that he or she is redirected to another address. With **frame forwarding**, a user is redirected to the site without knowing that the site actually resides at another location, therefore, frame forwarding should be preferred.

5. Click **OK**.

➢ *To reconfigure an existing domain and make it a domain forwarder:*

1. Go to **Websites & Domains** tab > domain name.

2. Click the **Change** link next to the **Hosting type** field.

3. Specify the following:

   a. Under **Hosting type**, select the **Forwarding** option.

   b. In the **Destination address** box, type the Internet address to which you want to redirect visitors.

c. Under **Forwarding type**, select the preferred type of forwarding. With **standard forwarding**, a user is redirected to the site and the actual site's address is shown in the user's browser, so the user always knows that he or she is redirected to another address. With **frame forwarding**, a user is redirected to the site without knowing that the site actually resides at another location, therefore, frame forwarding should be preferred.

4. Click **OK**.

Using Google Services

Using links in the Panel, you can generate code for inserting a custom Google search engine into your site, submit your website to Google through Webmaster Tools area, enroll in the AdSense program, embed YouTube videos, Google Translate service, or other Google products into your site.

Google Custom Search is a search engine provided by Google. It adds search functions to your site and allows you to apply your website's look and feel to the search results page. It can be used for free on websites of individuals and non-profit organizations. Websites related to for-profit businesses can either use a Custom Search Engine that will show advertisements from Google, or purchase a subscription to Google Site Search service, which starts from $100 per year. To learn more about Google Site Search and current prices, visit http://www.google.com/sitesearch.

Google Webmaster Tools allow webmasters to submit a website to Google and view search statistics. To learn more about Webmaster Tools, visit http://www.google.com/support/webmasters/?hl=en.

Google AdSense allows webmasters to earn money for displaying targeted Google ads on their websites. To learn more about AdSense, visit https://www.google.com/adsense/login/en/.

Google Web Elements allows webmasters to easily add their favorite Google products to websites. Embed content, such as news, maps, YouTube videos, and social conversations from Google Friend Connect to Web pages with simple cut-n-paste. To learn more about Google Web Elements, visit http://www.google.com/webelements/.

Before you start using Google services, you need to confirm acceptance of Google Terms of Services, and then confirm ownership for your sites.

➢ *To confirm acceptance of Google terms of service and then confirm ownership of your sites:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click the **Google Services for Websites** link.

2. Click the appropriate links in the Panel to open and read the Terms of Service documents.

3. To confirm that you accept the Terms of Service, select the checkbox and click **Confirm**.

Now you can do the following:

▪ Submit your site to Google and improve site visibility in search results by clicking **Google Webmaster Tools**.

▪ Add search functions to a site by clicking **Add New Custom Search Engine**.

▪ Enroll in the AdSense program by clicking **Google AdSense**.

▪ Embed Google products into your site by clicking **Google Web Elements.**

> ➢ *To submit a site to Google:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click the **Google Services for Websites** link.

2. Click **Google Webmaster Tools**.

The Google Webmaster Tools area opens in a new browser window or tab.

3. Create a *Sitemap* and submit it to Google by following instructions at http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=1 56184.

> ➢ *To add a custom search engine to a site:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click the **Google Services for Websites** link.

2. Click **Custom Site Search**.

3. Click **Add New Custom Search Engine**.

4. Type a search engine name and select the website you need.

5. Select the checkbox to confirm your acceptance of Terms of Service, and click **OK**.

The record corresponding to the new search engine is added to the Panel.

6. Click the corresponding **Get Code** link, copy the generated code to the clipboard and paste it into the source code of your website pages.

The other links in the list of Custom Search Engines will help you perform the following operations:

- **Make Money**. Connect your Custom Search Engine to a Google AdSense account. You make money when users click on an ad they see in your search results. If you have more than one Custom Search engine, all of your search engines will automatically be associated with the same AdSense account.
- **Manage**. Manage your Custom Search Engines.
- **Look and Feel**. Adjust the appearance of search box and search results page.
- **Upgrade**. Upgrade a Custom Search Engine to ads-free Google Site Search.
- **Statistics**. Review site search reports.
- **Delete**. Delete a Custom Search Engine.

> ➢ *To participate in the Google AdSense program:*

1. Go to either the **Home** tab or the **Websites & Domains** tab, and click the **Google Services for Websites** link.

2. Click **Google AdSense**.

3. Click **Google AdSense** account.

4. Fill in all the required fields to create a new AdSense account, or select an existing account, and click **OK**.

A confirmation e-mail with further instructions will be sent to your e-mail address.

Hosting Personal Web Pages Under Your Domains

You can host on your web server personal web pages for users who do not need their own domain names. These pages usually have web addresses like http://your-domain.com/~username.

> ➢ *To accommodate a personal web page under your domain and set up an FTP account for publishing:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Web Users** (in the **Advanced Operations** group).

3. Click **Settings**.

4. If you want to allow execution of scripts embedded in personal web pages, select the **Allow web users to use scripts** checkbox.

5. Click **OK**.

The settings you have defined at the step 4 are common for all personal web pages you might host on your account. Therefore, you will not need to perform the steps from 3 to 5 next time you set up a new web user account.

6. Click **Add New Web User**.

7. Specify a username and a password that will be used for accessing the webspace through FTP and publishing the web pages.

You can use only lower-case alphanumeric, hyphen and underscore symbols in the username. The username should begin with an alphabet character. It cannot contain white spaces. The password cannot contain quotation marks, white space, username, and should be between 5 and 14 characters in length.

8. If you want to limit the amount of disk space that can be occupied by the web page content, type the desired value in megabytes into the **Hard disk quota** box.

When the specified limit is exceeded, the web page owner will not be able to add files to his or her webspace.

9. Specify the programming languages that should be supported for the web page.

For example, if the web page is written in PHP, select the **PHP support** checkbox.

10. If you use a Windows-based hosting account and this personal web page's applications need to use a file-based database (like Jet) located in the root of `httpdocs` directory, select the **Additional write/modify permissions** option. Note that selecting this option might seriously compromise the website security.

11. Click **OK**.

Now you can tell your user the FTP account credentials, so that he or she can publish their web page.

> ### *To change FTP password for a web page owner:*

1. Go to the **Websites & Domains** tab > **Web Users**.

2. Click the user name you need.

3. Type the new password into the **New password** and **Confirm password** boxes.

4. Click **OK**.

> ### *To allocate more disk space to the web page owner:*

1. Go to the **Websites & Domains** tab > **Web Users**.

2. Click the user name you need.

3. Type the amount of disk space in megabytes into the **Hard disk quota** box.

4. Click **OK**.

> ### *To remove a web page owner's account together with their web page:*

1. Go to the **Websites & Domains** tab > **Web Users**.

2. Select a checkbox corresponding to the user account you want to remove and click **Remove**.

3. Confirm removal and click **OK**.

Limiting Bandwidth and Number of Connections to Websites

To avoid excessive usage of bandwidth, and protect your site from Denial Of Service attacks, you can limit bandwidth usage for a site and number of simultaneous connections.

➢ *To limit bandwidth usage and number of connections to a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Bandwidth Limiting** (in the **Advanced Operations** group).

3. Select the **Switch on bandwidth limiting** checkbox.

4. In the **Maximum bandwidth usage (KB/S)** box, specify the maximum speed, measured in kilobytes per second, that a website can share among all its connections.

5. Select the **Switch on connections limiting** checkbox.

6. In the **Connections limited to** box, specify the maximum number of simultaneous connections to the site.

7. Click **OK**.

Working with Microsoft Frontpage Websites (Windows)

Microsoft FrontPage deals with two kinds of websites: disk-based and server-based. In short, a disk-based site is a FrontPage website you create on your local hard disk and then later publish to the server. A server-based site is one you create and work with directly on the server, without the extra step of publishing. This section provides you with instructions on publishing only disk-based websites.

You can publish disk-based websites either through FTP or HTTP. If your hosting server is running FrontPage Server Extensions, you would publish your site over HTTP. For example: http://your-domain.com/MyWebSite. If your hosting server supports FTP, you would publish to an FTP location. For example: ftp://ftp.your-domain.com/myFolder.

After publishing, you can manage your site through FrontPage Server Extensions.

➢ *To access FrontPage Server Extensions management interface:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. In the **Advanced Operations** group, click **FrontPage.**

4. Do either of the following:

   ▪ To manage a site over HTTP connection, click **Frontpage Webadmin**.

   ▪ To manage a site over a secure SSL connection, if SSL support is enabled for the site, click **Frontpage SSL Webadmin**.

5. Type your FrontPage administrator's username and password, and click **OK**.

For instructions on using FrontPage server extensions, see online help (**Frontpage Webadmin** > **Help**) or visit Microsoft website.

The following FrontPage settings are changeable through the Panel:

   ▪ The use of Microsoft FrontPage IIS Index Server for building the full-text index of your website.

   ▪ SMTP mail server and sender's e-mail address. These options are applicable if you use FrontPage forms that submit information from your site by e-mail. By default, SMTP server specified in the domain's DNS zone is used for sending mail. If no SMTP server is specified in the zone, then FrontPage uses the mail service running on the server where the domain (site) is hosted.

➢ *To change any of these settings:*

1. Go to the **Websites & Domains** tab > **FrontPage** > **Settings.**

2. Make the required changes and click **OK**.

In this section:

Publishing FrontPage Websites

➢ *To publish files through FTP:*

1. Open your FrontPage program.

2. Open a FrontPage website: open **File** menu and select the **Open Site** item.

3. Go to **Remote Web site** view: click the **Web Site** tab, and then the **Remote Web Site** button at the bottom of the window.

4. Set up your Remote Web Site Properties:

    ▪ Click the **Remote Web Site Properties** button in the upper-right corner of the window.

    ▪ Select **FTP** as the remote Web server.

    ▪ In the **Remote Web site location** box, type your host name (for example, ftp://ftp.your-domain.com)

    ▪ In the **FTP directory** box, type your FTP directory if your hosting company provided one. Leave it blank if they did not specify one.

    ▪ Select the **Use Passive FTP** check box if your computer or network is protected by a firewall.

5. Click **OK** to connect to the remote site.

    The Remote Web site view will show files that you have in your local and remote sites.

6. Click the **Publish Web site** button in the lower-right corner of the window.

➢ *To publish files through HTTP on a server that supports FrontPage Server Extensions:*

1. Open your FrontPage program.

2. Open a FrontPage website: open **File** menu and select the **Open Site** item.

3. Go to **Remote Web site** view: click the **Web Site** tab, and then the **Remote Web Site** button at the bottom of the window.

4. Click the **Remote Web Site Properties** button in the upper-right corner of the window.

5. On the **Remote Web Site** tab, under **Remote Web server type**, click **FrontPage or SharePoint Services.**

6. In the **Remote Web site location** box, type the Internet address, including the protocol, of the remote website that you want to publish folders and files to, for example, http://www.your-domain.com, or click **Browse** to locate the site.

7. Do any of the following:

-   To use Secure Sockets Layer (SSL) for establishing a secure communications channel to prevent the interception of critical information, click **Encryption connection required (SSL)**. To use SSL connections on your web server, the server must be configured with a security certificate from a recognized certificate authority. If the server does not support SSL, clear this check box. Otherwise, you will not be able to publish folders and files to the remote website.

-   To remove specific types of code from web pages as they are being published, on the **Optimize HTML** tab, select the options you want.

-   To change the default options for publishing, on the **Publishing** tab, select the options you want.

8. Click **OK** to connect to the remote site.

The **Remote Web site** view will show files that you have in your local and remote sites.

9. Click the **Publish Web site** button in the lower-right corner of the window.

Adding FrontPage Accounts

If you are using Microsoft FrontPage for collaborating on website content with other users, then you need to create additional Microsoft FrontPage accounts.

➢ *To create an additional Microsoft FrontPage account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. In the **Advanced Operations** group, click **FrontPage.**

4. Click **Add New FrontPage Account**.

5. Specify the following:

   ▪ Username and password for the account.

   ▪ Limit on disk space. If you wish to limit the amount of disk space that can be used by this account, clear the **Unlimited** check box and type the desired value in megabytes into the **Hard disk quota** box.

   When the specified limit is exceeded, the user will not be able to upload more files to the webspace.

6. Click **OK**.

➢ *To change settings for an additional Microsoft FrontPage account:*

1. Go to the **Websites & Domains** tab > **FrontPage**.

2. Click the required account name in the list.

3. Adjust the settings as necessary and click **OK** to save changes.

➢ *To remove an additional Microsoft FrontPage account:*

1. Go to the **Websites & Domains** tab > **FrontPage**.

2. Select the checkbox corresponding to the account you want to remove.

3. Click **Remove**.

4. Confirm the removal and click **OK**.

Using Virtual Directories (Windows)

A virtual directory is a link to an existing physical directory that is present on the server's hard disk. Virtual directories can have a number of specific settings like custom ASP.NET configuration, access permissions, and protection with a password.

Because any virtual directory can have its own settings, including customized ASP.NET configuration, virtual directories are very useful in setting up your web applications, especially those written in ASP.NET. For example, if you have three web applications that use ASP.NET version 1.1, and you need to install one web application that uses ASP.NET version 2.0, you can create a virtual directory for the ASP.NET 2.0 application, configure ASP.NET settings for this directory so as to enable support for version 2.0, and then successfully install the required application.

Virtual directories can also be used as aliases. For example, you have a web application installed on your domain "example.com" in the physical directory "`/my_data/web_apps/forum`". To access this web application, users need to type "`example.com/my_data/web_apps/forum`", which is hard to remember and too long to type. You can create virtual directory called `forum` in the root of your virtual host, and link this virtual directory to "`/my_data/web_apps/forum`", so the users who want to access the web application will need to type "`example.com/forum`", which is much shorter and easier to remember.

In this section:

Creating Virtual Directories

➢ *To create a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group). You are in your web site root now.

3. Navigate to the directory in which you want to create a new virtual directory.

4. Click **Create Virtual Directory**.

   Note: To create a physical directory instead of virtual directory, click **Create Directory**, specify the name of the directory and click **OK**.

5. Specify the required parameters:
   - **Name** - specify the virtual directory name.
   - **Path** - specify the virtual directory path:
     - Select the **Create physical directory with the same name as virtual directory** checkbox to automatically create a physical directory with the same name as the virtual directory you are creating.
     - Clear the **Create physical directory with the same name as virtual directory** checkbox and specify the path in the field to select a physical directory that already exists.
   - **Script source access** - select this checkbox to allow users to access source code if either Read or Write permissions are set. Source code includes scripts in ASP applications.
   - **Read permission** - select this checkbox to allow users to read files or directories and their associated properties.
   - **Write permission** - select this checkbox to allow users to upload files and their associated properties to the virtual directory or to change content in a write-enabled file. Write access is allowed only if browser supports the PUT feature of the HTTP 1.1 protocol.
   - **Directory browsing** - select this checkbox to allow users to see a hypertext listing of the files and subdirectories in the virtual directory.
   - **Log visits** - select this checkbox if you want to store the information about visits of the virtual directory.
   - **Create application** - select this checkbox to make the directory an IIS application. The directory becomes logically independent from the rest of the website.
   - **Execute permissions** - select the appropriate program execution level allowed for the virtual directory.
     - **None** - allow access only to static files such as HTML or image files.
     - **Scripts only** - allow running scripts only, not executables.

- **Scripts and Executables** - remove all restrictions so that all file types can be executed.

- **ASP Settings** - set specific settings for ASP-based web applications.

  - If you are using ASP-based applications that cannot operate correctly under data transfer restrictions currently set by IIS, clear the **Defined by parent directory** checkbox corresponding to the field you want to change and type in the required number.

  - If you want to enable debugging of ASP applications on the server side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP server-side script debugging** checkbox.

  - If you want to enable debugging of ASP applications on the client side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP client-side script debugging** checkbox.

  Note that if you are trying to change ASP Settings for the root virtual directory, the default checkbox names will be **Defined by IIS** instead of **Defined by parent directory**.

6. Click **OK**.

➢ *To remove a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Select the checkbox corresponding to the directory you want to remove.

4. Click **Remove**.

5. Confirm the removal and click **OK**.

Configuring ASP.NET for Virtual Directories

> ➢ *To configure ASP.NET settings for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Browse to the required directory and click a link with its name.

4. Click **ASP.NET Settings**.

5. Set up the strings that determine database connection data for ASP.NET applications that use databases. This option is available only for ASP.NET 2.0.x.

   When you open the ASP.NET configuration page for the first time, sample connection parameters with common constructions are displayed. You can delete them and specify your own strings.

   ▪ To add a string, enter the required data into the **Name** and **Connection Parameters** input fields and click ⊕ next to them.

   ▪ To remove a string, click ⊖ next to it.

6. Set up custom error messages that will be returned by ASP.NET applications:

   ▪ To set the custom error messages mode, select an appropriate option from the **Custom error mode** menu:

      ▪ **On** - custom error messages are enabled.

      ▪ **Off** - custom error messages are disabled and detailed errors are to be shown.

      ▪ **RemoteOnly** - custom error messages are displayed only to remote clients, and ASP.NET errors are shown to the local host.

   ▪ To add a new custom error message (which will be applied unless the **Off** mode was selected), enter the values in the **Status Code** and **Redirect URL** fields, and click ⊕.

      ▪ **Status Code** defines the HTTP status code resulting in redirection to the error page.

      ▪ **Redirect URL** defines the web address of the error page presenting information about the error to the client.

   Due to possible conflicts, you cannot add a new custom error message with an error code that already exists, but you can redefine the URL for the existing code.

   ▪ To remove a custom error message from the list, click ⊖ next to it.

7. Configure compilation settings in the **Compilation and Debugging** field:

- To determine the programming language to be used as default in dynamic compilation files, choose an entry from the **Default web page language** menu.

- To enable compiling of retail binaries, leave the **Switch on debugging** checkbox empty.

- To enable compiling of debug binaries, select the **Switch on debugging** checkbox. In this case, the source code fragments containing error will be shown in a diagnostic message.

Note: When running applications in debug mode, a memory and performance overhead occurs. We recommended that you use debugging when testing an application, and disable it before deploying the application into production scenario.

8. Configure encoding settings for ASP.NET applications in the **Globalization Settings** section:

- To set an adopted encoding of all incoming requests, enter an encoding value into the **Request encoding** field (default is utf-8).

- To set an adopted encoding of all responses, enter an encoding value into the **Response encoding** field (default is utf-8).

- To set an encoding which must be used by default for parsing of `.aspx`, `.asmx`, and `.asax` files, enter an encoding value into the **File encoding** field (default is Windows-1252).

- To set a culture which must be used by default for processing incoming web requests, select an appropriate item from the **Culture** list.

- To set a culture which must be used by default when processing searches for a locale-dependent resource, select an appropriate item from the **UI Culture** list.

9. Set a code access security trust level for ASP.NET applications in the **Code Access Security** field.

CAS trust level is a security zone to which applications execution is assigned, defining what server resources the applications will have access to.

Important: When an assembly is assigned a trust level that is too low, it does not function correctly. For more information on the permission levels, see http://msdn.microsoft.com/library/en-us/dnnetsec/html/THCMCh09.asp?frame=true#c09618429_010.

10. If you are using ASP.NET 1.1.x, then you can enable the usage of the auxiliary scripts in the **Script Library Settings** field. Specifying the script library settings is necessary if the validation web controls are used on your web site.

- If you need to use auxiliary scripts (specifically, scripts implementing objects for validating input data), provide the settings for .NET framework script library. To do so, enter the path beginning with the domain root directory preceded by the forward slash into the **Path to Microsoft script library** field, or click the folder icon next to the **Path to Microsoft script library** field and browse for the required location.

- To initiate installation of files containing the scripts to the specified location, select the **Install** checkbox. If the files already exist there, they will be rewritten.

11. Set client session parameters in the **Session Settings** field:

- To set up the default authentication mode for applications, select an appropriate item from the **Authentication mode** list. **Windows** authentication mode should be selected if any form of IIS authentication is used.

- To set up the allowed session idle time, enter appropriate number minutes into the **Session timeout** field.

12. Click **OK** to apply all changes.

Configuring PHP for Virtual Directories

To be able to use web applications that require PHP4 or PHP5, you can select the required PHP version for individual virtual directories.

➤ *To select PHP version for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Browse to the required directory and click a link with its name.

4. In the **Tools** group, click **PHP Settings**.

5. Select the required version of PHP and click **OK**.

Setting Up Access to Virtual Directories

➢ *To set access permissions for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. To set access permissions for the current virtual directory, in the **Tools** group, click **Directory Access Permissions**. If you want to set permissions for a subdirectory located within the current directory, click the corresponding icon 🔒.

4. Do the following:

   - To make the file/folder inherit permissions from a parent folder (if it does not), select the checkbox **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here**.

   - To make the files and folders, which are contained in this folder, inherit the folder permissions you define, select the checkbox **Replace permission entries on all child objects with entries shown here that apply to child objects**.

   - To change or remove permissions from a group or a user, click the required name in the **Group or user names** list. If the group or user is not listed in the **Group or user names** list, select the required user or group name from the menu located above the list and click ⊕: the user/group appears in the list. Select it.

     To allow or deny permissions to a selected group/user, select the **Allow** or **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**. If the checkboxes in **Allow** or **Deny** columns are shown in grey, it means that the corresponding permissions are inherited from a parent folder.

   - To deny the permissions, which are inherited from a parent object as allowed, select the required checkboxes under **Deny**. This will override inherited permissions for this file/folder.

   - To allow the permissions, which are inherited from a parent object as denied, clear the **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here** checkbox: this removes the inherited permissions. Then select the required checkboxes under **Allow** and **Deny**.

   - To remove access permissions from a group or user, select the required name in the **Group or user names** list and click the icon ⊖ next to it.

5. If you need advanced fine-tuning of permissions, click the **Advanced** button, and do the following:

- To create a permission entry for a group or user, select the required name from the **Group or user names** list and click ⊕.

- To set or change file/folder permissions for a group or user, select the required name from the **Group or user names** list, select the required **Allow** and **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**.

- To remove a permission entry for a group or user, select the required name from the **Group or user names** list and click ⊖.

- To make child objects of a folder inherit its permissions defined under **Permissions for <*user/group name*>**, select the **Replace permission entries on all child objects with entries shown here that apply to child objects** checkbox, and select checkboxes in the **Apply to** list which correspond to the objects that must inherit the permissions.

6. Click **OK**.

➢ *To restrict access to files and directories located within a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories.**

3. Navigate to the directory you want to protect and click the **Protection** tab.

4. Click **Protect**.

5. To specify users who will be able to access the directory, click **Add User**, specify username and password, and click **OK**.

6. If you want to specify a title for the protected area that will be shown to users when they attempt to access the directory, click **Settings**, specify a title, and click **OK**.

➢ *To revoke a permission to access a directory from a user:*

1. Go to the **Websites & Domains** tab > **Virtual Directories** > the **Protection** tab.

2. Select the checkbox corresponding to the user's name and click **Remove**.

➢ *To remove protection from a directory and allow the general public to see the directory contents without restrictions:*

1. Go to the **Websites & Domains** tab > **Virtual Directories** > the **Protection** tab.

2. Click **Remove Protection**.

3. Click **OK** to confirm removal.

Changing Virtual Directory Settings

> ➢ *To change settings of a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Browse to the directory whose preferences you want to change, and click the corresponding icon 🌐, or click **Directory Properties** when inside the required directory.

4. Change the settings as required:

- **Name** - specify virtual directory name.

- **Path** - specify the path to the physical directory to which the virtual directory is linked.

- **Script source access** - select this checkbox to allow users to access source code if either Read or Write permissions are set. Source code includes scripts in ASP applications.

- **Read permission** - select this checkbox to allow users to read files or directories and their associated properties.

- **Write permission** - select this checkbox to allow users to upload files and their associated properties to the virtual directory or to change content in a write-enabled file. Write access is allowed only if browser supports the PUT feature of the HTTP 1.1 protocol.

- **Directory browsing** - select this checkbox to allow users to see a hypertext listing of the files and subdirectories in the virtual directory.

- **Log visits** - select this checkbox if you want to store the information about visits to the virtual directory.

- **Create application** - select this checkbox to make the web directory an IIS application. The directory becomes logically independent from the rest of the website.

- **Execute permissions** - select the appropriate program execution level allowed for the virtual directory.

    - **None** - allow access only to static files such as HTML or image files.

    - **Scripts only** - allow running scripts only, not executables.

    - **Scripts and Executables** - remove all restrictions so that all file types can be executed.

- **Allow to use parent paths** - select this checkbox to allow using double period in the path name when referring to a folder above the current directory. This enables users to move up the folder tree without knowing the folder name or the whereabouts in the hierarchy. If the option is selected, parent path directories should not have the **Execute permission** checkbox selected in their properties, so that applications do not have the ability of unauthorized running of programs in the parent paths.

- **Allow application execution in MTA (multi-threaded apartment) mode** - select this checkbox to allow the application execution in multi-threaded apartment (MTA) mode. Otherwise, the application will run in a single-threaded apartment (STA) mode. Using STA, each application pool is executed in a dedicated process. With MTA, several concurrent application pools are executed in one thread which can increase performance in some cases.

- **Use default documents** - select this checkbox to allow the use of default documents for the current directory. The default document is sent when users access the directory on the web without a specific file name (for example, using http://www.example.com as opposed to http://www.example.com/index.html). If this checkbox is cleared and the **Directory browsing** checkbox is selected, the web server returns a folder listing. If this checkbox is cleared and the **Directory browsing** checkbox is cleared as well, the web server returns an "Access Forbidden" error message.

- **Default documents search order** - specifies the order in which IIS searches for the default document, sending user the first available file it finds. If no match is found, IIS behaves as in the cases when the default content page is disabled.

- **Allow anonymous access** - select this checkbox if you want to make the directory public so that the Internet users could access it without authentication.

- **Require SSL** - select this checkbox to enable access to the folder only via SSL-encrypted connections.

- **ASP Settings** - set specific settings for ASP-based web applications.

  - If you are using ASP-based applications that cannot operate correctly under data transfer restrictions set by IIS, clear the **Defined by parent directory** checkbox corresponding to the field you want to change and type in the required number.

  - If you want to enable debugging of ASP applications on the server side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP server-side script debugging** checkbox.

  - If you want to enable debugging of ASP applications on the client side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP client-side script debugging** checkbox.

    Note that if you are trying to change ASP Settings for the root directory, the default checkbox names will be **Defined by IIS** instead of **Defined by parent directory**.

5. Click **OK** to save changes.

Adding and Removing MIME Types

Multipurpose Internet Mail Exchange (MIME) types instruct a web browser or mail application how to handle files received from a server. For example, when a web browser requests an item on a server, it also requests the MIME type of the object. Some MIME types, like graphics, can be displayed inside the browser. Others, such as word processing documents, require an external application to be displayed.

When a web server delivers a web page to a client web browser, it also sends the MIME type of the data it is sending. If there is an attached or embedded file in a specific format, IIS also tells the client application the MIME type of the embedded or attached file. The client application then knows how to process or display the data being received from IIS.

IIS can only operate files of registered MIME types. These types could be defined both on the global IIS level and on the website or virtual directory level. Globally-defined MIME types are inherited by all websites and virtual directories while ones defined on the website main or virtual directory level are used only for the area where they are defined. Otherwise, if the web server receives request for a file with unregistered MIME type, it returns the 404.3 (Not Found) error.

➢ *To add a new MIME type for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Navigate to the required virtual directory and click the corresponding link with its name.

4. Click the **MIME Types** tab.

5. Click **Add MIME Type**.

6. Specify the following:

   ▪ Type the file name extension in the **Extension** field. File name extension should begin with a dot (.), or a wildcard (*) to serve all files regardless of file name extension.

   ▪ Specify the file content type in the **Content** field.

   ▪ You can either select the appropriate value from the list or define a new content type. To do this, select **Custom** and enter the content type in the input box provided.

7. Click **OK** to finish the creation.

➢ *To edit a MIME type for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Navigate to the required virtual directory and click the corresponding link with its name.

4. Select the **MIME Types** tab.

5. Select the required MIME type in the list.

    ▪ Type the file name extension in the **Extension** field. File name extension should begin with a dot (.), or a wildcard (*) to serve all files regardless of file name extension.

    ▪ Specify the file content type in the **Content** field.

    ▪ You can either select the appropriate value from the list or define a new content type. To do this, select **Custom** and enter the content type in the input box provided.

6. Click **OK** to save changes.

➢ *To remove a MIME type for a virtual directory:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Virtual Directories** (in the **Advanced Operations** group).

3. Navigate to the required virtual directory and click the corresponding link with its name.

4. Select the **MIME Types** tab.

5. Select the checkbox corresponding to the MIME type you want to remove.

6. Click **Remove**.

7. Confirm removal and click **OK**.

Setting Up IIS Application Pool (Windows)

IIS Application Pool contains all web applications installed on your sites. If your service provider allocated a dedicated IIS application pool for your sites, then you can have a level of isolation between web applications used by your sites and web applications used by other hosting users who host their websites on the same server. Because each application pool runs independently, errors in one application pool will not affect the applications running in other application pools.

Once you switch on the application pool, all web applications on your websites will be using it.

> ➢ *To switch on dedicated IIS application pool for your websites:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Dedicated IIS Application Pool for Your Websites** (in the **Advanced Operations** group).

3. Click **Switch On**.

4. To limit the amount of CPU resources that this application pool can use, select the **Switch on CPU monitoring** checkbox and type a number in percents into the Maximum **CPU use (%)** box.

5. Click **OK**.

> ➢ *To stop all applications running in the application pool:*

1. Go to the **Websites & Domains** tab > **Dedicated IIS Application Pool for Your Websites** (in the **Advanced Operations** group).

2. Click **Stop**.

> ➢ *To start all applications in the application pool:*

1. Go to the **Websites & Domains** tab > **Dedicated IIS Application Pool for Your Websites** (in the **Advanced Operations** group).

2. Click **Start**.

If you run applications that are known to have memory leaks or become unstable after working for a long time, then you might need to restart them from time to time.

> ➢ *To restart all applications running in the application pool:*

1. Go to the **Websites & Domains** tab > **Dedicated IIS Application Pool for Your Websites** (in the **Advanced Operations** group).

2. Click **Recycle**.

➢ *To switch off the dedicated IIS application pool for your websites:*

1. Go to the **Websites & Domains** tab > **Dedicated IIS Application Pool for Your Websites** (in the **Advanced Operations** group).

2. Click **Switch Off**.

Web Publishing with Web Deploy (Windows)

Web Deploy (Web Deployment Tool) is a Microsoft tool that significantly simplifies the migration, management, and deployment of your websites and web applications. More precisely, you can write a code in your local environment, for example, in *Visual Studio®* (IDE) or *WebMatrix®* (development tool), and then periodically publish the updates to your production server by means of Web Deploy.

Differences Between Visual Studio® and WebMatrix®

If you are looking for an environment that lets you seamlessly publish code updates to your account, it is likely you will choose between Visual Studio® and WebMatrix®.

- Visual Studio® is a classic integrated development environment (IDE) for writing .NET applications and sites of any scale. It has a variety of plugins that extend its basic functionality. However, to run and debug your applications in Visual Studio®, you should perform extra configuration (such as preparing a database and environment settings). Thus, this tool is more suitable for advanced users.

- With WebMatrix® you have a built-in set of application templates and even working applications (WordPress, Joomla) right out of the box. If you wish to instantly add an app to your customer account or run it, you just need to select the app from the list and WebMatrix® will transparently configure it for you. Moreover, you can promptly find and subscribe to a hosting plan for your project without leaving WebMatrix®. Summing up, this tool is suitable even for novice users and encourages fast development by using ready-to-run applications and templates. The details on how to install and use WebMatrix® are available at http://www.microsoft.com/web/webmatrix/.

It is up to you to decide which is better for your project.

How to Configure Web Publishing in Visual Studio® and WebMatrix®

Generally, to set up web publishing in your environment, you should open the publishing settings and specify the IP address of your customer account and the username and password you use to log in to the Control Panel.

In WebMatrix®, the publishing settings are found in **Home > Publish**. You can provide these settings either manually or as an XML file; Panel automatically generates it. To download the file for a certain website, click on a corresponding **Download** link in **Websites & Domains > Advanced Operations > Web Deploy Publishing Settings**. The settings are only available if Web Deploy is installed on the Panel server and is running. If you do not see these settings, contact your hosting provider.

For a step-by-step instruction on how to set up web publishing in WebMatrix®, see http://www.microsoft.com/web/post/how-to-publish-a-web-application-using-webmatrix.

To learn more about publication settings in Visual Studio®, see http://msdn.microsoft.com/en-us/library/7z83t16a.aspx.

Note: You can decide whether to transfer updates securely to your customer account by selecting the corresponding option in the publication settings. If your hosting provider does not have a valid SSL certificate, you will receive an error message on attempting publication. To resolve the problem, contact your hosting provider for assistance or avoid using the secure connection.

Securing WebMatrix® Publishing Settings

An XML file which keeps WebMatrix® publishing settings may include the password to a customer's account. Administrators have the option to configure Panel so that it excludes these passwords from the XML files. If the administrators wish to improve the security of the system and prevent stealing the passwords, they can specify to exclude the password from the XML file. The customers then will have to enter the password directly in WebMatrix®. The option is available on the **Tools & Settings** > **Server Settings** page.

Building Websites with Web Presence Builder

Parallels Web Presence Builder (also referred to as *editor*) is a visual editor that lets small business owners and individuals create their websites quickly and easily. With Web Presence Builder, you do not have to write code or configure servers to start a blog, open an online store, or set up any other form of website. You just add the content blocks that comprise your site (text, image gallery, online store) by dragging them to pages, fill these blocks with your content, and publish the result. That's it!

Start Creating a Website

When you start working on your website, you do not have to write text, search for the images, and adjust the site look. Just choose a topic that best suits your website, and Web Presence Builder will generate a site template that already contains a set of pages, pictures, and text relevant to the selected topic. Each time Web Presence Builder generates a website, it uses a random set of element designs, so you can be sure that your website design is never repeated.

Once you have selected the topic, you will be prompted to enter some additional information that Web Presence Builder will add to the website's pages, for example, your phone number, which will appear on the *Contact Us* page.

For more details on how to start creating your website, see the section **Creating a Website** (on page 329).

Import Websites Created in SiteBuilder 4.5

If you already have a website created with SiteBuilder 4.5 and hosted elsewhere, you can import your website to your new customer account. Learn how to move your SiteBuilder 4.5 website to Web Presence Builder in the section **Importing Sites from SiteBuilder 4.5** (on page 330).

Fill the Site with Content

As soon as Web Presence Builder creates your website, you can fill it with your content. Your main editing tool is the Web Presence Builder's main menu. You can do the following by using the menu:

- *Change the structure of your site*: Add or remove pages.
- *Edit the website design*: Change colors and layout.

- *Fill the site with your content*: Remove unused predefined content and add your own elements:
  - Text
  - Images and image galleries
  - Videos
  - Scripts
  - Blogs
  - Search boxes
  - Other elements
- *Let your visitors share the information in your website in social media* such as Facebook or Twitter: Add the corresponding buttons to the pages of your site.

To learn more about actions available to you in the editor, refer to the section **Getting Familiar With the Web Presence Builder Editor** (on page 327).

Find instructions on managing website look and content in the section **Editing a Website** (on page 331).

Make the Site Available on the Internet

After you finish editing the website, make it available on the Internet. To let people see your site at your domain name, *publish* the website by clicking the corresponding button in the main menu. When you click this link, Web Presence Builder generates the static pages and scripts that comprise your website and places them in the appropriate locations on the server so that people see them when they enter your domain name in their browsers. Learn more about publishing websites in the section **Publishing a Website to the Internet** (on page 363).

You can also attract more visitors to your sites by placing a site copy on *Facebook* - a popular social network. Refer to the section **Publishing a Website Copy to Facebook** (on page 364) for detailed instructions on how to do this.

In this section:

Getting Familiar With Web Presence Builder

The interface of the Web Presence Builder editor has two main parts: your website and the main menu.

A website consists of a number of elements, or modules. Each module can be edited separately. Here we will familiarize you with the basic principles of website module editing. These are similar for all modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **PAGE-SPECIFIC AREA**. Such areas are located within the main content block and near the top of each sidebar.

To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **SITE-WIDE AREA**. Such areas are located above and below the main content block, in sidebars, header, and footer.

To locate or edit a website module, hover the mouse pointer over the part of the website you want to change. A dotted frame will appear around the module. A control panel prompting you to move, edit, or remove the module will appear next to the dotted frame.

The dotted frame around page-specific modules is green, but around site-wide modules it is blue.

The editor's main menu offers website editing options grouped under five tabs:

- **Modules**. Here you can choose necessary modules and drag them to any place on the page to fill your website with content.
- **Design**. Here you can select the layout and general color scheme for your website, change colors of different elements, and select fonts and border style.
- **Pages**. Here you can add and delete pages, rename them, edit page meta information such as descriptions and keywords for use by search engines, or mark a page as hidden so that your visitors cannot access it from the site menu.
- **Documents**. Here you can upload documents, images, and other files in various formats to your hosting account. You can then easily insert links to these documents into your website pages. Or, you can just keep the files on the hosting account for your own needs.
- **Settings**. Here you can edit your website name, description and keywords for search engines, upload a site icon (favicon), optimize the ranking of your website in search engine results, connect your site to Google Analytics, and add a copy of your site to a Facebook page.

From the main menu, you can also do the following:

- Access the **Dashboard** to perform the following operations:

  - View statistics on website visits. The statistics are provided by Google Analytics.

  - View new comments left by site visitors on your website pages. The commenting functionality is provided by Disqus.

  - View new orders from customers visiting your online stores. The online store functionality is provided by Ecwid.

- Save and load copies of your website by using the **Save** and **Revert** options.

- Access **Web Presence Builder Getting Started** video tutorial, view **User's Guide**, or send us your feedback. To do this, select the corresponding option from the **Help** menu.

- Publish your website by using the **Publish** button.

- Discard any changes made to a site and start creating the site anew by selecting **More** > **Start Over**. This does not delete your already published site copy.

- Delete a current website draft from the editor by selecting **More** > **Remove Site**. This does not delete your already published site copy.

You can drag the main menu to any place on the page for your convenience, or minimize it.

You can also access all options of the main menu in the context menu at any place on the page. To open the context menu, click the right mouse button.

Creating a Website

To minimize your efforts when creating a website, Web Presence Builder offers you a set of predefined website topics. When you start creating a website, choose a topic that is most appropriate for you, and Web Presence Builder will generate a website with the content relevant to this topic. For example, it will include a price list template for a retail store or an image gallery for an artist's site. If you cannot find a suitable topic, you can contact your service provider to ask them to create the corresponding template and add it to the list of available topics.

When you start creating a website, Web Presence Builder also prompts you to provide information about yourself or your company. Web Presence Builder will automatically add this information to certain pages as appropriate, for example, to the *About Us* and *Contact Us* pages.

Note: Web Presence Builder will not store or use the information you provide anywhere except for your website pages. You can change or remove this information later.

➢ *To start creating a website in Web Presence Builder:*

1. Launch Web Presence Builder by clicking the corresponding link:

   - If you have only one domain name in the subscription, click **Launch Web Presence Builder** on the **Home** tab or the **Websites & Domains** tab.

   - If you have several domain names, click the corresponding link **Edit in Web Presence Builder** in the list of available domain names.

2. Select a website topic.

3. Type the website name and select website language.

4. Provide the information to pre-fill your website.

5. Click **Submit and Create Site**.

Importing Sites from SiteBuilder 4.5

If you have a site created with SiteBuilder 4.5, you can import it to Web Presence Builder.

Note: The import of sites from earlier versions of SiteBuilder or other content management systems is not supported.

If your site was created with an earlier version of SiteBuilder (4.4 or earlier), and you would like to transfer your site, you can do the following:

- Contact your hosting provider and ask them to upgrade your account to the latest version of Web Presence Builder.
- Transfer your site manually by copying and pasting the content.

During site import, most parts of the site structure and content can be transferred successfully. However, we cannot guarantee that all content will be transferred.

In most cases, the following elements are imported successfully:

- Site map.
- Static pages, including links and images in text modules. Note that text blocks exceeding 30 kilobytes may be cut; therefore, some parts of the text may be missing.
- Banner (if it is not a custom image).
- Slogan, site title.
- Logo (if it is not a custom image).
- Footer text.
- Meta info (keywords, description).

The other modules can be imported only as text widgets with static content, links and images. Buttons will not work. The image gallery structure can be imported without images.

> *To import a site from SiteBuilder 4.5:*

1. Open the Web Presence Builder editor, and on the topic selection screen, click **Import Site from SiteBuilder 4.5**.

2. Type the Internet address (domain name) of the site that you want to import. For example: `http://example.com`.

3. Select the checkbox to confirm that you are aware of possible import issues, and click **Import Site**.

4. After the site is imported, review and edit it as required (on page 331). You can compare the imported site version with your original site and add the missing information manually.

5. When finished with editing, publish the site to your customer account (on page 363).

If you are publishing your new site to the same webspace on which your site created with SiteBuilder 4.5 was hosted, the old site will be overwritten.

Editing Websites

In Web Presence Builder, you can change almost any element of your website. Most of the elements are changed in place - you open a page where the element is used, edit it and see the result right away. Site-wide elements, such as **Search** block and **Advertisement** block are changed in one place but the changes are applied to each page of your website.

Note: If you are using Internet Explorer, we strongly recommend that you avoid using browser zoom to change the size of text displayed in your browser window. Please note that websites in Web Presence Builder will perform and look best at normal zoom (100%).

In this section:

Structure: Pages and Navigation

This section describes how to add pages to a site, set their location in the site structure, and add navigation links.

In this section:

Adding and Removing Pages

Your site can have two levels of nested pages.

➢ *To add a new page to your website:*

1. Go to the **Pages** tab.

2. Click **Add page**. The new page appears highlighted in green.

3. Position the new page by dragging it to the right place or by clicking the arrows.

4. Specify the page title.

5. Give a concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

   Note: **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.

7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.

8. Click **OK** to save changes.

➢ *To change the location or properties of a page:*

1. Go to the **Pages** tab.

2. Select the page you want to edit.

3. Change the page position by dragging it to the right place or by clicking the arrows.

4. Edit the page title.

5. Edit or remove the concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

   Note: **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.

7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.

8. Click **OK** to save changes.

➢ *To delete a page from your website:*

1. Go to the **Pages** tab.

2. Select the page you want to delete.

3. Click **Delete page**.

4. Click **OK** to save changes.

Adding and Removing Navigation Links

By default, a horizontal navigation bar with links to site pages is inserted below or above the header of your site. It is automatically updated every time you add, change, move, or remove pages from the site.

If you use sidebars on the site, then the horizontal bar under the header includes only links to the first level pages, and the sidebars show the links of the second and third levels.

You can move navigation blocks by dragging them to other areas of the site.

For each navigation block, you can specify what levels of pages should be included in the menu, change menu alignment (for example, show it in the middle of the page instead of the default alignment to the left), and change the color, style, and size of the font used for the links. To change any of these settings, place the mouse pointer over a navigation block and click **Edit**.

If you occasionally remove a navigation block, you can re-insert it. To do this, go to the **Modules** tab, select **Navigation**, and drag the block to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

For the convenience of your site visitors, you might also want to add breadcrumb navigation blocks. Breadcrumb navigation is a chain of links that represents the user's path from the site's main page to a current page. To add a breadcrumb navigation block, go to the **Modules** tab, select **Breadcrumbs**, and drag the module to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

Design: Layout, Styles, Color Scheme, and Header

This section describes how to change the layout, color scheme, and header elements of the site.

In this section:

Changing Your Website Layout

The layout of your site can consist of the following elements:

- **Header**. This is the topmost area where a banner image and a company logo are usually placed. You can do the following to the header:
  - Move the banner image and logo from the header area to any place on the page.
  - Reduce the header height to 25 pixels by removing all elements from it.
  - Change the header width from the default size to 100 percent, so that it is expanded to fit the page width.
- **Content area**. This is the main part of a webpage where most of the content is placed. You can do the following to the content area:
  - Adjust the height of the content area.
  - Divide the content area into several columns. You can do this by dragging new modules to the left or right edge of the content area and inserting them.
  - Change location of the columns in the content area by moving the content to the left or to the right.
- **Sidebars**. These are vertical columns that can be used for placing all kinds of modules, site-wide and page-specific. You can do the following to sidebars:
  - Add one sidebar and place it to the left or to the right of the content area.
  - Add two sidebars. They will be placed to the left and to the right of the content area.
  - Adjust the height and width of the sidebars.
  - Move the sidebars to the top of the page and place them to the left or to the right of the header area.
  - Switch places of the sidebars.
- **Footer**. This is the lowest area where the company name, contact information, or a copyright notice are usually placed. You can do the following to the footer:
  - Reduce the footer height to 25 pixels by removing all elements from it.
  - Change the footer width from the default size to 100 percent, so that it is expanded to fit the page width.

➢ *To change the layout of your site:*

1. Go to the **Design** tab > **Layout** tab.
2. Select the number of sidebars: Under **Sidebars**, select **No**, **One**, or **Two**.
3. Select the locations of sidebars:
   - To move a sidebar to another side of your website, or to switch places of sidebars (if you have two sidebars on your site), click **Switch sidebars**.
   - To move the sidebars to the top of the page, click them in the layout model.

4. Set the size of page elements:

- To set the total width of the website pages, under **Website width**, select either of the following:

    - **Fixed layout**: your website will be of a specific size regardless of the size of the browser window viewing the page. In this case, specify your website width in pixels.

    - **Liquid layout**: based on percentages of the current browser window's size. In this case, specify your website width as a percentage of the browser window's size.

- To change the width of the header and footer areas to fit the page width, click the corresponding elements in the layout model.

- Under **Minimal column height in pixels**, specify the height of the main content area and each sidebar, if you have chosen to use them.

    This value shows the height of your website elements without content. When you add content to the main content area and to the sidebars, they will stretch in height to fit the content.

- To ensure that the sidebars and the content area are vertically aligned, select the checkbox **Stretch the sidebars and the content area down to the footer**.

- If you use one or two sidebars, under **Sidebar width in pixels**, specify the width of each sidebar. The size of the main content area will be determined automatically.

- Under **Margin sizes in pixels**, specify the size of vertical and horizontal margins. A margin is the space between the edges of neighboring elements.

5. Click **OK** to save changes.

Selecting Website Colors, Fonts, and Styles for Borders and Corners

The general color scheme, or styleset, of your website comprises four colors. Each color is used for several website elements at once. You can adjust colors of individual elements on the **Design** tab > **Colors** tab.

> ➤ *To select the general color scheme for your website:*

1. Go to the **Design** tab > **Scheme** tab.

2. Select the color scheme, or styleset, of your website in the menu.

   You will see the four colors used in the color scheme of your website.

3. To adjust one of the colors of your website color scheme, click the respective color field and change the hexadecimal color code value or select a color with the color picker.

   Note: These changes will override any previous changes of individual elements' colors made on the **Colors** tab.

4. Click **OK** to save changes.

> ➤ *To select colors of individual website elements:*

1. Go to the **Design** tab > **Colors** tab.

2. Select the website element in the menu.

3. Adjust the element's background color by clicking the background color field and editing the hexadecimal color code value or by selecting a color with the color picker.

4. If you want to use gradient filling, select the **Gradient** option, and then select the pattern from the menu.

5. For an element with text, adjust font colors by clicking the respective color field and editing the hexadecimal color code value or by selecting a color with the color picker.

   Note: Modifying the styleset on the **Scheme** tab will override the changes made on the **Color** tab.

6. Click **OK** to save changes.

> ➤ *To select fonts for headings and body text of your website:*

1. Go to the **Design** tab > **Fonts** tab.

2. For each font type, select the font face and size in the menus.

3. For headings, select the font decoration. You can use bold (the **B** icon) and italics (the *I* icon).

Note: The settings made here define only general rules for your website fonts. You can always adjust fonts of individual elements in place.

4. Click **OK** to save changes.

➢ *To select the shape of corners (square or rounded) for website elements:*

1. Go to the **Design** tab > **Corners** tab.

2. In the **Page area** menu, select the element whose corners you want to change.

3. Do any of the following:

- To make rounded corners, select the corresponding checkboxes.
- To make square corners, clear the corresponding checkboxes.

4. Click **OK** to save changes.

➢ *To select borders for website elements:*

1. Go to the **Design** tab > **Borders** tab.

2. Select the border type for elements inside your website from the **Internal containers border** menu.

3. Select the elements that will have the border.

Note: You can select only one internal border type for all elements on your website, but you can select whether this border will be used for certain elements.

4. Select the external border for your website from the **External site border** menu.

5. Click **OK** to save changes.

Changing the Website Header Elements

The site header consists of the following elements:

- **Banner**. You can do the following to the banner:
  - Upload your own banner image.
  - Select and apply a banner from the Web Presence Builder library.
  - Remove the banner and use a background filled with a color or images.
  - Remove the banner and all other elements from the header area to reduce its height to 25 pixels.
  - Move the banner to the content area and insert it into a specific page or into all pages of the website.

    Note: You can use only one banner per site. If you choose to insert it into a specific page, you will not be able to add it to other pages of the website. For this reason, we recommend that you place it into the site-wide areas.

- **Logo image**. You can do the following to the logo:
  - Upload your own logo image.
  - Move the logo from the header area to other parts of webpages, such as sidebars and content area.
  - Insert any number of logo images into the site-wide areas.
  - Remove the logo.

- **Site name**. This usually contains a company name or a brief site description like, for example, "John Doe's Recipes".

- **Site slogan**. This usually includes a description of your site or a company slogan.

> ➢ *To change the banner image or other elements of the header (logo, site name, or slogan):*

1. Click the banner image.

2. Do any of the following:
   - To use an image from the Web Presence Builder's library, select the option **Selection from our library**, and then select an image from the **Image list** menu. To help you find an appropriate image, select the **Recommended** option or type a keyword in the input box.
   - To use your own image, select the option **Selection from own file**, click **Browse**, and select the image you want to use. You should use only images in the GIF, JPEG, and PNG formats, preferably not wider than 900 pixels.
   - To remove an image, select the option **no image** and specify the height of the header block in pixels.

3. If you want to scale a banner to fit the header area, select the **Fit image size** checkbox.

4. Under **Show banner elements**, select the checkboxes corresponding to the elements that you want to show in the header.

5. If you want to remove a logo image or upload your own logo, click the logo image.

6. If you want to change the site name or slogan, click the corresponding fields on the header and change them as you want.

> To make it easier to see the site name or slogan, select the **Outline** checkbox. This adds a black or white outline around text, one pixel in width. If the font color in site title or slogan is black, then the outline is white, and vice versa.

> Note that you can freely move the blocks with website name, description, and logo within the header area.

If you occasionally remove the banner, you can re-insert it.

➢ *To insert a banner:*

Go to the **Modules** tab, select **Banner**, and drag the module to any of the site-wide areas on the page where you want to add it.

➢ *To insert a logo image:*

Go to the **Modules** tab, select **Site Logo**, and drag the module to any of the site-wide areas on the page where you want to add it. You can upload a new logo image and align it to the left, center, or right.

Content: Text, Tables, Images, Video, Forms, and Scripts

This section describes how to fill your site with content and enhance it with useful functions provided by the editor's modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

- To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **PAGE-SPECIFIC AREA**. Such areas are located within the main content block and near the top of each sidebar.

  To divide the content area into columns and insert a module into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.

- To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **SITE-WIDE AREA**. Such areas are located above and below the main content block, in sidebars, header, and footer.

In this section:

Text, Tables, Hyperlinks, and Images

Before you start working on website content, we suggest that you select the appropriate website language in **Settings** tab > **Languages** > **Website language** menu.

The website language is a site-wide setting that defines the language in which you will be adding content to your website. It affects the following:

- The language in which certain website elements (in particular those provided by third-party services), such as Google Search and navigation buttons in image galleries, will be shown. Note that not all third-party services and modules provided by the editor support all available languages.
- The direction in which you will type text in the editor (from left to right or from right to left). If you select a right-to-left language, your website content and design will be RTL-enabled.

Note: Changing a website language does not reload the currently selected website topic in a different language. The topic language will remain unchanged, however, the text orientation will change.

> ➢ *To add text, lists, tables, or images to a page:*

1. Go to the **Modules** tab, select **Text & Images**, and drag the module to the page:

- To add a block with text and images to the current page, drag the module to any of the areas marked with the text **PAGE-SPECIFIC AREA**. Such areas are located within the main content block and near the top of each sidebar.

  To divide the content area into columns and insert a block into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.

- To add a block with text and images to all pages of the site, drag the module to any of the areas marked with the text **SITE-WIDE AREA**. Such areas are located above and below the main content block, in sidebars, header, and footer.

2. Type the text on the screen and use the icons on the module's toolbar to format the text, add tables, hyperlinks, and images.

The toolbar of the **Text & Images** module provides access to the following tools and functions.

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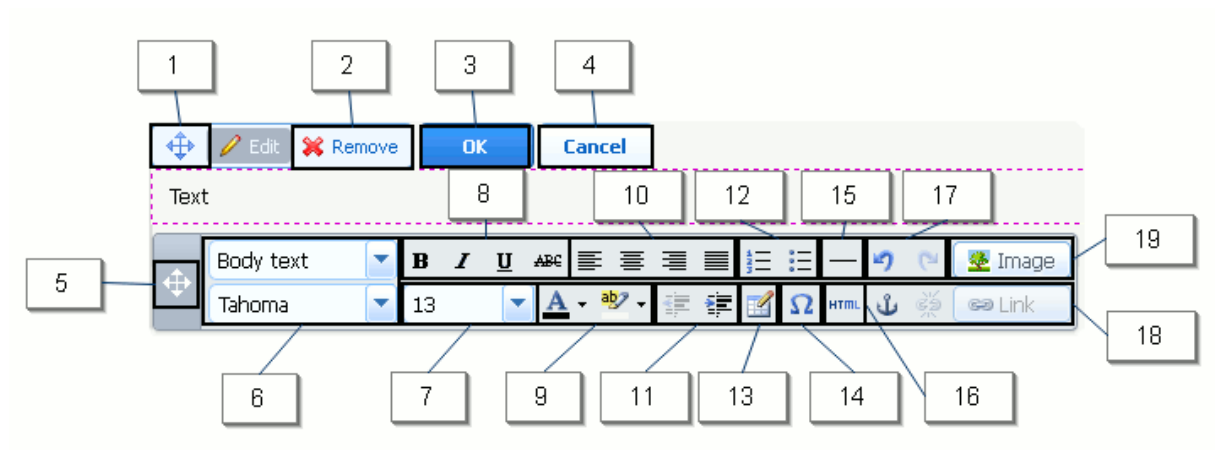
1. Move the text and image block within the webpage.

2. Remove the block with its contents.

3. Save changes.

4. Cancel the changes made.

5. Move the toolbar.

6. Select the paragraph style and font face.

7. Select the font size.

8. Select the font style: bold, italics, underlined, and strikethrough.

9. Select the text and background colors.

10. Select text alignment: left, center, right, or justified (aligned to both the left and right margins with added extra spaces between words).

11. Increase and decrease the indent level of the paragraph.

12. Start a numbered or bulleted list.

13. Insert a table and specify the number of rows and columns.

    After you insert a table, a number of additional icons become accessible from the toolbar. Use them to change the properties of the table rows and cells, to insert and remove rows and columns, or to split and merge table cells.

14. Insert symbols that are not on your keyboard, such as copyright and trade mark signs, and other Unicode symbols.

15. Insert a horizontal line.

16. Edit the HTML source code of the page.

17. Undo and redo changes.

18. Add and remove hyperlinks to the pages of your website or external resources. Insert HTML anchors into particular sections of webpages so that you can link to them from other pages of your site.

19. Insert an image, adjust its size, specify an alternative text, and text wrapping. In browsers that do not support or are configured to not show images, the alternative text is shown instead of images.

If you want to insert many pictures into a single page, consider using the **Image Gallery** module instead of the **Text & Images** module. With **Image Gallery**, you can upload pictures from your local computer or use pictures published to the Picasa Web Albums photo sharing service.

> ➤ *To add an image gallery to your site and upload pictures:*

1. Go to the **Modules** tab, select **Image Gallery**, and drag the module to the page.

2. In module settings, on the **Image Storage** tab, select where you want to keep pictures:

    ▪ If you do not have a Picasa Web Albums account that you would like to use, leave the **Web Presence Builder** option selected. All images you use on your site will be kept on your customer account.

- If you have an account in Picasa Web Albums and want to use pictures that you store there on your site, do the following:

    a. Select the **Picasa** option, click the link on the **Image Storage** tab to sign in to Google, and grant access to your albums from Web Presence Builder.

    b. Select the album whose pictures you want to use or click **Create Album** to create a new album.

    c. If you want Web Presence Builder to remove images from Picasa Web Albums when you remove them from the gallery, select the checkbox **Delete images when I remove them from gallery**.

    When you upload images to an image gallery through the Web Presence Builder editor, they are automatically copied to your Picasa Web Albums account. When you remove images from the gallery, they are removed from Picasa Web Albums only if you have selected the option **Delete images when I remove them from gallery**.

3. (Optional step.) If you want to select the size of image thumbnails to be shown in the image gallery, click the **Gallery Properties** tab and select the size of thumbnails:

- Small (95 x 75 pixels).
- Normal (140 x 130 pixels). This is the default setting.
- Large (170 x 170 pixels).

4. To add images to the gallery, click the text **Click here to upload your images**, select the images that you want to upload, and click **OK.**

You can select and upload multiple images at once. Only images in GIF, JPEG, and PNG formats are supported.

We recommend that you use resized images that do not exceed 1024 x 768 pixels.

5. To change image title and description, click the corresponding thumbnail, click the title or description, and edit the text.

If you delete the default text entirely, it will not be shown on your published site; however, it will still be shown when you edit the site in the Web Presence Builder editor.

➢ *To remove an image from the gallery:*

Place the mouse pointer over the image thumbnail and click the icon **[x]**.

➢ *To remove an image gallery with all pictures:*

Place the mouse pointer over the image gallery block and click **Remove**.

➢ *To insert a hyperlink or a link to an e-mail address into text:*

1. Select the text that you want to make a link.

2. On the toolbar of the **Text & Images** module, click the icon ⌐⊃ Link .

3. Do any of the following:

- To add a link to another webpage on your site, select the option **A page of this site**. In the **Select page** menu, select the target webpage.

- To add a link to a webpage or a file located on another site, select the option **A webpage or file on the Internet**, and type the address. For example, `http://example.com`.

- To add a link to a document or another downloadable file that you have previously uploaded through the Document Manager (as described in Documents and Other Downloadable Files (on page 353)), select the option **A document on this site**, and select the target file.

- To add a link that will open a new e-mail message with a pre-filled destination e-mail address, select the option **A webpage or file on the Internet**, and type `mailto:<address>`. For example, `mailto:postmaster@example.com`.

  You can also:

  - Predefine the message subject line. For example:
    `mailto:postmaster@example.com?subject=My%20Subject`.

  - Add recipients to CC and BCC lists. For example:
    `mailto:postmaster@example.com?subject=My%20Subject&cc=address1@example.com&bcc=address2@example.com`.

  - Predefine text to put in the message body. For example:
    `mailto:postmaster@example.com?subject=My%20Subject&body=This%20is%20sent%20from%20your%20site!`

  Note: You should replace white spaces with `%20`.

4. In the **Open link in** menu, select where you want to open the target page. You can choose to open it in the same or in a new browser window or tab.

5. In the **Title** box, type the description that should appear when users place the mouse pointer over the link.

6. Click **OK**.

Embedded Video

You can embed into website pages video clips located on popular video sharing sites, such as YouTube (youtube.com), Vimeo (vimeo.com), MySpace (myspace.com), and Dailymotion (dailymotion.com).

➢ *To insert a video into a webpage:*

1. Go to the **Modules** tab, select **Embedded Video**, and drag the module to the page.

2. Insert a link to the video or select the option **Embed code** if you have obtained a code from a file sharing site, and then paste the code.

3. Click **OK**.

➢ *To remove a video:*

Place the mouse pointer over the video and click **Remove**.

Contact Form

If you want your site visitors to be able to send you messages from your site, you can add a contact form.

➢ *To add a contact form:*

1. Go to the **Modules** tab, select **Contact Form**, and drag the module to the page.

2. On the **Settings** tab, specify the following:

   ▪ Recipient's e-mail address. You can specify only one e-mail address.

   ▪ Message subject.

   ▪ Text to be shown on the button that sends the message.

3. If you want to add, move, or remove input fields from the form, or change their labels, click the **Fields** tab, and make the required changes.

4. If you want to change the default message "Your message was sent. Thank you." which is shown when a message is sent, click the **Reply** tab and type the new text.

5. Click **OK**.

➢ *To remove a contact form:*

Place the mouse pointer over the form and click **Remove**.

Blog

If you want to maintain an online diary on your site, or regularly publish articles on a subject and automatically present them in a chronological order, then you need a blog.

A blog module can be added only to the first-level pages that do not have subpages. Within blog posts, you can use text, images, embedded videos and scripts. Each blog post can have its distinctive page description and meta information to be used by search engines. Note that blog posts are not listed on the Pages tab (on page 332).

To let your visitors comment on your blog posts, you need to register with Disqus, a free third-party service that provides commenting functions for your sites and keeps all comments.

> ➢ *To add a blog to your webpage:*

1. Go to the **Modules** tab, select **Blog**, and drag the module to the page.

2. In the module properties, specify the following:

    ▪ Number of blog posts to show on the page.

    ▪ Specify whether the site visitors will be able to leave their comments.

3. Click **OK**.

4. To enable commenting, click the link **Click here to add a new blog post.**

5. Click within the gray information box at the bottom of the blank blog post.

6. To register with Disqus, click the **Register** button. A registration form will open in a new browser window or tab.

7. Specify the following:

    ▪ Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Blog module settings to enable commenting.

    ▪ Comment moderator's username, password, and e-mail address. A confirmation message will be sent to this e-mail address, so be sure that it is valid.

8. Click **Continue**.

9. Specify your language and other settings, and click **Continue**.

10. On the last step of the registration form, no further action is required. Just log out of the Disqus site.

11. Check your e-mail inbox for the confirmation message from Disqus. In this message, click the link to verify your address.

12. Return to the browser window where you have the Web Presence Builder editor with the Blog module properties opened.

13. In the box titled **Apply here the website ID (shortname) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 7.

14. Click **Apply**.

15. Click **OK**.

Now your blog can accept comments from visitors, and you can make the first post.

➢ *To add a blog post:*

1. Go to the website page containing a blog module.

2. Click the link **Click here to add a new blog post** (might also appear as **New Post Title**).

3. Type the post title and content.

If you want to change the date of posting, click within the field **Posted dd.mm.yy** and then select a date from the calendar.

If your post is lengthy and contains numerous text blocks, images, and embedded videos, you might want to show only a portion (beginning of the post) to site visitors in your blog's main page. To do this, while editing a blog post, move the divider element (containing the line **-------- Drag this above modules that should not appear in the list of posts --------**) to the desired area.

4. Click **OK**.

5. If you want to view, edit, or remove a concise description of the page that will be displayed on search engines results pages and the keywords by which the page will be found by search engines, click in a blank area to the right of the post title, and then click the **SEO Settings** tab.

Note: **Post link name** is a required field. **Meta description** and **Meta keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. To return to the blog's main page, click the **Back** link below the post you have just created.

➢ *To remove a blog post:*

1. Go to the website page containing a blog module.

2. Place the mouse pointer over the post title and click **Remove**.

3. Click **Yes** to confirm removal.

➢ *To edit a blog post:*

1. Go to the website page containing a blog module.

2. Click the post title.

3. Make the required changes and click **OK**.

➢ *To remove a blog with all posted content:*

1. Go to the website page containing a blog module.

2. Place the mouse pointer over the link **Click here to add a new blog post** and click **Remove**.

3. Click **Yes** to confirm removal.

Commenting

If you want to let your site visitors leave comments on webpages, you need to insert the Commenting module into those webpages.

The commenting functionality is powered by Disqus, a third-party service that stores and processes all comments. Before your visitors can leave comments, you need to register an account with Disqus and then specify a site ID in the Commenting module settings.

You can insert several Commenting modules into a single website. Because all Commenting modules on the site will use the same site ID, you will only need to specify the site ID once in the module settings, when inserting the first Commenting module.

➢ *To add commenting functions to a webpage:*

1. Go to the **Modules** tab, select **Commenting**, and drag the module to the page.

2. If you have not registered an account with Disqus yet, click the **Register** button. A registration form will open in a new browser window or tab.

3. Specify the following:

   ▪ Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Commenting module settings to enable commenting.

   ▪ Comment moderator's username, password, and e-mail address. A confirmation message will be sent to this e-mail address, so be sure that it is valid.

4. Click **Continue**.

5. Specify your language and other settings, and click **Continue**.

6. On the last step of the registration form, no further action is required. Just log out of the Disqus site.

7. Check your e-mail inbox for the confirmation message from Disqus. In this message, click the link to verify your address.

8. Return to the browser window where you have the Web Presence Builder editor with the Commenting module properties opened.

9. In the box titled **Apply here the website ID (shortname) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 3.

10. Click **Apply**.

11. Click **OK**.

Now you can publish your website to the customer account and start receiving comments from your visitors.

In addition to adding and viewing comments, you can do the following:

- Edit comments.
- Delete comments.
- Mark comments as spam.
- Ban users (by e-mail or IP address) from posting comments on your site.
- Change the settings, such as appearance of comments, and remove the trackback URL. You can do this by logging in to your account at www.disqus.com, and going to the **Settings** tab.

➢ *To moderate comments:*

1. Log in to Disqus as the site administrator. You can do this in either of the following ways:

   - Visit the Disqus site at www.disqus.com and log in there.

   - In the Web Presence Builder editor, go to the page where you have the Commenting module and click inside the **Add New Comment** field. Click the **Post as** button, click the **Disqus** link in the left navigation pane, type your username and password, and click **Login**.

2. After you are logged in to Disqus, you can moderate comments in either of the following ways:

   - On the Disqus site, use the items in the **Dashboard** and **Admin** areas.

   - In the Web Presence Builder editor or on the published site, go to the page where you have the Commenting module, place the mouse pointer over the comment you want to moderate, and use the **Moderate** link that will appear next to the comment.

Alternately, you can moderate comments by using links in the notification messages that Disqus sends you when someone leaves a comment on your site.

➢ *To remove commenting functions from a webpage:*

1. In the Web Presence Builder editor, go to the website page containing the Commenting module.

2. Place the mouse pointer over the **Add New Comment** field and click **Remove**.

3. Click **Yes** to confirm removal.

Documents and Other Downloadable Files

The editor now provides a convenient control panel for working with files in your customer account. You can upload your documents, images, and other files in various formats to the editor (on the **Documents** tab), and then insert links to them in your website pages. Alternatively, you can just keep them in your customer account for your own needs.

➢ *To upload a file to the customer account:*

1. Go to the **Documents** tab.

2. Click **Upload**.

3. Select the file and click **Open**.

Now, to let your site visitors download this file, you can insert a link to it in a webpage.

➢ *To insert a link to file:*

1. Select the text that you want to make into a link.

2. On the **Text & Images** module's toolbar, click the icon [🔗 Link] .

3. Select the option **A document on this site.**

4. Select your file and click **OK**.

➢ *To remove a file from the customer account:*

1. Go to the **Documents** tab.

2. Select the file and click **Remove**.

3. Confirm removal and click **OK**.

Buttons for Sharing on Social Networks

If you want to let your visitors easily share your content on social networks or online bookmarking services, you can insert a toolbar with buttons for sharing on Facebook, Twitter, Myspace, and other popular services.

➢ *To add the Share on Social Media toolbar to a webpage:*

1. Go to the **Modules** tab, select **Social Sharing**, and drag the module to the page.

2. Select the appearance of the toolbar.

3. If you want to modify the list of social networks and sharing services shown on the toolbar, place the mouse pointer over the icon **[+]** and click the **Settings** link.

   The changes you make to the list of services will be visible after you publish the site.

4. Click **OK**.

Note: When someone shares your content on Twitter by using the Tweet button, the counter of tweets is not increased immediately. It can take several hours for the counter to update.

➢ *To remove the Social Media toolbar:*

Place the mouse pointer over the toolbar and click **Remove**.

Site Search

If you want to let your visitors search for information on your website, you can add a search bar to the site. After inserting the search bar into a webpage, it is automatically added to all pages of the site.

By default, the search bar is configured to use the Google search engine. If you want to use another search engine, you can obtain the search script code and insert it into the **Search** module.

➢ *To add a search bar to the site:*

1. Go to the **Modules** tab, select **Search**, and drag the module to the page.

2. Do any of the following:

   ▪ If you want to use the search service provided by Google, leave the **Google** option selected.

   ▪ If you want to use another search engine, select **Other** and paste the code that you have obtained from that service.

     Make sure that the code you insert is correct, as Web Presence Builder does not validate it.

3. Click **OK**.

The search bar will appear on your site after publishing.

➢ *To remove a search bar:*

Place the mouse pointer over the search bar and click **Remove**.

Online Store

If you want to sell products or services through your site, you can use the **Online Store** and **Shopping Cart** modules to add a fully functional online store to the site. You can add only one store per site.

The store functionality is provided by Ecwid - a third-party SaaS solutions provider that securely stores and processes all your data, including product catalogs, images, orders, and customers' payments.

➢ *To add an online store to your site:*

1. Go to the **Modules** tab, select **Online Store**, and drag the module to the page.

2. Create an account with Ecwid if you do not have one yet, or specify the ID of an existing store if you have previously created a store at Ecwid through Web Presence Builder and want to show it on your site.

   If you do not have an account with Ecwid yet, do the following:

   a. In module settings, on the **General** tab, select the option **Register with Ecwid**.

   b. Type your name, e-mail address, and password. You will use the e-mail address and password to sign in to Ecwid and manage your store.

   c. Click **Send**. A confirmation message from Ecwid will be sent to your e-mail address. You will need to confirm that you own this e-mail address within three days, otherwise the online store will be deactivated.

   If you already have an account with Ecwid, select the option **Enter an ID of an existing shop**, specify the store ID and e-mail address that you specified during account registration, and click **Apply**.

Note: If the online store was created directly at the Ecwid website without using Web Presence Builder, you can do the following: Create a new Ecwid account through WPB, log in to the previously existing Ecwid account, export all the goods to a CSV file. After that, log in to the new account and import the file.

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3. (Optional step.) If you want to let your customers add items to the cart by dragging them to a shopping bag icon, go to the **Modules** tab, select the **Shopping Cart** module, and drag it to the page.

Note that the shopping bag icon will be inserted into all pages of your site. If you do not want that, do not use the **Shopping Cart** module. Your customers will still be able to add items to the cart and proceed to checkout by using the **Shopping Bag** link that appears at the top of the product catalog area.

4. (Optional step.) If you want to change the appearance of the product catalog, in module settings, go to the **View** tab.

5. To set up your store, fill the product catalog with items, and remove the default fruit and vegetable items added by Ecwid, click the **Manage** link on the module's toolbar.

The Ecwid control panel will open in a new browser window or tab.

6. After you have finished setting up the store in the Ecwid control panel, return to the Web Presence Builder editor and click the **Reload** link on the **Online Store** module's toolbar.

You must use the **Reload** link to synchronize the content of your online store with online store at Ecwid.

7. Click **OK** to finish setting up the store.

➢ *To manage a store:*

Place the mouse pointer over the product catalog and click **Manage**. The Ecwid control panel will open in a new browser window or tab.

Note: After publishing your site, you can also view information about new orders on the Dashboard (on page 366).

➢ *To remove a store:*

Place the mouse pointer over the product catalog and click **Remove**.

Custom Scripts

You can insert custom scripts written in PHP, JavaScript, or VBScript in any page of your website.

➢ *To insert a script in a webpage:*

1. Go to the **Modules** tab, select **Script**, and drag the module to the page.

2. Paste the code into the input field.

For PHP, use the opening tag `<?php`. Make sure the code you insert into this field is correct, as Web Presence Builder does not validate it.

3. Click **OK**.

Your code will be active only on the published website.

➢ *To remove a script:*

Place the mouse pointer over the script block and click **Remove**.

Advertisements

If you are participating in a banner exchange or other online advertising programs, you might want to add an advertisement block to your site. After inserting the block in a webpage, it will be automatically added to all pages of your site.

➢ *To add an advertisement block:*

1. Go to the **Modules** tab, select **Advertisement**, and drag the module to the page.

2. Paste the code provided by your advertising vendor into the input field.

   Make sure that the code you insert into this field is correct, as Web Presence Builder does not validate it. With some advertising vendors, you will need to validate your account first.

3. Click **OK**.

Advertisements will appear on your website after publishing.

➢ *To remove an advertising block:*

Place the mouse pointer over the block and click **Remove**.

Settings and Tools for Webmasters

This section describes how to do the following:

- Change website name, description, and keywords.
- Upload a site icon (favicon) for your website.
- Make your website more visible in search results, and embed various search engine services.
- Prevent certain pages or areas of your website from being indexed by search engines and shown in search results.

➢ *To edit your website name, description, and keywords:*

1. Go to the **Settings** tab > **Basic** tab.

2. Specify the website name that your visitors will see as the title of their browser window when they visit your website.

3. To show both your website name and the current page name in the browser title window and to increase your website recognition in search engine results, select the **Add website name to page titles** checkbox.

4. Add short description (up to 255 symbols) of your website.

   This will be used as the default description for new pages. It will be shown by search engines when people see your website in search results.

5. Provide a list of keywords that describe your website (10-15 keywords are recommended).

   These keywords will be used as default keywords for new pages. Keywords are analyzed by search engines and are used for displaying your website when people search for these keywords.

6. Click **OK** to save changes.

A favicon is a small icon displayed in the browser's address bar when you visit a website, and also appears next to the website name in the list of favorite bookmarks. You can create a favicon using a variety of online tools and then upload your favicon through the Web Presence Builder editor. All your website visitors will see this favicon.

➢ *To upload a favicon for your website:*

1. Go to the **Settings** tab > **Basic** tab.

2. Click **Browse** and select the location of the favicon to upload. The favicon will be uploaded.

3. Click **OK** to save changes.

➢ *To remove a favicon from your website:*

1. Go to the **Settings** tab > **Basic** tab.

2. Click **Remove** in the **Favicon** section. The favicon will be removed.

3. Click **OK** to save changes.

Most search engines require you to verify website ownership when you register your website or sign up for webmaster assistance services. Verification is typically done by uploading or creating a file with a specific file name.

➢ *To verify website ownership:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Provide the verification file:

   ▪ If you know the name of the verification file requested by a search engine, provide the verification file name in the **Create verification file** field and click **OK**. Web Presence Builder will create it in the correct place.

   ▪ If you have already downloaded your verification file from a search engine, upload the verification file to the **Upload verification file** field and click **OK**.

3. After the verification file is created or uploaded and your website is published, confirm your ownership on the search engine website.

4. Click **OK** to save changes.

➢ *To edit the HTML `<head>` section of your website (for example, to add ownership verification meta code):*

1. Go to the **Settings** tab of the Web Presence Builder's main menu, then go to the **Advanced** subtab.

2. Click **Edit Metadata**.

3. Insert the code into the provided field and click **Add**.

   Note: Only valid HTML tags permitted for `<head>` section by HTML standards are supported. Metadata changes will be available only after you publish your website.

4. Click **OK** to save changes.

Google Analytics is a tool that allows you to obtain information about your visitors. After you register with Google Analytics and acquire the required code, you can embed Google Analytics on your website.

➢ *To embed Google Analytics:*

1. Register with the Google Analytics service and acquire the code.

2. Go to the **Settings** tab > **Advanced** tab.

3. Click **Embed Google Analytics**.

4. Insert the code you have received from Google Analytics into the provided field and click **Add**.

> **Note:** Google Analytics will start working only after you publish your website.

5. Click **OK** to save changes.

Some search engines will ask you to provide your sitemap for analysis and optimization purposes. You can download your sitemap from the Web Presence Builder editor.

➢ *To download your website sitemap:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Click **Download Sitemap**.

3. Click **OK** to start downloading the `sitemap.xml` file.

To prevent search engines from indexing certain pages of your website, you can add the appropriate directives into the `robots.txt` file. This file is stored on the customer account to which your site is published.

➢ *To prevent search engines from indexing certain areas of your website:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Click the link **Edit robots.txt**.

3. Type your directives into the input field. Place each directive on a new line.

For example, to prevent all search engine robots and crawlers from indexing the contents of the directory `/private` and the file `/my_secret.html` on your customer account, add the following lines:

```
User-agent: *
Disallow: /private/
Disallow: /my_secret.html
```

For more information about the `robots.txt` file and directives you can use, refer to http://www.robotstxt.org/robotstxt.html.

Saving and Loading Copies of a Website

While working on the content and design of a website, you can save several copies of each site to the server and restore sites from the saved copies (also referred to as *snapshots*). Saving site copies can be useful in the following cases:

- You want to prepare several versions of the same website, so that you can later load them for review, choose the best designed or the most appropriate version, and publish it to the Internet.
- You want to make significant changes or experiment on the site design or content, but be sure that you can safely undo the changes should anything go wrong.

Note: Pictures from the **Image Gallery** modules are not saved in snapshots. Images are stored on your customer account or Picasa Web Albums (if you use that option).

➢ *To save the current design and content of a site:*

1. In the Web Presence Builder editor's main menu, click the icon ˇ next to the **Save** option.

   Note: If you click **Save**, a quick-save site copy will be saved under the name **auto-saved snapshot**. You will be able to restore a site from this copy later, by clicking **Revert** in the main menu.

2. In the list that opens, select a free saving slot, type a name for the backup copy, and click **Save**.

➢ *To restore a site from a saved copy:*

1. In the Web Presence Builder editor's main menu, click the icon ˇ next to the **Revert** option.

   Note: If you click **Revert**, a site will be restored from the quick-save copy that was made the last time you clicked **Save**.

2. In the list that opens, select a site copy and click **Load**.

3. Click **Yes** to confirm you want to restore.

➢ *To download a site copy:*

1. In the Web Presence Builder editor's main menu, click the icon ˇ next to the **Save** option.

2. Locate the copy that you want to download and click the ⊟ (Download) icon.

3. Select the directory on your computer where you want to save the file and click **OK**.

> *To upload a site copy:*

1. In the Web Presence Builder editor's main menu, click the icon ⏷ next to the **Revert** option.

2. Click the 📤 (Upload) icon next to the slot to which you want to upload the copy.

3. Browse to the site snapshot file in the SSB format and select it.

4. If you want to restore a site from the uploaded snapshot, select it and click **Load**.

> *To remove a site copy:*

1. In the Web Presence Builder editor's main menu, click the icon ⏷ next to the **Save** option.

2. Locate the site copy that you want to remove and click the corresponding ✖ (Remove) icon.

Publishing a Website to the Internet

When your website design and content are ready to be published to the Internet, click **Publish** in the top right corner of the main menu. Web Presence Builder will publish your website automatically to the location specified by your hosting provider.

Publishing a Website Copy to Facebook

After publishing a site on the Internet, you can drive more visitors to it by publishing a site copy to the popular social network site - Facebook (www.facebook.com).

A site copy on Facebook will show most of the content from your site; however, the following changes will be applied to its design and layout:

- Headers, sidebars, and footers will not be shown.
- The navigation menu will be shown only at the top of the site pages.
- Page width will be limited to 520 pixels. For pages wider than 520 pixels, a horizontal scrollbar will be shown.
- The font face, size, and color will be changed to comply with the Facebook design, unless these font properties were specifically selected by the site owner in the Web Presence Builder editor.
- Image galleries, online store, and links for sharing on social media sites will not be shown.

➢ *If you want to add a site copy to Facebook, do the following:*

1. In the main menu, click the **Settings** tab > **Social Media** tab.

2. Leave the checkbox **Show a copy of my site on Facebook** selected.

3. Click the link **Add your site copy to Facebook**. The Facebook home page opens in a new browser window or tab.

4. To log in to your Facebook account, type your e-mail address and password, and click **Log In**.

5. If you do not have a Facebook page where you want to show a site copy, create one. To do this, click **Create It Now**, and follow the onscreen guidelines. After your page is created, return to the **Parallels Web Presence Builder at Facebook** page, which is shown in another browser window or tab.

6. Click **Add Parallels Web Presence Builder Application**. This application provides synchronization between the website on your hosting account and its copy on Facebook.

7. To confirm that you want to add the application to your page, click **Add Parallels Web Presence Builder**.

Now your site copy is added. To see it, click the **Website** link in the Facebook navigation pane on your left.

Whenever you make changes to your site and republish it through the Web Presence Builder editor, your site copy on Facebook will be updated accordingly.

➢ *To remove a site copy from Facebook, do the following:*

1. In the Web Presence Builder editor's main menu, click the **Settings** tab > **Social Media** tab.

2. Clear the checkbox **Show a copy of my site on Facebook**.

3. Click **Yes** to confirm.

4. Go to your Facebook page and remove the Web Presence Builder application from there.

Viewing Site Visits Statistics, Comments, and New Orders on the Dashboard

After publishing a site, you can access the Dashboard from the Web Presence Builder's main menu to perform the following tasks:

- View statistics on website visits. The statistics are provided by Google Analytics and are available after you specify the code for Google Analytics in website settings, as described in the section Settings and Tools for Webmasters (on page 358).
- View new comments left by site visitors on your website pages. The comments are visible on the Dashboard after you set up the commenting functionality, as described in the sections Blog (on page 347) and Commenting (on page 351).
- View new orders from customers visiting your online stores. The new orders are visible on the Dashboard after you set up an online store, as described in the section Online Store (on page 355).

➢ *To view website visits statistics:*

1. On the main menu, click **Dashboard**.

2. If you access the dashboard for the first time, confirm association of your site with your Google Account:

   a. Click **Log In to Google Analytics**.

   b. Log in to your Google Account.

   c. Confirm that you want to allow access to your account.

3. Under the **Website Visits Statistics** chart, click the link **See more charts**, or click the
 icon.

   The **Overview** section shows the following statistics for the past 30 days:

   - A detailed chart for the metric currently selected under **Profile report**.
   - The total number of visits during the past 30 days.
   - The number of new visits.
   - Average time spent on a site by users.
   - The total number of page views.
   - The number of page views per each visit.
   - The percentage of new visits.

   The **Traffic sources overview** section shows the addresses of websites from which your visitors were coming during the past 30 days. The **(direct)** item shows the percentage of visitors who accessed your site by typing its address directly in their browsers.

   The **Visitors' locations** section shows the geographic locations of the visitors for the past 30 days.

➢ *To view comments from your site visitors:*

1. On the main menu, click **Dashboard**.

2. Under **Comments,** click the link **See them**, or click the icon.

3. To go to the webpage where the comment was left, click **Link to the comment**.

4. To go to the Disqus site for moderating the comments, click **Manage Comments**.

➢ *To view orders submitted by the customers visiting your online stores:*

1. On the main menu, click **Dashboard**.

2. Under **Orders,** click the link **See them**, or click the icon, and then click the **Orders** tab.

3. To go to the Ecwid site for processing the orders, click **Manage Orders**.

Deleting Websites

When you delete a site from the Web Presence Builder editor, only the current site draft opened in the editor and saved site copies (snapshots) are removed. The site copy published to your hosting account is not removed.

> ➢ *To delete a current site copy from the editor:*

In the Web Presence Builder editor's main menu, select **More** > **Remove Site**.

FTP Access to Your Websites

All files and directories related to your sites are kept on the server in a single directory, commonly referred to as webspace. To connect to the webspace over FTP for uploading, downloading, and deleting files, you use FTP account username and password.

In this section:

Changing FTP Access Credentials

> ➢ *To change FTP account username or password:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the webspace where the website is hosted.

2. Click the **Websites & Domains** tab.

3. Click **Web Hosting Settings**.

4. Type a new username or password.

5. Click **OK**.

Adding FTP Accounts

If you are working on your website together with someone else or host subdomains for other users, you might want to create separate FTP accounts for them.

➢ *To create an additional FTP account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **FTP Access**.

4. On the **Additional FTP Accounts** tab, click **Create Additional FTP Account**.

5. Specify the following:

   - **FTP account name**. Type an arbitrary name.

   - **Home directory**. Select the directory to which the user will be taken when he or she connects to the FTP account.

   - **FTP password**.

   - **Hard disk quota** (on Windows hosting). To limit the amount of disk space on the server that the FTP user can occupy, clear the **Unlimited** checkbox next to the **Hard disk quota** box, and type the amount of disk space in megabytes.

   - **Read permission** (on Windows hosting). To allow the FTP user to view the contents of the home directory and download files from it, select the **Read permission** checkbox.

   - **Write permission** (on Windows hosting). To allow the FTP user to create, view, rename and delete directories in the home directory, select the **Write permission** checkbox.

     On Window hosting, if you do not grant any permissions, a connection to the FTP account will be made, but the contents of the home directory will not be shown to the user.

6. Click **OK**.

➢ *To change the properties of an additional FTP account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **FTP Access**.

4. On the **Additional FTP Accounts** tab, click the required FTP account name in the list.

5. Make the required changes and click **OK**.

> ➢ *To remove an additional FTP account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **FTP Access**.

4. On the **Additional FTP Accounts** tab, select the checkbox corresponding to the FTP account you want to remove and click **Remove**.

5. Confirm removal and click **OK**.

Setting Up Anonymous FTP Access

If your site is hosted on a dedicated IP address (not shared by other users or sites), you can set up a directory within the site, where other users will be able to anonymously download or upload files through FTP. Once anonymous FTP is switched on, the users will be able to log in to the directory at an address like ftp://ftp.your-domain.com with the "anonymous" username and any password.

➢ *To allow anonymous FTP access:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **FTP Access**.

4. Click the **Anonymous FTP** tab.

5. Do the following:

   a. To activate anonymous FTP service, click **Switch On**.

   b. To set up a welcoming message to be displayed when users log in to FTP site, select the **Display login message** checkbox and type the message text in the input field as desired.

      Note that not all FTP clients display welcoming messages.

   c. To allow visitors to upload files to the /incoming directory, select the **Allow uploading to incoming directory** checkbox.

   d. To allow users to create subdirectories in the /incoming directory, select the **Allow creation of directories in the incoming directory** checkbox.

   e. To allow downloading files from the /incoming directory, select the **Allow downloading from the incoming directory** checkbox.

   f. To limit the amount of disk space that can be occupied by uploaded files, clear the **Unlimited** checkbox corresponding to the **Limit disk space in the incoming directory** option, and specify the amount in kilobytes.

      This is the hard quota: The users will not be able to add more files to the directory when the limit is reached.

   g. To limit the number of simultaneous connections to the anonymous FTP server, clear the **Unlimited** checkbox corresponding to the **Limit number of simultaneous connections** option and specify the number of allowed connections.

   h. To limit the bandwidth for anonymous FTP connections, clear the **Unlimited** checkbox corresponding to the **Limit download bandwidth for this virtual FTP domain** option and enter the maximum bandwidth in kilobytes per second.

6. Click **OK**.

➢ *To change settings for anonymous FTP service or switch it off:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **FTP Access**.

4. Click the **Anonymous FTP** tab.

5. Perform the operation you need:

   ▪ Adjust the settings as required and click **OK**.

   ▪ To switch off the anonymous FTP service, click **Switch Off**.

Mail

You can create and remove mail accounts right from the Control Panel, set up mail forwarding, protection from spam and viruses, and so on. For details on mail service configuration, refer to the section **Configuring Mail** (on page 374).

If you want to use some of your e-mail addresses to distribute news and promotions, or set up group discussions, consider setting up mailing lists. These are e-mail addresses to which a number of users are subscribed. Learn more in the section **Using Mailing Lists** (on page 382).

In this section:

Adding Mail Accounts

➢ *To create an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Mail** tab.

3. Click **Create E-mail Address**.

4. Type the left part of the e-mail address before the @ sign, and, if you have several domain names on your account, select the domain name under which the e-mail address will be created.

5. Leave the **Mailbox** checkbox selected.

    Clearing this checkbox makes sense only if you want to use this address as a mail forwarder, which will forward all incoming mail to another address.

6. Specify the mailbox size or use the default size defined by the provider's policy or your service plan.

7. Specify a password consisting of five or more Latin characters.

8. Click **OK**.

➢ *To remove an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Mail** tab.

3. Select a checkbox corresponding to the e-mail address you want to remove and click **Remove**.

4. To confirm removal, click **Yes**.

Configuring Mail

Panel allows you to configure mail services on two levels:

- *Configuring mail account settings*. These settings affect mail account only. Say, where to forward received messages or what to do with potential spam. Learn more about possible operations on mail accounts in the section **Configuring Mail Account** (on page 375).

- *Configuring global mail settings.* These are subscription-wide settings that affect all mailboxes within a subscription. Say, what webmail system Panel should use, or what to do with mail sent to nonexistent users. These settings may be unavailable in your hosting plan. To get the details on how to change global mail settings, refer to the section **(Advanced) Configuring Global Mail Settings** (on page 381).

In this section:

Configuring Mail Account

If the provider's policy allows setting up mail accounts and services through the Control Panel, then you can set up and use the following types of e-mail services:

- Mailboxes associated with your domain names.

- E-mail aliases: additional e-mail addresses that are associated with a user's primary (or main) e-mail address. E-mail aliases can be used as temporary disposable addresses that can be published on the Internet. When spam starts coming to an address that was set up as an e-mail alias, you can remove that alias and create another one.

- E-mail forwarding: for each e-mail account, you can set up e-mail forwarding service that will send copies of all incoming messages to another e-mail address.

- Automatic response: for each e-mail account, you can switch on automatic response service, which will send a predefined e-mail message in reply to any incoming e-mail message. This is useful for sending "out of office" or "on vacation" notices when you are away.

- Protection from spam: for each e-mail account, you can set up checking of all incoming messages by antispam filter. In addition, you can specify what to do with messages identified as spam: Remove them, move to a special folder, or just add some text to the message subject.

- Protection from viruses: Panel can check all incoming and outgoing mail for viruses.

In this section:

Setting Up Mail Forwarding

➢ *To set up e-mail forwarding for an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Forwarding** tab.

3. Select the **Switch on mail forwarding** checkbox.

4. Specify one or several e-mail addresses to which e-mail must be forwarded. When specifying e-mail addresses, separate them with white spaces, commas, semicolons, or type each of them on a new line.

5. Click **OK.**

6. If you do not want to keep copies of forwarded messages in the mailbox, go to the **Mail** tab > *e-mail address*, clear the **Mailbox** checkbox, and click **OK**.

➢ *To switch off mail forwarding:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Forwarding** tab.

3. Clear the **Switch on mail forwarding** checkbox, and click **OK.**

Creating Mail Aliases

➢ *To add or remove additional e-mail addresses (e-mail aliases) for a mail account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **E-mail Aliases** tab.

3. Do any of the following:

   ▪ To add an address, type it into the **E-mail alias** box, and click **OK.**

   ▪ To remove an address, click the **Remove** link to the right of the address you want to remove.

Setting Up Auto-Reply

➢ *To set up automatic reply for an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Auto-Reply** tab.

3. Select the **Switch on auto-reply** checkbox, and specify the following settings:

   - **Auto-reply message subject**.

   - **Message format**. We recommend that you leave the option Plain text selected because some of your recipients might be unable to see the text formatted with HTML.

   - **Encoding**. We recommend that you leave the UTF-8 encoding selected to ensure that the letters in your message are displayed properly.

   - **Message text**.

   - **Forwarding address**. If you want to forward incoming messages to another e-mail address, type an e-mail address in this box.

   - **Attached files**. If you want to attach a file to your message, click **Browse** and select a file.

4. Click **OK**.

➢ *To switch off automatic reply for an e-mail address:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Auto-Reply** tab.

3. To switch off automatic reply, clear the **Switch on auto-reply** checkbox, and click **OK.**

Protecting from Spam

> *To switch on spam filtering for a mailbox:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Spam Filter** tab.

3. Select the checkbox **Switch on spam filtering for this e-mail address**.

4. Specify what to do with messages classified as spam.

   - If you want to filter mail with the software on your local computer, select the option **Mark spam messages by adding the following text to message subject**, and then specify how spam filter should mark the messages recognized as spam. "X-Spam-Flag: YES" and "X-Spam-Status: Yes" headers are added to the message source by default, and if you want, the spam filter will also add a specific text string to the beginning of the subject line and to the message body.

   - If you are sure that your spam filter is accurate, you may want to set the filter to automatically delete all incoming messages recognized as spam. To do this, select the option **Delete all spam messages**.

   - If you are accessing your mailbox over IMAP protocol and want the spam filter to move all messages considered spam to the IMAP folder called Spam, select the option **Move spam to the Spam folder**.

     Because all messages are automatically removed from the Spam folder after 30 days, you will need to review the contents of the Spam folder on a regular basis to make sure you do not miss any important messages, and move all non-spam messages back to the Inbox folder.

     When the option **Move spam to the Spam folder** is selected, you can train the spam filter and improve its accuracy by moving spam messages from Inbox to Spam, and non-spam messages from Spam to Inbox.

5. If you want to adjust spam filter sensitivity, click **Show Advanced Settings**, and type a number of points that a message must score to be considered spam.

   SpamAssassin performs a number of different tests on contents and subject line of each message. As a result, each message scores a number of points. The higher the number, the more likely a message is spam. For example, a message containing the text string "BUY VIAGRA AT LOW PRICE!!!" in subject line and message body scores 8.3 points. By default, the filter sensitivity is set so that all messages that score 7 or more points are classified as spam.

   - If you receive lots of spam messages with the current setting, to make filter more sensitive, try setting a lesser value in the **Spam filter sensitivity** box; for example, 6.

   - If you are missing your e-mails because your spam filter thinks they are junk, try reducing filter sensitivity by setting a higher value in the **Spam filter sensitivity** box.

   Note: To further improve spam filter accuracy, you may want to train your spam filter on e-mail messages you receive, as described further in this section.

6. If you want to be sure that you will not miss e-mail from specific senders, type e-mail addresses or domain names into the **White list** field.

    Place each address in one row, or separate addresses with a coma, a colon, or a white space. You can use an asterisk (*) as a substitute for a number of letters, and question mark (?) as a substitute for a single letter. For example: address@mycompany.com, user?@mycompany.com, *@mycompany.com. Specifying *@mycompany.com will add to the white list all e-mail addresses that are under the mycompany.com mail domain.

7. If you do not want to receive e-mail from specific domains or individual senders, type e-mail addresses or domain names into the **Black list** field.

    Place each address in one row, or separate addresses with a coma, a colon, or a white space. You can use an asterisk (*) as a substitute for a number of letters, and question mark (?) as a substitute for a single letter. For example: address@spammers.net, user?@spammers.net, *@spammers.net. Specifying *@spammers.net will block the entire mail domain spammers.net.

8. If you use a Windows-based customer account, then you can also specify trusted languages and character sets. E-mail messages written in the specified languages and with the defined character sets will pass the spam filter and will not be marked as spam.

9. On Windows-based customer accounts, you can also specify IP addresses of computers or networks from which e-mail must always be accepted. When specifying network addresses, type an address and add a network mask after a slash. For example, 192.168.10.10/24.

10. Click **OK**.

You can improve accuracy of spam detection if SpamAssassin spam filter on the server is switched on for your account and you are accessing your mailbox over IMAP protocol.

➢ *To improve accuracy of spam detection:*

1. Access your mailbox with webmail or a mail client program on your computer.

2. Review the messages in your **Inbox** folder. Move all spam messages to the **Spam** folder. This will make the SpamAssassin spam filter recognize spam more efficiently.

Protecting from Viruses

To defend your system from viruses, do not open suspicious e-mail attachments, enable antivirus protection on the server side, if this service is provided by your hosting company, and be sure to have a firewall and antivirus software installed on your personal computer. Also keep your operating system up-to-date and timely install security hot fixes and patches.

➢ *To switch on antivirus protection for a mailbox:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Antivirus** tab.

3. Select the checkbox **Switch on antivirus protection for this e-mail address**.

4. Choose the desired mail scanning mode. You can switch on scanning for incoming mail, outgoing mail, or both.

5. Click **OK**.

When an infected message comes, you will be notified by e-mail. If Kaspersky Antivirus is used by your provider, then you might be able to configure it at the **Mail** tab > *e-mail address* > **Antivirus** tab.

➢ *To switch off antivirus protection for a mailbox:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > *e-mail address* > **Antivirus** tab.

3. Clear the checkbox **Switch on antivirus protection for this e-mail address**.

4. Click **OK**.

(Advanced) Configuring Global Mail Settings

You can configure the following mail service settings that apply to all domains created under a subscription:

▪ Mail service status. You can switch the mail service on or off. If the mail service is switched off, then e-mail messages cannot be sent or received.

▪ Mail bounce settings. When somebody sends an e-mail message to an e-mail address that does not exist under your domain, the mail server, by default, accepts mail, processes it, and when it finds out that there is no such a recipient under the domain, it returns the mail back to sender with an error message. You can choose to:

   ▪ Continue returning all such mail back to senders (**Bounce with message** option),

   ▪ Forward all such mail to the specified e-mail address (**Forward to address** option),

   ▪ Forward all such mail to another mail server with the specified IP address using the option **Redirect to external mail server with IP address** (available only for Windows hosting),

   ▪ Reject such mail without accepting it and without notifying senders (**Reject** option).

▪ Webmail. If your service plan provides the option to choose which webmail program to use for your account, then you can select it in the global mail settings.

➢ *To configure the mail service settings:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab, and then click **Change Settings**.

3. Select the required options, and click **OK**.

Using Mailing Lists

Mailing list is a group e-mail address to which a number of users are subscribed. Mailing lists are used for sending e-mail messages to multiple recipients at once. E-mail messages sent to mailing list subscribers can include anything from plain text to colorful newsletters and promotions with embedded images and links, and attached multimedia and presentation materials.

How it all works: you create a mailing list e-mail address in the Panel, and subscribe users to it. Then you send your message to the mailing list address, and all subscribers receive it.

➢ *To set up a mailing list and subscribe users to it:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > **Mailing Lists** tab.

3. Click **Create Mailing List**.

4. Type the mailing list address and, if you have several websites, select the website under which the mailing list will be created.

5. To subscribe users to the mailing list, type their e-mail addresses, one address per line.

6. To notify the mailing list administrator about mailing list creation, select the checkbox **Notify administrator on the mailing list creation**.

7. Click **OK**.

➢ *To subscribe or unsubscribe users:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > **Mailing Lists** tab.

3. Click the mailing list address.

4. Do any of the following:

   ▪ To subscribe users to the mailing list, type their e-mail addresses into the **Subscribers** field, one address per line.

   ▪ To unsubscribe users, remove their addresses from the **Subscribers** field.

5. Click **OK**.

➢ *To remove a mailing list:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Mail** tab > **Mailing Lists** tab.

3. Select a checkbox corresponding to the mailing list you want to remove and click **Remove**.

4. To confirm removal, click **Yes**.

➢ *To switch off the mailing lists service and all mailing lists created under the currently selected subscription:*

1. Go to the **Mail** tab > **Mailing Lists** tab.

2. Click **Switch Off the Service**.

➢ *To switch on the mailing lists service for the currently selected subscription:*

1. Go to the **Mail** tab > **Mailing Lists** tab.

2. Click **Switch On the Service**.

Scheduling Tasks

If you need to run scripts on your hosting account at specific time, use the task scheduler in the Panel to make the system automatically run the scripts for you.

In this section:

Scheduling Tasks (Linux)

If you need to run scripts on your hosting account at specific time, use the task scheduler in the Panel to make the system automatically run the scripts for you.

During installation of the Panel, the following tasks are automatically created:

- `autoreport.php` – delivers daily, weekly and monthly reports on domains (three separate tasks)
- `backupmng` – initiates scheduled backing up of domains once every 30 minutes
- `statistics` – generates statistics on resource usage by domains
- `mysqldump.sh` - creates a backup copy of three MySQL databases: psadump, MySQL, and Horde databases

As all these tasks are related to statistics, databases, and reports, it is strongly recommended that you neither change nor remove them.

➢ *To schedule a task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Click **Schedule New Task**.

4. Leave the **Switched on** checkbox selected.

5. Specify when to run your command:

   - **Minute** - enter the value from 0 to 59
   - **Hour** - enter the value from 0 to 23
   - **Day of the month** - enter the value from 1 to 31
   - **Month** - enter the value from 1 to 12, or select the month from a drop-down box
   - **Day of the week** - enter the value from 0 to 6 (0 for Sunday), or select the day of the week from a menu.

   You can schedule the time using the UNIX crontab entry format. In this format, you can:

   - Enter several values separated by commas. Two numbers separated by a hyphen mean an inclusive range. For example, to run a task on the 4th, 5th, 6th, and 20th of a month, type 4-6,20.
   - Insert an asterisk to specify all values allowed for this field. For example, to run a task daily, type * in the **Day of the month** text box.

   To schedule the task to run every Nth period, enter the combination */N, where N is a value for this field (minute, hour, day, month). For example, */15 in the **Minute** field schedules the task to start every 15 minutes.

You can type the contracted names of months and days of the week, which are the first three letters: Aug, Jul, Mon, Sat, and so on. However, the contracted names cannot be separated with commas or used together with numbers.

6. Specify which command to run. Type it into the **Command** input box.

For example, if you want to run the backup creation task at the specified time and have the backup file sent to your e-mail, you need to specify the following command in the **Command** input box:

```
/usr/local/psa/admin/sbin/backupmng
```

7. Click **OK**.

➢ *To receive notifications when the tacts are started:*

1. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

2. Click **Settings** and specify the notification policy.

➢ *To temporarily suspend execution of a scheduled task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Locate the task that you want to suspend and click the corresponding link in the **Command** column.

4. Clear the **Switched on** checkbox and click **OK**.

➢ *To resume execution of a scheduled task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Locate the task whose execution you want to resume and click the corresponding link in the **Command** column.

4. Select the **Switched on** checkbox and click **OK**.

➢ *To cancel a task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Select a checkbox to the left of the task that you want to cancel and click **Remove**.

4. Confirm removal and click **OK**.

Scheduling Tasks (Windows)

If you need to run scripts on your hosting account at specific time, use the task scheduler in the Panel to make the system automatically run the scripts for you.

During installation of the Panel, the following tasks are automatically created:

- Update antivirus database – updates Parallels Premium Antivirus database.
- Statistics calculation - generates statistics on resource usage, such as traffic and disk space.

As all these tasks are related to site statistics, databases and reports, it is strongly recommended that you neither change nor remove them.

➢ *To schedule a task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Click **Schedule New Task**.

4. Leave the **Switched on** checkbox selected if you want your scheduled task to be active immediately after the creation.

5. Type a name for your task in the **Description** field.

6. In **Scheduler notification**, specify whether the scheduler should notify you when it runs this task. The following options are available:

   - **Switched off** - do not notify you.
   - **Send to the default e-mail** - send the notification to your default e-mail address.
   - **Send to the e-mail I specify** - send the notification to the e-mail specified in the corresponding field. After selecting this option, you need to type the required e-mail address in the field on the right.

7. Specify which command or executable file to run. Type it into the **Path to executable file** input box. If you need to run the command with certain options, type them in the **Arguments** field.

   - For example, if you want to run the statistics calculation task to count disc space and see more detailed information for the example.com and example.net domains, you need to specify the following path in the **Path to executable file** input box:

     ```
     C:\Program Files\Parallels\Parallels
     Panel\admin\bin\statistics.exe
     ```

     and the following options in the **Arguments** field:

     ```
     --disk-usage --process-domains=example.com, example.net –
     verbose
     ```

- If you want to run your own PHP script using the task scheduler, you need to specify the following path in the **Path to executable file** input box:

  ```
  C:\Program Files (x86)\Parallels\Parallels
  Panel\Additional\PleskPHP5\php.exe
  ```

  and specify the script location in the **Arguments** field:

  ```
  C:\Inetpub\vhosts\mydomain.tld\httpdocs\myscript.php
  ```

8. Select the appropriate priority in the **Task priority** field. Task priority can be set to **Low**, **Normal** or **High**.

9. Specify when to run your command by selecting the appropriate checkboxes in the **Hours**, **Days of month**, **Months** or **Days of week** fields.

10. Click **OK** to schedule the task or click **Run Now** to schedule the task and immediately run it.

➢ *To temporarily suspend execution of a scheduled task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Choose a task that you want to suspend and click the corresponding link in the **Description** column.

4. Clear the **Switched on** checkbox.

5. Click **OK**.

➢ *To resume execution of scheduled task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Choose a task whose execution you want to resume and click the corresponding link in the **Description** column.

4. Select the **Switched on** checkbox.

5. Click **OK**.

➢ *To cancel a task:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Scheduled Tasks** (in the **Advanced Operations** group).

3. Select a checkbox to the left of the task that you want to cancel and click **Remove**.

4. Confirm removal and click **OK**.

Using Databases

If your website incorporates custom data processing applications or is designed to generate web pages dynamically, you will likely need a database for storing and retrieving data. You can either create a new database for your site or import the data from your previously backed up MySQL, PostgreSQL, or Microsoft SQL database. Note that when you install an application from the Applications Catalog, all required databases and database user accounts are created automatically.

In this section:

Managing Databases

Panel allows you to perform a number of database management operations:

▪ Create and remove databases.

▪ Import existing databases.

▪ Create additional database user accounts for collaborative work.

For the details on these operations, refer to the particular sections of this chapter.

In this section:

Creating Databases

Creating and Removing Databases

➤ *To create a new database on a customer account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Click the **Websites & Domains** tab.

3. Click **Databases** (in the **Advanced Operations** group).

4. Click **Add New Database**.

5. Enter a name for the database.

   We recommend that you choose a name that starts with a Latin alphabet symbol and comprises only alphanumeric and underscore symbols (up to 64 symbols).

6. Select the database type that you are going to use: MySQL, PostgreSQL or Microsoft SQL Server. Click **OK**.

7. To set up database administrator's credentials, click **Add New Database User**.

8. Type a user name and a password that will be used for accessing the contents of the database.

9. Click **OK**.

➤ *To remove a database with its contents:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases**.

3. Select a checkbox corresponding to the database that you want to remove.

   If the required checkbox appears grayed out, this means that this database is used by a web application and you can remove it only by removing the respective application.

4. Click **Remove**.

5. Confirm removal and click **OK**.

Accessing Databases

After you created a database and assigned a database user to it, you can access it from Panel using the **Webadmin** link on the **Websites & Domains tab** > **Databases** > database page. In this case, Panel automatically uses the corresponding database user credentials.

If you want to access your database using some other tools (like SQL Server Management Studio) or to give some applications access to it, you will need to provide these tools and applications with the following:

- To connect to *MySQL* and *PostgreSQL*, you will need to provide the host name (or IP address) and the database user login and password.

- To connect to *Microsoft SQL Server*, you will also need to specify the Microsoft SQL Server instance. For *Microsoft SQL Server 2008*, Panel uses the `MSSQLSERVER2008` named instance. Therefore, the host can be specified as `mydomain.com\MSSQLSERVER2008` or `123.123.123.123\MSSQLSERVER2008`. For *Microsoft SQL Server 2005*, Panel uses the default instance (`MSSQL 2005`), and you do not need to specify the instance name.

Importing Databases

➢ *To import an existing database:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases** (in the **Advanced Operations** group) > **Add New Database**.

3. Enter a name for the database. We recommend that you choose a name that starts with a Latin alphabet symbol and comprises only alphanumeric and underscore symbols (up to 64 symbols).

4. Select the database type that you are going to use: MySQL, PostgreSQL, or Microsoft SQL Server. Click **OK**.

5. To set up database administrator's credentials, click **Add New Database User**.

6. Type a user name and a password that will be used for accessing the contents of the database. Click **OK**.

7. Click the **Webadmin** icon in the **Tools** group. An interface to phpMyAdmin, phpPgAdmin, or ASPEnterpriseManager database management tool will open in a separate browser window. The database management tools allow to operate database user accounts and execute SQL queries through the web browser.

   If you have a MySQL database:

   a. Click **Query window** in the left frame, click the **Import files** tab,

   b. Select the text file that contains the data and click **Go**.

   c. Click the **Insert data from a text file** link.

   If you have a MS SQL database:

   a. Click the name of your database in the left frame

   b. Click **Query** (the magnifying glass button)

   c. Copy the text of your script into the text area and click **Run Query**.

To manage your databases and their contents, use your favorite MySQL, PostgreSQL, or Microsoft SQL Server client or the web-based database management tool accessible from the Panel (the **Websites & Domains** tab > **Databases** > *database name* > **Webadmin**).

Creating Database User Accounts

If you collaborate with other people on managing a website and wish to give them access to the database, you should create separate user accounts for them.

➢ *To create a database user account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases** > *database name*, and click **Add New Database User**.

3. Type a user name and a password that will be used for accessing the contents of the database. Click **OK**.

➢ *To change a password for a database user:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases** > *database name* > *database user name*.

3. Type a new password and click **OK**.

➢ *To specify whose user account credentials should be used by default for managing a database through the Webadmin tool:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases** > *database name*.

3. Select a checkbox corresponding to the user account you need.

4. Click **Default for DB Webadmin**.

➢ *To remove a database user account:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **Databases** > *database name*.

3. Select a checkbox corresponding to the user account that you want to remove.

4. Click **Remove**, then confirm removing and click **OK**.

Accessing External Databases (Windows)

If your applications need to access external databases for storing data, then you need to create ODBC connections through the Panel.

➢ *To create an ODBC connection to an external database:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites & Domains** tab > **ODBC Data Sources** (in the **Advanced Operations** group).

3. Click **Add New ODBC DSN**.

4. Specify the ODBC connection name and description in the corresponding fields.

5. Select the required driver in the **Driver** field.

6. Click **OK**.

7. Choose the appropriate options on the driver configuration screen. Typically, you should specify the path to the database, user credentials and other connection options, depending on the selected driver.

8. Click **Test Connection** to check whether the connection will function properly with provided settings. Click **Finish** to complete the creation.

➢ *To change settings of an ODBC connection:*

1. Go to the **Websites & Domains** tab > **ODBC Data Sources** (in the **Advanced Operations** group).

2. Click the required connection name in the list.

3. Change the settings as needed.

4. Click **Test Connection** to check whether the connection will function properly with new settings. Click **Finish** to save changes.

➢ *To remove an ODBC connection:*

1. Go to the **Websites & Domains** tab > **ODBC Data Sources** (in the **Advanced Operations** group).

2. Select the checkbox corresponding to a connection you want to remove.

3. Click **Remove**, confirm the removal and click **OK**.

Backing Up and Recovering Websites

Unfortunately, data loss events are quite common problem today. The reasons of these events may vary: Hardware failures, hacking attacks, and so on. To minimize the consequences of data loss, Panel provides the back up / restore feature. During the backup Panel saves your account configuration along with all websites content into a number of files. You can restore the backup at any time later to recover corrupted data, or just to return Panel to stable state.

This chapter describes how to perform the following operations in your Panel:

- Back up all data related to your account and sites. Learn more in the section **Backing Up Account and Websites** (on page 398).
- Back up databases (Windows). Learn more in the section **Backing Up Databases (Windows)** (on page 400).
- Schedule backups. Learn more in the section **Scheduling Backups** (on page 401).
- Restore data from backup archives. Learn more in the section **Restoring Data** (on page 404).

In this section:

Backing Up Data

Depending on your needs, Panel can perform two types of backup:

- *Customer account configuration*. Such backups have small size and are convenient for restoring account settings in case of configuration problems.
- *Customer account configuration and websites content*. This type of backup requires more disk space and system resources because the Panel also saves the content of all websites. Such full backups are the best way to prevent data loss.

You can perform backup manually at any time, or schedule it for a specific time. For example, make the full backup once a day at night time when the number of site visits is minimal. To get the details on scheduling backups, refer to the section **Scheduling Backups** (on page 401).

Storing Backups

There are two ways of storing backups in Panel:

- *On the Panel-managed hosting server*. All backup files are stored on your Panel server along with other account content. Note that in this case backup files occupy the disk space provided by your subscription.
- *On a remote FTP server*. All backup files are stored on a remote FTP repository. In this case, backup files do not occupy the disk space provided by your subscription. The instructions on how to configure Panel to save backups to an FTP account are provided below in this section.

Creating Password-protected Backups

Since Panel 11.0, you are able to secure sensitive data in your backups by protecting them with a password. Protection makes it impossible for an attacker to reveal backup data if the security of your external backup storage is compromised.

You can specify a backup password in the following circumstances:

- In your FTP repository settings (**Websites & Domains** > **Backup Manager** > **Personal FTP Repository Settings**).
- When downloading a backup file from the Panel internal repository to some external location.

When uploading these backups back to Panel and restoring them, you will be prompted to provide the password you used for protection.

> **Important:**
> If you forget the password you used for backup protection, it cannot be recovered. Therefore, it is strongly recommended to keep a list of your passwords and corresponding backup file names in a safe place.

Configuring Panel for Working with an FTP Repository

If you are going to use an FTP server for storing backup files, you should specify its settings in **Account** tab **> Back Up My Account and Websites > Personal FTP Repository Settings**:

▪ FTP server's IP address or host name.

▪ Directory on the server where you want to store backup files.

▪ User name and password for access to the FTP account.

▪ Password that Panel will use for protecting backup files.

In this section:

Backing Up Account and Websites

➢ *To back up all data related to your account and all your subscriptions:*

1. Go to the **Account** tab > **Back Up My Account and Websites** > **Back Up**.

2. Specify the following:

   ▪ Backup file name prefix and description. You cannot specify an arbitrary file name, however, you can set the Panel to add a prefix to backup file names. Note that the Panel automatically adds the date and time of backup file creation (in Universal Time) to backup file names.

   ▪ Splitting of the backup file. To create a multivolume backup, select the corresponding checkbox and specify volume size in megabytes.

   ▪ Location where to store the backup file. Select the repository where you would like to store the backup file.

   ▪ E-mail notification on backup completion. If you want to be notified of the backup completion, type your e-mail address.

   ▪ What data to back up. You can back up only the account settings or account settings and all data.

   ▪ **Suspend domains until backup task is completed.** Select this option to prohibit users from making changes to content or settings of websites while they are being backed up.

   > **Note:** If you select this option, then, after restoring the data from this backup file, you will need to manually switch on every domain alias for every site that needs to have domain aliases. This can be done at **Websites & Domains** tab > *domain alias name* > **Switch On**.

3. Click **Back Up**.

When backing up is finished, the backup file will be saved to the repository you selected.

➢ *To back up all websites related to a subscription:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Account** tab > **Back Up Websites** > **Back Up**.

3. Specify the following:

   ▪ Backup file name prefix and description. You cannot specify an arbitrary file name, however, you can set the Panel to add a prefix to backup file names. Note that the Panel automatically adds the date and time of backup file creation (in Universal Time) to backup file names.

   ▪ Splitting of the backup file. To create a multivolume backup, select the corresponding checkbox and specify volume size in megabytes.

   ▪ Location where to store the backup file. Select the repository where you would like to store the backup file.

- E-mail notification on backup completion. If you want to be notified of the backup completion, type your e-mail address.
- What data to back up. You can choose to back up:
  - Only settings of websites.
  - All settings and data with or without mail accounts and messages in mailboxes.
  - Only mail accounts with messages.
- **Suspend domains until backup task is completed.** Select this option to prohibit users from making changes to content or settings of websites while they are being backed up.

> **Note:** If you select this option, then, after restoring the data from this backup file, you will need to manually switch on every domain alias for every site that needs to have domain aliases. This can be done at **Websites & Domains** tab > *domain alias name* > **Switch On**.

4. Click **Back Up**.

When backing up is finished, the backup file will be saved to the repository you selected.

Backing Up and Restoring Databases (Windows)

If you are using a Windows-based customer account, then you can back up and subsequently restore databases, database user accounts, and data used by your websites.

You can:

- Back up your domain databases with all data and user accounts.
- Restore databases from backup files.
- Download, upload and remove database backup files.
- Recover users who became orphaned after the restoration.

Important: Panel does not back up stored procedures, views, and triggers. The backup utility ignores them and, therefore, they cannot be restored.

➢ *To back up databases:*

1. Go to the **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository**.

2. Using the **Database** menu, select the databases you want to back up.

3. Click **Back Up**.

4. Specify the name of the backup file and click **OK**.

5. If you want to download the resulting backup file, click the file name on the next page after the backup process was finished. Specify the location where you want to save the file and click **Save**.

6. Click **OK**.

➢ *To restore a database:*

1. Log in to Control Panel.

2. Go to **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository**, select the checkbox corresponding to the backup file you want to restore and click **Restore**.

    If you do not have the backup file on your server, you can upload the backup file to the server repository from your local machine.

3. Confirm the restoration by selecting the corresponding checkbox and click **OK**.

➢ *To upload a backup file to a backup repository:*

1. Go to Control Panel > **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository,** and click **Upload Backup File**.

2. In the **Database name** menu, select the database in whose repository you want to upload the backup file.

3. Click **Browse...** and select the required backup file.

4. Leave the **Restore database backup immediately upon uploading** check box selected if you want the database contents to be restored immediately after the backup file is uploaded.

5. Click **OK**.

The database backup file will be uploaded to the backup repository of the specified database.

Scheduling Backups

➢ *To schedule backing up of data:*

1. Go to the **Account** tab > **Back Up My Account and Websites** > **Scheduled Backup Settings**.

2. Select the **Activate this backup task** checkbox and specify the following:

    ▪ When and how often to run the backup.

    ▪ A prefix that should be added to the backup file name.

    ▪ Splitting of the backup file. To create a multivolume backup, select the respective checkbox and specify volume size in megabytes. Note that volume size cannot exceed 4095 megabytes.

    ▪ Location where to store the backup file. Select the repository where you would like to store the backup file.

    ▪ Maximum number of backup files stored in the repository. Type a number if you want to recycle backup files: When this limit is reached, the oldest backup files are removed.

    ▪ E-mail notification on backing up errors. If you want to send an e-mail notice when something goes wrong during backing up, type the e-mail address you need.

    ▪ What data to back up. You can back up only account settings, or account settings and all related data.

    ▪ **Suspend domains until backup task is completed.** Select this option to prohibit users from making changes to content or settings of websites while they are being backed up.

3. Click **OK**.

Managing Backup Files

In this section:

Uploading and Downloading Backup Files

Downloading Backup Files from Panel

To download a backup file from the Panel repository, choose the corresponding backup file name in **Account** tab **> Back Up My Account and Websites** and specify the location for the file. Before starting the download, Panel will prompt you to enter the backup password.

Uploading Backup Files to Panel

To upload a backup file to the Panel repository, use the **Account** tab **> Back Up My Account and Websites > Upload Files to Server Repository** wizard. Before starting the upload, Panel will prompt you to enter the following backup parameters:

- *Backup file location*.
- *Password*.
  This is the password that you used for protecting the backup data. If you did not use password-protection, leave the corresponding field blank.

  Note: If the password you provide is incorrect, Panel will warn you, but will upload the backup to the server anyway. During the backup restoration, you will be prompted to enter the password again.

Removing Backup Files

To remove a backup file from the Panel repository, select a checkbox corresponding to the backup file you want to remove in **Account** tab **> Back Up My Account and Websites** and click **Remove**.

Uploading and Downloading Database Backup Files (Windows)

➢ *To upload a backup file to backup repository:*

1. Go to the **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository** and click **Upload Backup File**.

2. Select the database in whose repository you want to upload the backup file to in the **Database name** menu.

3. Click **Browse...** and select the required backup file.

4. Leave the **Restore database backup immediately upon uploading** checkbox selected if you want the database contents to be restored immediately after the backup file is uploaded.

5. Click **OK**.

The database backup file will be uploaded to the backup repository of the specified database.

➢ *To download a backup file from backup repository:*

1. Go to the **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository.**

2. In the **Database** menu, select the database whose backup files you want to browse. Leave **All domain databases** selected if you want to browse backup files of all databases on a domain.

3. Click the icon 🖫 corresponding to the database backup file you want to download.

4. Select the location where you want to save the backup file and click **Save**.

The backup file will be downloaded from the backup repository.

➢ *To remove a backup file from backup repository:*

1. Go to the **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository.**

2. In the **Database** menu, select the database whose backup files you want to remove. Leave **All domain databases** selected if you want to browse backup files of all databases on a domain.

3. Select a checkbox corresponding to the database backup file you want to remove. Click **Remove**, confirm removal and click **OK**.

Restoring Data

In this section:

Restoring Backups

You can restore data from backup files kept in:

- *The Panel internal repository*.
  To restore backup files from Panel repository, choose the backup file name you want to restore on the **Account** tab > **Back Up My Account and Websites** > **Server Repository** tab.

- *An external FTP repository*.
  To restore backup files from Panel repository, choose the backup file name you want to restore on the **Account** tab > **Back Up My Account and Websites** > **Personal FTP Repository** tab.

After you choose the backup file, Panel will start the restoration wizard. You will be prompted to specify the following restoration parameters:

- **Types of data to be restored.**

- **Suspend website until restoration task is completed.** Select this if you want to avoid possible conflicts that may occur when users modify site content or settings while they are being restored.

- **Send an e-mail notice when restoration task is completed.** Type your e-mail address if you want the control panel to notify you when restoring is completed.

- **Conflicts resolution policy.** Specify what to do if any conflicts occur during restoration.

- **Backup security settings.** If the backup was protected with a password, enter the password into the **Password** field. Note that Panel is unable to check whether the password you enter is wrong: The backup will be successfully restored but the data will be corrupted. If you wish to reset user passwords, clear the **Provide the passwords** option.

If any errors or conflicts occur during restoration of data, the wizard will prompt you to select an appropriate resolution. Follow the instructions provided on the screen to complete the wizard.

Restoring Databases (Windows)

> ➢ *If the database already exists and you only need to restore its contents:*

1. Go to the **Websites & Domains** tab > **Backup Manager** > **Database Backup Repository**.

2. Select the required backup file from the list and click **Restore Selected**.

If you do not have the backup file on the server, you can upload the backup file to the server repository from your local machine. For more information, refer to the section Uploading, Downloading, and Removing Database Backup Files.

3. Confirm the restoration by selecting the corresponding checkbox and click **OK**.

If you are restoring an MS SQL database, there is a possibility that some database users will be orphaned. In order to provide the ability to access and use the database for these users, you need to repair them. For more information, refer to the section Recovering Orphaned Database Users.

In this section:

Post-Restoration Database Repair

If you are restoring an MS SQL database, there is a possibility that some database users will be orphaned. In order to provide the ability to access and use the database for these users, you need to repair them.

> ➢ *To check if a database has orphaned users and to repair them:*

1. Go to **Websites & Domains** tab > **Databases** (in the **Advanced Operations** group) > *database name*.

2. If you see a warning saying that there are several orphaned users that should be repaired in order to function properly, you have orphaned users who need to be repaired.

3. To repair orphaned users, click the **Repair now** button corresponding to the users you want to repair.

4. Provide password for the users and click **Repair**.

If a user is supposed to be a system user without a password, run repair with empty password field.