Webcenter Tools and Management Business Guide

Your Webcenter Owner's Manual guides you through three areas of your Webcenter:

1. Webcenter Overview
2. The functionality and Administration of your Webcenter
3. Conducting business with your Webcenter

To get started, it is simple, just follow these directions:

Your Webcenter Overview

Overview

A1, A2 - About Us: Your customer clicks here to learn all about you and the website technology you offer, you can change the text displayed on this page from your webcenter admin tools.

B - Contact Us: Your customers clicks here to go to a feedback form that sends you requests for help, etc. This information is sent to the e-mail address that you input in your account information.

C1,C2,C3 - Build Your Website: You or your customer clicks here to build a website (see "Creating Demo Websites" in section III. CONDUCT BUSINESS for details).

D - Site Features: Your customers click here to find out about all the features included with their website.

E - Discover: You and your customers click here to discover the answers to Frequently Asked Questions about E-Commerce, accepting real-time credit card payments for products and services sold from their website.

F - Sample Sites: You and your customers click here to see a portfolio of sites built by other customers.

G - Register Your Domain: This is where your customers clicks to research available domain names and register the name(s) of their choice to attach to their 3rd party website (see "Sell Domain Names" in section III. CONDUCT BUSINESS for details).
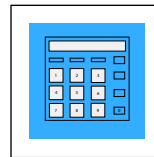
H - Test Drive Your Demo Site: Your customer clicks here to view their Demo Website (see "Creating Demo Websites in section III. CONDUCT BUSINESS for details). Note: Your customer's default domain name is http://www.iWebcenter.com/websitename (their website name) or http://www.yourwebcenterdomainname.com/websitename.

I - Site Owner Login: Your customer clicks here to login with their website name and password and make modifications to their website (see "Creating Demo Websites in section III. CONDUCT BUSINESS for details).

J - Administration: This is your Webcenter Administration area (see section II. FUNCTIONALITY/ADMINSTRATION).

K - Activate Webcenter: You will click this link to pay for your webcenter and get started making money on the Internet.

L - Quick Start Guide: This is where your customers clicks to find a wealth of information and tutorial for making changes to their 3rd party website.
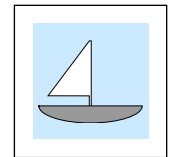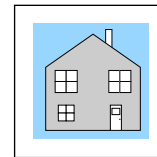
To modify or view information on your Webcenter do the following:

1. Click on the ADMINISTRATION button.

2. You will be asked for your user name and password. Type the codes in and click "Login".

3. You will be taken to another page that says "Click Here to continue". Follow this instruction.

4. This leads to your Webcenter Administration page where you are given the choices of:
-Website Builder/Customer Administration
(to view list of your customers' websites and build websites)
-Webcenter Modifier
-Webcenter Reports

Website Builder / Customer Administration
Click Here To Build And Administer Your Customers' Websites

Webcenter Modifier
Modify Your Webcenter

Sales Materials

Webcenter Reports
Account & Revenue Accruals

Webcenter Modifer

Webcenter Administration

Edit Personal Information
Update Your Contact Information

Change Your Password
Secure Your Webcenter

Upload Your Picture
Add A Image Of Yourself Or Your Logo

Flash Tool
Edit Flash Animation For Your Page

Register a Domain
Research And License Domain Name

Email Aliases
Set Up Your Email Aliases

Set Default Pricing For Products
Enable different Pricing For Customers

Edit About Us Page
Edit Text For Your About Us Page

Search Engine
Submit Your Web Site To Global Search Engines
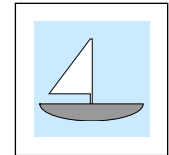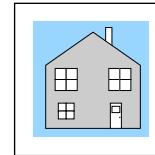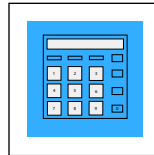
Edit Personal Information

Edit Personal Info

*Required Fields

*First Name:	Kevin
*Last Name:	McLaine
Company Name:	iWebcenter
Address:	2628 Northshore Lane
City:	Westlake Village
State:	California
Zip:	91361
Phone Number:	555-555-5656
Fax Number:	
Email Address:	kmclaine@iwebcenter.com

Update Info

Admin Home | Webcenter Admin

Logged in as: **iwebcenter** (logout)

Change Your Password

Change Your Webcenter Password

Old Password: [   ]

New Password: [   ]

New Password Again: [   ]

[Change Password]

Upload Your Picture

This is where you upload a picture of yourself to post on your Webcenter home page. Your picture will automatically be sized to fit the specified area.

Note: Your image must be in .jpg or .gif format.

Note: Whenever you make changes to your Webcenter, when you return to view your Webcenters, hold down the SHIFT key and click on your REFRESH or RELOAD button on your Browser to see changes.

Register Your Domain Name

Here you can find out if the domain name of your choice is available for your Webcenter, register it and have it point to your Webcenter (to sell a Domain Name or buy additional domain names, that point to somewhere other than your Webcenter, see "Sell Domain Names" in section III. CONDUCT BUSINESS for details)

iWebcenter Webcenter

About Us | Contact Us | Home

Claim your stake to your .com company

Accept Credit Cards online today
learn more

My Webcenter makes e-commerce easy

- Build your website
- Site Features
- Discover
- Sample Sites
- Register Your Domain
- Test Drive Your Demo Site
- Site Owner Login
- Administration
- Activate Webcenter
- Quick Start Guide

To purchase Domain Names for your WebCenter, please fill out the form below. Domain Names for Third Party web sites must be purchased from either the Admin section of the individual Third Party Web Site or from the Register Your Domain Name button on the front of your Web Center.

Enter domain names:

www.
www.
www.
www.
www.

[Submit] [Add Another 5 domains]

Please note: The total length of a Domain Name may be up to 63 characters, (67 including the "3 letter" top-level domain extention, i.e. **.com** or **.net**)

The only characters allowed in a Domain Name are letters, numbers, and the "dash" (-). A Domain Name cannnot begin or end with a dash.

Customer Info	
First Name	
Last Name	
Company Name	
E-mail Address	
Address	
Company City	
Company State	
Company Zip Code	
Phone Number	

Set Default Pricing For Products

This Admin tool allows you to set the pricing for each product that your Webcenter sells and displays that pricing to your customer

Set Default Prices

Using this page, you can choose the default pricing for the websites that you will sell from your **Webcenter**. Also, the fixed price schedules can be viewed here, making this an excellent reference for all your pricing information.

The top half of this page is used to view and modify the default pricing for your website sales. There are two seperate values that you can set.

- **Website Setup Fee** - The setup fee is the amount that is collected from the website owner for the setup of their new website. The website owner will be charged this amount only once. The wholesale amount is what you **pay** for setup, and the retail value is what your customer pays.
- **Website Hosting Fee** - This fee is the amount the customer will be charged every month for the hosting of their website. This fee is also charged once during the initial setup of the site. The first transaction for a website purchase is the sum of the setup fee and the hosting fee. The wholesale amount is what you **pay** for monthly hosting, the retail value is what your customer pays.

Note: Your default prices are set on the web site at the time the site is built, not when the site is activated.

The lower half of this page shows the fixed amounts that have been set by Webcenter. These cannot be modified and are included on this page only for reference. Here is a quick description of what these values mean.

- **Domain Fee** - Your customers can buy domains right from your Webcenter. The prices that you will be selling domain names for are included on this page for reference.
- **Merchant Account Setup Fee** - When customers choose the **"Accept Credit Cards"** link from your webcenter, they can open a merchant account and they are charged this fee for the setup of the account.
- **Processing Fee** - This is the fee that is applied to every **approved** transaction. This means that for every successful transaction that takes place, this amount is subtracted from the total price. Note that this fee is a percentage of the total transaction.
- **Transaction Fee** - This is a flat fee that is charged for **every** transaction sent to the credit card processor. Once again, this fee is charged **regardless** of the success or failure of the transaction. This means that if the credit card transaction is declined, the transaction fee will still be charged.

To change your defaults, choose your preferred pricing for **Setup** and **Hosting** and then click the button below, labled "**Set New Defaults**".

Your current defaults are set as:	Setup: $1299.99	Hosting: $99.99

	Wholesale Price	Retail Price
Website Setup Fee	$99.95	$ 1299.99 ▾
Website Hosting Fee	$34.95	$ 99.99 ▾

Set New Defaults

These values are set by Webcenter and cannot be changed:

	Wholesale Price	Retail Price
Domain Fees	$ 39.99	$99.95 for 2 years
	$ 55.98	$139.95 for 3 years
	$ 67.98	$169.95 for 4 years
	$ 79.98	$199.95 for 5 years
	$ 99.98	$249.95 for 7 years
	$ 139.98	$349.95 for 10 years
Merchant Account Setup Fee		$489.00
Processing Fee		2.3%
Transaction Fee		$0

Edit About Us Page

iWebcenter Webcenter

About Us | Contact Us | Home

My Webcenter makes e-commerce easy

Build your website
Site Features
Discover
Sample Sites
Register Your Domain
Test Drive Your Demo Site
Site Owner Login
Administration
Activate Webcenter
Quick Start Guide

About Us Text

⦿ Use the Default Text (Custom text will be removed)

○ Put your own About Us Text in the text box below.

```
<font size="2" face="Arial, Helvetica, sans-serif">
Welcome to my Webcenter. I have teamed with the
Internet's leading e-commerce
provider to help your entrepreneurial dreams of
success and independence come true.
</font>
</p>
<p>
<font size="2" face="Arial, Helvetica, sans-serif">
I am proud to be a part of the your E-Commerce
Solution. We have an employee resource base with
extensive experience in business, marketing and e-
commerce. The company has developed and implemented
marketing ventures for thousands of diversified
companies, including identifying and formulating the
keys of establishing, managing, and operating an
effective and lucrative online, industry specific, e-
commerce presence. Our technical and graphic
expertise, marketing skills, and business success are
the perfect blend needed to make your online business
```

Submit

Webcenter Reports

Here you can view your sales summary reports and the commissions owed to you, in real-time reporting.

1. Click on name of report
2. Choose date range
3. View report

Webcenter Reports

Sales Report:
Reports on all transactional activity relating to site purchaces.

Recurring Billing Report:
Reports on all transaction activity relating to recurring/rebilling.

Domain Purchase Report:
Reports on all transaction activity relating to Domain Purchases.

Credits Report:
Reports on all credits made through manual billing system.

Reseller Payment Report:
Reports on all payments due to a reseller.

Recurring Billing Report

Return to Main Menu

Select Date:
From: 07 23 2001
To: 07 23 2001 **Filter:** All Recurring

Recurring Report For Period: 2001-07-23 to 2001-07-23

Date	SiteName	Company	Contact	Analyst	Type	Status	Rebills	Amount
2001-07-23	cadrugalcoholtesting	California Drug & Alcohol Testing	Malcolm Bonds	000000671	CC	A	0	$99.99
2001-07-23	poolservers	JimBob's Pool Service	Daniel Wright	000000671	CC	A	0	$99.99
2001-07-23	alohaslimo	ALOHA'S LIMOUSINE	freddy castro	000000671	CC	A	0	$59.99
2001-07-23	smithsacres2	Smiths Acres	Larray Smith	000000671	ECHECK	A	0	$79.99
2001-07-23	linerhobbies	Liner Hobbies	Michael Chapmon	000000671	CC	A	0	$59.99
2001-07-23	clearwatercommunications4	Clearwarter Communications	brad teaport	000001000	CC	A	0	$99.99
2001-07-23	pitzlimousine	PITZ LIMOUSINE	John Solo	000000671	CC	A	0	$99.99
2001-07-23	dominoair	Domino Air	Tom Buillir	000000671	CC	A	0	$69.99
2001-07-23	mtarafatcoffee	Mt. Arafat Coffee	Berj Moosekiani	000000671	CC	A	0	$79.99
2001-07-23	stagelimousine	STAGE LIMOUSINE	RAMAN MIRBODE	000000671	CC	A	0	$59.99

Status	Credit Cards	Echecks	Totals
Approved	$729.91 (9)	$79.99 (1)	$809.90 (10)
Pending	$0.00 (0)	$0.00 (0)	$0.00 (0)
Declined	$0.00 (0)	$0.00 (0)	$0.00 (0)
Error	$0.00 (0)	$0.00 (0)	$0.00 (0)
Holds	$0.00 (0)	$0.00 (0)	$0.00 (0)
Totals	$729.91 (9)	$79.99 (1)	$809.90 (10)

Conduct Business

You make money four ways with your Webcenter:

1. Sell Websites ("Build Your Site" button or "Webcenter Builder" button on your Webcenter Adminstration page)

2. Sell Hosting Services (automatically with the websites you sell)

3. Sell Domain Names ("Register Your Domain" button)

4. Sell Merchant Accounts ("Accept Credit Cards" button)

Your customers can click on the button of their choice and fill out the online forms that takes them to their purchase.

Creating Demo Websites:

To create a demo website for a prospective customer, you or your customer, clicks one of the three "Build Your Site" buttons on your Webcenter home page (or you can build a site through your Webcenter administration area clicking on "The Webcenter Builder" button).

Tell Us About Yourself

Tell us about yourself

Company Name: _____ *

Business category: *Air Cleaning & Purifying Equipment ▼ *

First Name: _____ *

Last Name: _____ *

Address: _____ *

_____

_____

City: _____ *

Zip Code: _____ *

State: Alabama ▼ *

Country: United States ▼ *

Email Address: _____

Phone Number: _____ *

Please include times when it will be convenient for you to speak with a Consultant:

Times to Call: _____

Submit

This leads to a form titled: *"Tell Us About Yourself"*. You or your customer will fill out the form, including choosing the customer's specific business industry (there are over 265 choices).

You or your customer will then be taken to a screen that reads CONGRATULATIONS! Scroll down to the bottom of this page where there is a sentence with the new website name and password (in red). Your customer should record these codes. These codes are necessary to login to the administration portion of their website. You as the Webcenter owner will receive an e-mail announcing that you have a new customer.

Test Drive Your Demo Site

Now you and your customer can click on the words ***"Test Drive Your Demo Site"*** (either the text, in blue, at the bottom of the "Congratulations" page or the "Test Drive Your Demo Site" button on your Webcenter). Then type in the customer's site name (and click the "Go to Site" button) that leads to the home page of the customer's website. Now the two of you can view the site (note: sometimes generating a website may take a minute or two and demo sites are live for ten days).

Site Owner Login

To login and modify the site click the "Modify Site" button on the demo site or the

"Site Owner Login" button on your Webcenter. This leads to the "Site Owner Login" page where you or your customer enters the website name and login and leads to the "Page Administration" page.

Once at the **_"Administration Page"_**, note the tabs at the top of the page leading to the diversified administration sections of the website (see Website Owner's Manual for full instruction and details).

From here you and your customer can click on the "Site Modifier" tab that leads to the "Simple Admin" where the two of you can edit the website by entering and choosing elements (see Website Owner's Manual for full instruction and details).

Your customer's Demo Site is timed. They have 10 days to experiment with it. After 10 days the site will be disabled. Within those 10 days, if your customer chooses to purchase the site, your customer clicks on the "ACTIVATE SITE" button on their Demo Site. This leads you and your customer to a form that either of you can fill out (and "SUBMIT"). The form includes the customer's credit card or checking account information.

IMPORTANT: The SET YOUR DEFAULT PRICING TOOL in your webcenter admin section will determine what price will be displayed to your website prospect.

Sell Domain Names

You or your customer clicks on the "Register Your Domain" button that leads to the page titled "Claim your stake to your .com" company. From this page Website Owners "Login" and non Website Owners "click here".

Claim your stake to your .com company

Accept Credit Cards online today
learn more

Your Domain Name Is:
1. Your Company's unique presence on the Internet.
2. The specific address of your site on the World Wide Web.

Register Your Company Name
- Reserve your Internet name now - insure your future! There can only be one **yourcompanyname.com**. Register it now before someone else does.
- Use your Domain Name for your business e-mail. i.e. **yourname@yourdomain.com** or **joe@abc.com**
- 5 Email aliases per registered domain name *Webcenter site owners only
- Promote your companyname.com on marketing materials such as your letterhead, brochures, and business cards.

If you **are not** a Webcenter Customer and would like to search for Domain Names, please
click here

If you **are** a Webcenter Customer and want to search for additional Domain Names click here to **Login**

Your registered Domain Names will automatically attach to your website.

Claim your stake to your .com company

Accept Credit Cards online today
learn more

Both buttons lead to an online form where you or your customer types in the domain names to be researched for availability. It is necessary to include .com, .net, or .org at the end of each name researched. Then click the submit button.

To purchase Domain Names for Third Party Web Sites, please fill out the form below. Domain Names for WebCenters must be purchased from WebCenter Admin Section.
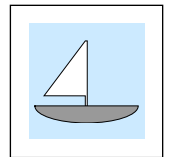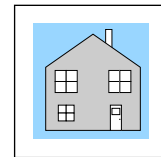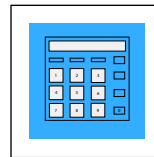
Enter domain names:
www. [_____]
www. [_____]
www. [_____]
www. [_____]
www. [_____]
[Submit] [Add Another 5 domains]

Please note: The total length of a Domain Name may be up to 63 characters, (67 including the "3 letter" top-level domain extention, i.e. **.com** or **.net**)

The only characters allowed in a Domain Name are letters, numbers, and the "dash" (-). A Domain Name cannnot begin or end with a dash.

The names are submitted and a page is generated that states if the domain name(s) are available. If they are available, check the box by the name(s) requested and click the submit button.

http://

Sell Domain Names

Claim your stake to your .com company

Accept Credit Cards online today

learn more

Check the domains which you want to register or transfer.

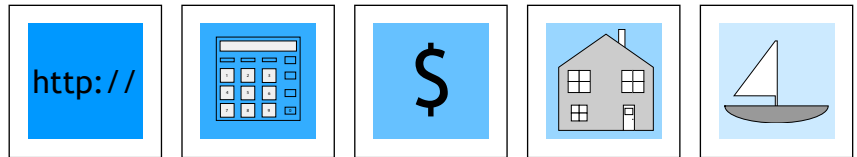☐ **hellowtoyou.org - Domain is available. Check box to register.**

Submit

Back

NOTE: Some Browsers do not support domain names longer than 26 characters

Your customer is then taken to a form that includes payment method and the quantity of years (with prices) your customer wants to register the name for. The form is filled out and submitted. The available name will be registered and pointed your customer's website.

Customer Info	
First Name	
Last Name	
Company Name	
E-mail Address	
Address	
Company City	
Company State	
Company Zip Code	
Phone Number	

Sell Merchant Account

When your customer clicks on the "Accept Credit Cards online today" button on your Webcenter, they are led to a page that describes "Cardservice's International Overview," including pricing. Once your customer has reviewed the agreement your customer scrolls down to the bottom of the page and clicks on the sentence "Cardservice International On-line Application". This leads to the "Online Merchant Application". Your customer then follows the steps and screens to apply for an account.

Conclusion

Change defines today's business climate. If you're not moving towards technology, you are most likely falling behind. The Internet is revolutionizing the way business gets done. It's not just about websites. It's about the creation of E-commerce. If a business doesn't have an Internet address, no one will come knocking.

CARDSERVICE
INTERNATIONAL®

Merchant Application for Internet Merchants

Sign up for a Merchant Account today through Cardservice International. A merchant account allows your business to accept credit cards! Cardservice International offers a 97% approval rate on all Internet merchant accounts doing business in the United States.

The Cardservice Online Merchant Application is fast and easy!

Click Here to Apply!

- Complete and submit your application online in just minutes!
- The Cardservice Online Merchant Application is simple to use!
- All account application and processing fees are clearly displayed!
- Help assistance is provided for every item requested!
- Your information is protected by VeriSign data encryption security!

This application is best viewed with:

GET Microsoft Internet Explorer   CHOOSE Netscape

Microsoft Internet Explorer 4.0 or higher or Netscape 4.0 or higher.

Screen Resolution 800x600