THE COMPLETE HOSTING RESELLER BLUEPRINT

B

INTERNET
BUSINESS

YOUR WEB HOSTING RESELLER BUSINESS STARTUP KIT

BUILD A BUSINESS THAT RUNS ON AUTOPILOT

📞 +27 83 441 0400 (WhatsApp)
🌐 www.internetbusiness.co.za
✉ info@internetbusiness.co.za
📍 Cape Town, South Africa

2

DISCLAIMER AND INDEMNITY

Disclaimer

The information provided in "The Complete Reseller Business Blueprint" is for general informational purposes only and is not intended as professional, legal, financial, or business advice. The author and publisher make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the information, products, services, or related graphics contained in this document for any purpose. Any reliance you place on such information is strictly at your own risk.

The success of a web hosting reseller business depends on various factors, including market conditions, individual effort, and external circumstances beyond the control of the author or publisher. No guarantee of specific results, income, or business success is implied or provided. Readers are encouraged to seek professional advice tailored to their specific circumstances before making business decisions.

The author and publisher are not affiliated with HostGator, Hosting.com (formerly A2 Hosting), or any other third-party services mentioned in this document, except where explicitly stated. References to third-party services are for informational purposes and do not constitute an endorsement or guarantee of performance.

Digital Distribution Risks

This document is intended for personal use by the original recipient. Unauthorized sharing, distribution, or reproduction of this PDF, in whole or in part, via digital platforms (e.g., websites, email, or file-sharing services) may result in legal consequences and could expose you to risks such as data breaches, intellectual property theft, or unintended use by third parties. The author and publisher are not liable for any damages or losses arising from unauthorized distribution or misuse of this document.

Indemnity

By accessing and using this document, you agree to indemnify, defend, and hold harmless the author, publisher, their affiliates, and their respective officers, directors, employees, and agents from and against any and all claims, liabilities, damages, losses, or expenses, including reasonable attorneys' fees and costs, arising out of or in any way connected with your use of the information in this document, your operation of a web hosting reseller business, your violation of any applicable laws or regulations, or your unauthorized distribution of this document. This includes, but is not limited to, any losses incurred due to business decisions, third-party services, failure to achieve expected results, or breaches resulting from sharing this PDF.

COPYRIGHT NOTICE

TABLE OF CONTENTS

Introduction: Your Path to Passive Income

Welcome to your roadmap for building a profitable web hosting reseller business.

This blueprint walks you through exactly how to set up, automate, and scale a hosting business that generates income while you sleep.

Unlike other online business models that require constant content creation or inventory management, a properly configured hosting reseller business operates with minimal ongoing work— just 3-5 hours monthly once established.

Let's build your **recession-proof business** step-by-step.

Section 1: Choosing Your Reseller Hosting Provider

Selecting the Right Reseller Hosting Program

Your hosting provider forms the backbone of your business.
Two options stand out for reliability and value:

HostGator Reseller Hosting - Perfect for beginners with their user-friendly interface and inclusive features:

- Starting at $34.99/month
- Free WHMCS license included (billing and automation platform)
- Free domain name with any new hosting plan
- SSL certificates
- 24/7/365 support team
- White-label capability built in
- 30-day money-back guarantee

Hosting.com Reseller Plans (formerly A2 Hosting) - Ideal for performance-focused resellers:

- Starting at $22.99/month
- Turbo-charged servers (up to 20× faster)
- Free site migrations
- Money-back guarantee
- Developer-friendly tools

For beginners, HostGator offers the most straightforward path. For those with a technical background, Hosting.com provides superior performance advantages.

Section 1: Choosing Your Reseller Hosting Provider

Setting Up Your Business Structure

Before landing your first client:

1. Choose a memorable business name (check domain availability as your business name should be the same as your domain name)
2. Register your business name to protect it as it may become valuable IP (Intellectual Property) that you don't want someone hijacking.
3. Register a domain name (yourcompanyname.com - HostGator will give you a free .com or .net domain name with your reseller hosting account)
4. Set up a professional email (support@yourcompanyname.com)
5. Create a simple business plan (target market, pricing, growth goals)

Most successful resellers start as sole proprietors and formalize their business structure once they reach 25+ clients.

Section 2: Creating Your Hosting Packages

Designing Profitable Packages

Structure your offerings to maximize profits while providing clear value:

Basic Package ($9.95/month)
- 5GB storage
- 1 website
- Unmetered bandwidth
- 5 email accounts
- 99.9% uptime guarantee

Business Package ($19.95/month)
- 15GB storage
- 5 websites
- Unmetered bandwidth
- 25 email accounts
- Daily backups
- Malware scanning

Premium Package ($29.95/month)
- 30GB storage
- Unlimited websites
- Unmetered bandwidth
- Unlimited email accounts
- Daily backups
- Malware protection
- CDN integration

Designing Profitable Packages (cont)

Pro tip:
Name your packages based on your target market.

For example, if targeting photographers, use "Portfolio," "Studio," and "Agency" instead of Basic, Business, and Premium.

Profit Margin Breakdown

Understanding your numbers is crucial:

- Basic Plan: 60-70% profit margin
- Business Plan: 70-80% profit margin
- Premium Plan: 80-90% profit margin

As you scale to more clients, your provider's bulk discounts increase these margins further.

Section 3: System Setup & Automation

Essential Technical Setup

Follow this sequence to configure your systems:

1. **Set up your reseller account** with HostGator or Hosting.com
2. **Install and configure WHMCS** (billing system)
3. **Connect WHMCS to your hosting control panel**
4. **Set up payment gateways** (Stripe and PayPal recommended)
5. **Configure automated welcome emails**

Automation Systems Worth Implementing

These tools create a hands-off business:

- **Account provisioning workflow** - Automatically create accounts upon payment
- **Client onboarding sequence** - Send helpful getting-started emails
- **Renewal reminders** - Send 7-day and 1-day renewal notices
- **Support ticket routing** - Direct different issues to appropriate help resources
- **Quarterly review emails** - Check in with clients to prevent churn

This automation stack turns 30+ manual hours monthly into just 3-5 hours of oversight.

Section 4: Marketing Your Hosting Reseller Business

Finding Your First 10 Clients

The fastest routes to your initial clients:

- **Web designer partnerships** - Offer 20% commission for referrals
- **Local business outreach** - Contact businesses with outdated websites
- **LinkedIn prospecting** - Connect with business owners needing better hosting
- **Niche forums participation** - Provide helpful advice with signature links
- **SEO-focused comparison content** - Create "Alternative to X" articles
- **Content marketing combined with local SEO** - Create dedicated pages on your website for this

Client Acquisition Cost Analysis

Understanding acquisition costs helps optimize your marketing:

- Web designer partnerships: $0 upfront (commission only)
- Local business outreach: $5-10 per client acquired
- LinkedIn prospecting: $15-20 per client acquired
- Content marketing: $25-30 per client initially (decreases over time)

Allocate 15-20% of revenue to marketing until you reach 50+ clients.

Section 5: Scaling to $3,000+ Monthly

Growth Milestones

Track your progress against these benchmarks:

- **Month 1-2:** Set up systems and acquire 5-10 clients
- **Month 3-6:** Reach 25 clients ($500/month profit)
- **Month 6-12:** Scale to 50 clients ($1,000/month profit)
- **Year 1-2:** Grow to 100+ clients ($3,000+/month profit)

When to Upgrade Your Reseller Plan

Upgrade your hosting package when:

- You reach 80% of allocated resources
- Your client base grows beyond 25 accounts
- Response times slow by 10% or more

Both HostGator and Hosting.com make upgrading seamless with no downtime.

Support System Evolution

As you grow:
- 1-25 clients: Handle basic support yourself (2-3 hours weekly)
- 25-50 clients: Create knowledge base + email templates
- 50+ clients: Consider part-time support specialist (5-10 hours weekly)
- Note that all support can be handled by your parent hosting company under your business name (white label)

Section 6: Going Beyond Basic Hosting

Expanding Your Service Offerings

Once established, consider these high-margin add-ons:

- Starter Care Package: Website maintenance + security + analytics = $35/month
- Business Growth Bundle: Email hosting (5 mailboxes) + SEO + premium support = $85/month
- Managed WordPress services (+$10-15/month per client)
- Security packages (+$5-10/month per client)
- Backup solutions (+$5-10/month per client)
- Site loading speed optimization (+$15-20/month per client)
- Search Engine Optimization (SEO) Services ($50/month) to help clients improve their Google rankings with keyword research, on-page optimization, and content creation

These additions can double your average revenue per client.

Ready to Launch Your Hosting Empire?

Time To Choose Your Provider

You now have a complete blueprint for building a profitable, recession-proof hosting business.

The next step is setting up your reseller account with a reliable provider.

Start with HostGator Reseller - Perfect for beginners with inclusive features and excellent support.

OR

Choose Hosting.com Reseller - Ideal if you want cutting-edge performance and flexibility.

Both providers include the critical tools covered in this blueprint - see how they compare against each other here.

Get started today, and within 48 hours, you could have your first client and be on your way to reliable passive income.

Remember: The hosting industry grows 15% yearly regardless of economic conditions.
The sooner you stake your claim, the faster you'll build your recession-proof income stream.