

# HostDango

EPIC Hosting. EPIC Support.

## Agency & Reseller Partner Guide

Everything you need to start hosting your clients under your own brand.

[hostdango.com](https://hostdango.com) · [my.hostdango.com](https://my.hostdango.com)



## Welcome to the Program

If you design websites, you've probably been asked the same question a hundred times: "Can you handle the hosting too?" This guide is your answer to that question.

HostDango's reseller program lets you buy hosting at wholesale and sell it to your clients under your own brand. Your clients pay you. You pay us. From their perspective, you're the host.

No phone calls from confused clients to a support line they don't recognize. No awkward "you'll need to contact your host" moments. Just you, looking like you've got everything handled.

### Since 1999

HostDango has been running hosting infrastructure since before most web designers had clients. We're a small operation by choice — and that means your ticket doesn't compete with ten thousand others.

## Who This Is For

This program is built for:

- Web designers who want to offer hosting as part of their service package
- Freelancers tired of recommending hosts they don't control
- Small agencies that want a single place to manage all client hosting
- Developers who want WHM access without running their own server

You don't need to be a hosting expert. You need to know your clients, set up their accounts, and let us handle the infrastructure. We'll be here if anything goes sideways.

## How Reseller Hosting Works

Here's the short version: you get a reseller account with a chunk of server resources — disk space, bandwidth, and the ability to create cPanel accounts. You carve that up for your clients however you like.

The slightly longer version:

Layer	What it means
<b>Your reseller account</b>	Sits on our server. You manage it through WHM (Web Host Manager).
<b>Client cPanel accounts</b>	Each client gets their own cPanel — separate files, email, databases.
<b>Your nameservers</b>	Clients point their domains to your nameservers, not HostDango's.

<b>Billing</b>	You invoice your clients. We invoice you. The two are completely separate.
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### WHM vs. cPanel — What's the Difference?

WHM is your control panel. cPanel is your clients' control panel. Think of WHM as the building manager's office and cPanel as each individual unit.

- WHM: create accounts, set resource limits, manage nameservers, view server stats
- cPanel: manage files, email, databases, SSL certificates, one-click installs

Your clients only ever see cPanel — and since your brand is on the nameservers, they have no reason to know HostDango exists.

## Setting Up Your Brand — Private Nameservers

Private nameservers are what make white-label hosting actually work. Instead of your clients pointing their domains to ns1.hostdango.com, they point to something like ns1.youragency.com.

This is the single most important setup step. Do this before you onboard any clients.

### Step 1 — Register Your Nameserver Hostnames

Log into the registrar where your own domain is registered. Find the option to register "child nameservers" or "host records." You'll create two:

- ns1.yourdomain.com
- ns2.yourdomain.com

Both should point to the IP address of your HostDango reseller server. You can find this IP in WHM under Server Information.

### Step 2 — Add Nameservers in WHM

In WHM, go to Server Configuration > Nameserver Selection. Enter your two nameserver hostnames. Save.

Then go to DNS Functions > Add a DNS Zone if you need to create zones for the nameservers themselves.

### Step 3 — Tell Clients to Point Their Domains

When a new client is ready to go live, they log into their domain registrar and update the nameservers to your ns1 and ns2. DNS propagation typically takes a few hours, sometimes up to 24.

**Pro tip**

Set a TTL (Time To Live) of 300 seconds (5 minutes) on DNS records before any planned migration. This makes propagation much faster when you need to make changes.

## Creating Client Accounts

Every client gets their own cPanel account. Here's the workflow:

1. Log into WHM at [my.hostdango.com:2083](http://my.hostdango.com:2083) (or the WHM URL we provide)
2. Go to Account Functions > Create a New Account
3. Enter the client's domain name, username, password, and email
4. Choose a hosting package (you can create packages in WHM to standardize resource limits)
5. Click Create

That's it. The account is live immediately. You can then send the client their cPanel login details, or log in yourself and set things up before handing it over.

## Creating Packages

Packages let you define resource presets — so instead of manually setting disk space and bandwidth limits for every account, you pick "Small", "Medium", or whatever you've named them.

In WHM: Account Functions > Add a Package. Set the limits, give it a name, save. Now every new account can use that package.

## Migrating Existing Sites

If a client is moving from another host, we'll migrate the site for you at no charge — as long as it's a cPanel-to-cPanel transfer. Open a support ticket with:

- The old host's cPanel login details (or a backup file)
- The domain name
- The username for the new account on your reseller

We'll handle the rest and let you know when it's done.

## Pricing and Margin

One of the better parts of reselling: you set your own prices. We charge you a flat monthly rate for your reseller plan. Everything above that is yours.

Scenario	Numbers
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<b>Your reseller plan cost</b>	\$25/mo (Standard plan)
<b>Clients on your account</b>	10 clients at \$10/mo each
<b>Your revenue</b>	\$100/mo
<b>Your cost</b>	\$25/mo
<b>Your margin</b>	\$75/mo — 75%

Adjust the numbers based on what your market supports. Most web designers charge clients \$10–\$30/month for hosting, which is entirely reasonable for managed, relationship-based hosting.

#### Tip on pricing

Don't compete on price with GoDaddy. You're not selling commodity hosting — you're selling the fact that they can call you when something breaks. That's worth more than \$3/mo.

### Billing Your Clients

How you invoice clients is completely up to you. Some options:

- Add hosting to your monthly retainer
- Invoice separately through your own billing system
- Use WHMCS — the same platform we use — to run your own automated billing (this is the most scalable option as you grow)

We don't get involved in how you bill your clients. That relationship is entirely between you and them.

### What We Handle vs. What You Handle

Clear expectations make good partnerships. Here's how the responsibilities split:

HostDango handles	You handle
Server hardware and uptime	Client relationships
Network infrastructure	Account creation and setup
Security patches at the server level	Client billing
Backups at the server level	Domain and DNS management
Support for server-level issues	First-line support for your clients
cPanel and WHM software updates	Site migrations (we assist on request)

On support: when a client has a question, they come to you first. If it's something server-level that you can't resolve through WHM or cPanel, you open a ticket with us and we handle it. Most things don't need to escalate that far.

## Getting Support

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Reseller accounts are prioritized in our support queue. When you open a ticket, you're not waiting behind hundreds of shared hosting customers.

### When to Open a Ticket

- Server-level issues (things you can't fix in WHM or cPanel)
- Requesting a site migration
- Something looks wrong with the server or network
- You need help with a WHM configuration you're not sure about

### What to Include

The faster we can understand the issue, the faster we resolve it. Include:

- The domain name or cPanel username affected
- What you're seeing vs. what you expect to see
- Any error messages, verbatim
- When it started

Open a support ticket: [my.hostdango.com/submitticket.php](https://my.hostdango.com/submitticket.php)

#### Response time

We aim for under 5 minutes on reseller tickets during business hours. After hours, we're still monitoring — critical issues don't wait until morning.

## Getting Started — Your First Week

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Here's a practical checklist for your first week as a HostDango reseller:

### Day 1 — Account Setup

6. Log into WHM and explore the interface
7. Set up your private nameservers (see Section 3)
8. Create at least two hosting packages — a basic and a standard tier

9. Update your WHM contact email to one you actually check

### Day 2–3 — First Client Account

10. Pick one existing client to migrate first
11. Create their cPanel account in WHM
12. Either migrate their site yourself or open a ticket and let us handle it
13. Test everything — email, site load, SSL
14. Update their domain nameservers once you're satisfied

### Day 4–7 — Settle In

15. Move additional clients at a pace you're comfortable with
16. Set up your own billing process for hosting
17. Bookmark the WHM and cPanel documentation for reference
18. Open a test ticket with us so you know what the process feels like

#### Take it slow

There's no rush to migrate every client at once. Moving one at a time means if anything unexpected comes up, it's contained to one site, not ten.

## Useful Resources

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Resource	URL
Your WHM	<a href="http://my.hostdango.com:2083">my.hostdango.com:2083</a>
Client area	<a href="http://my.hostdango.com">my.hostdango.com</a>
Submit a ticket	<a href="http://my.hostdango.com/submitticket.php">my.hostdango.com/submitticket.php</a>
Reseller plans	<a href="http://hostdango.com/reseller-hosting.html">hostdango.com/reseller-hosting.html</a>
cPanel documentation	<a href="http://docs.cpanel.net">docs.cpanel.net</a>
WHM documentation	<a href="http://docs.cpanel.net/whm">docs.cpanel.net/whm</a>
Softaculous (one-click installs)	Available in cPanel > Softaculous Apps Installer

## Questions?

Open a ticket any time at [my.hostdango.com/submitticket.php](https://my.hostdango.com/submitticket.php)

**We're glad you're here.**