

# GoDaddy Reseller Program May be the Best Income Stream for Many Websites

Last Updated Thursday, 15 January 2009

Read this article to see what it has done for us.

Most of the visitors to this website are webmasters, and most of you are trying to make some money at what you do. We're no different. As you see on this site, there are banner ads, and Google AdSense peppered through the site. Some of those ads bring you to our GoDaddy reseller site, and all I can say is that it ROCKS! I'll explain by doing some comparisons.

Our advertising on this site is served by four distinct sources:

1. Google AdSense - You see them at the bottom right of many screens, as well as below the videos. In a typical month, it brings in less than \$50. 'nuff said?
2. Commission Junction - CPA Advertising. We get paid if you click an ad and buy the product or service on the ad. We have tried all sorts of combinations, and on this site, we have brought in a whopping total of \$7.50 in one year.
3. Adsdaq - This is an advertising network that delivers ads on a CPM basis (we get paid when the ad is shown, regardless if the user clicks or buys). We have to set the price per thousand views quite low to get any action, and still only about 6% of our page views result in an ad being shown. When they don't have an ad to feed us, it defaults back to one of the commission junction ads noted above. Average income from Adsdaq? \$15 a month.

Do the math, and you will see that this website, which gets roughly 150,000 page views a month (admittedly not much, but not horrible either) brings in \$75.00 in a good month! That equates to \$2.00 per 1,000 pages when things are looking good.

Then Came GoDaddy

We have another site out there with a similar focus that concentrates heavily on the GoDaddy Reseller program. It doesn't get anywhere near the traffic that this site does, but over the course of the past year, the income from GoDaddy has been growing steadily. Actually, the site traffic has been diminishing, but the income has been increasing!

The reason for this is renewals and residual income. Unlike all of the hosting affiliate programs out there that pay big bounties to their affiliates, GoDaddy does not. What they do, however, is give you a nice cut of all the future business from every customer you bring in. This goes for everything in their product and service lineup... everything!

For example, someone ordered an SSL certificate through our site last month. We made \$12.00. Not a big deal, but next year it will automatically renew and we will get another \$12.00. Someone else ordered their Deluxe Hosting plan, and we got a \$36 bounty. Next year when they renew, we get another \$36. One customer ordered GoDaddy's Express E-Mail Marketing service through our site, and that one order brings us \$21 a month. We currently have 380 domains that have been registered through our site, and every time one of them gets renewed, we get a percentage of the renewal.

All in all, we are now bringing in about \$500 a month through the account. I know that isn't much, of course, but I am talking about putting up a few links just to see what happens. The bigger point is that same \$500 a month will keep coming in even if we take all of those links down because we keep getting it as long as people are renewing. So by building more sales, it just keeps increasing.

You Set the Prices

This is the part that I really love. When you sign up, you get access into a VERY comprehensive reseller control panel. They show the base cost of all the products and services they offer, and you can choose to set standard prices, or fully customize them. If you want to make your prices lower than GoDaddy's published prices, go for it and work on volume! If you want to be more expensive, go for it. You can set prices across the board or product by product. They have interfaces for special promotions, coupons, and much more. Whatever GoDaddy offers the public is available for you to

sell, and it literally takes minutes to set it all up.  
They Provide the Website & Marketing Tools

As you set all of the pricing, you can also customize the look and feel of your storefront. Yeah, they do it all. You don't have to build your own website. When you want to go live, you just go live. Plus they have a full set of marketing tools available to you: Canned press releases, newsletter templates, affiliate management, e-mail blasts, etc.  
They do ALL of the Backend Work

You don't need credit card processing, you don't need technical support... nothing. GoDaddy does EVERYTHING as part of the service. The phone number on your site rings to them (unless you want to handle it yourself), and the support e-mails go to them, but you still get your commission.  
Their Payments are On Time and Reliable

They do direct deposit like clockwork. Their reporting is excellent, and we have yet to have a single issue with them. This is as opposed to so many of the other sources we use. It is nearly impossible to get a handle on what we have coming from AdSense or CJ. The GoDaddy experience has been a pure pleasure.  
Signing Up with the GoDaddy Reseller Plan

They do charge a fee to join the program. I was hesitant at first, but I now justify this because of the fact that they are offering residual income. I think this is their way of limiting it to people that are more serious about it. Of course, you can go straight to GoDaddy and click on their Resellers link, or you can go through our reseller site (Here comes the plug). If you go through our reseller site, you get some benefits:

1. As I mentioned earlier, you can set your prices lower than those that GoDaddy charges directly. We have done that. We have set our prices to \$10 cheaper for their basic plan (\$79.99 instead of \$89.99), and \$20 cheaper for their Pro plan (\$179.99 instead of \$199.99).
2. If you want to go with their 'Super' plan, which allows you to sign up other resellers, it will be cheaper to buy through my site, then 'upgrade' your account than to start with that account outright.
3. You will be helping support this site. Trust me when I say that the \$75 we make on this site in a good month just does not come anywhere close to covering the expenses.

So, if you want to give it a go, click here to have a look at it, and happy selling to all!