



A Guide to Affiliate Marketing

How to grow your commissions
with Namecheap



A GUIDE TO AFFILIATE MARKETING WITH NAMECHEAP

If you're going to promote Namecheap products and services to earn commission, you need to understand a little more about what they do so you can define the audience you're pitching them to. It will also make it easier to highlight the benefits to those potential customers. Then you can sit back, and watch your commissions grow!

SELLING NAMECHEAP TO YOUR CUSTOMERS

Your customers may not have heard of Namecheap, so it's important to make them aware that they are not just buying products – they are buying into a brand with a great reputation.

THINGS TO HIGHLIGHT:



Customer Service

Our [Support Team](#) is the most knowledgeable in the business and is consistently noted for friendliness and professionalism by our customers. Team members are ready to assist you with any issue, any time, 24/7.



Your Business Online

We pride ourselves in offering industry-premium products and services at prices that won't break your budget. If it doesn't provide you with a better Internet experience, we don't sell it.



Privacy and Security

Namecheap is dedicated to your [website security and privacy](#). We will always support the rights of individuals and consumers online. It's our mission to keep the Internet open, free, and safe for everyone.



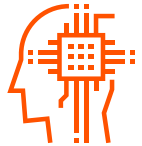


**Let's take a closer
look at what you can
offer your audience**



Domains

Highlighting a specific range of TLDs (domain extensions) for your audience to choose from will help you appeal to your demographic. And with Namecheap there is a huge range of domains available, all with great, low prices.



A techy audience and online developers might like domains such as .TECH, .IO, .SITE, .AI, .SOFTWARE or .APP.



If your clients are looking for some high-end, prestigious domains, expensive TLDs like .GAME, .INC, or .CEO will boost your earnings to another level.



If you deal more with business professionals, domains like .COM, .CO, .LTD, .LLC, .STORE, .PARTNERS and .BIZ might be better ones to highlight.



Blog audiences might enjoy TLDs that reflect their interest or topic to help their site stand out: we've got .TRAVEL, .REVIEWS, .COOL, .PICS, .RECIPES and many more to choose from.

HIGHLIGHTS

- ▶ **Over 400 awesome TLDs to choose from**
- ▶ **Free WhoisGuard Privacy Protection – for life**
- ▶ **Private Email free for 2 months**
- ▶ **PositiveSSL for \$3.88/1st yr with each domain registration**
- ▶ **Free BasicDNS and DNSSEC**
- ▶ **24/7 customer support**



Hosting

Hosting is required to publish a site online. Without it, a domain is just an empty address. Namecheap offers a wide range of robust hosting packages with 100% uptime guaranteed. Your audience can choose from Shared, Reseller, VPS and Dedicated Server packages depending on their requirements.

Shared Hosting

Promote these packages and benefit from the high volume and conversion rate they bring.

Cost-effective Shared hosting is ideal for people who:



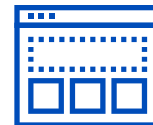
Are creating their first blog



Own a small online shop



Have several simple websites



Use personal domains for email accounts, or to put CVs/portfolios online



Are inexperienced in creating websites and want a hassle-free tool



Want a cost-effective, but powerful hosting

HIGHLIGHTS

- ▶ **50% off the 1st year**
- ▶ **Domain registration with up to 100% off for 1 year**
- ▶ **50 free PositiveSSL certificates for 1 year**
- ▶ **Easy-to-install WordPress**
- ▶ **Unmetered Bandwidth**
- ▶ **Free Supersonic CDN**
- ▶ **Free Website Builder for quick and stylish layouts**
- ▶ **Free website transfer from another platform**
- ▶ **100% uptime guarantee**
- ▶ **24/7 Customer Support**

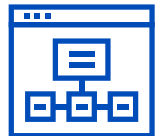
VPS Hosting Dedicated Servers

Earn higher commissions promoting powerful and reliable servers for big websites! Our competitive pricing and high quality standards make them among the most popular on the market.

HIGHLIGHTS

- ▶ **Up to 20% off the 1st billing cycle**
- ▶ **3 management options to choose from**
- ▶ **Free .website domain registration for 1 year**
- ▶ **99.9% uptime guarantee**
- ▶ **Free transfer of the server from another host**
- ▶ **Full root access and Operating System (OS) selection**
- ▶ **24/7 Customer Support**

VPS and Dedicated servers are popular with those who:



Own big,
resource-intensive
websites



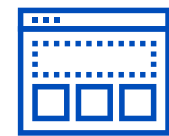
Are web-agencies,
webmasters,
resellers



Require
customizable
server settings



Need space for
media storage



Have a large
number of
websites



EasyWP

EasyWP is the fastest and easiest way to use managed WordPress that takes a website live in just a couple of minutes. Creating a website has never been easier, and the users love it!

Check out our [EasyWP Affiliate Guide](#) for all the latest updates, features and highlights. Describe all this to your audience and they won't be able to resist. Plus, you can find the detailed commission structure plan for you in the guide.

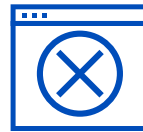
EasyWP will be a great match for those who:



Cannot imagine online experience without using WordPress



Need to launch a website in a matter of minutes



Do not stand complicated interfaces and setups



Are looking for the most affordable WordPress around

HIGHLIGHTS

- ▶ **Fastest WordPress hosting available**
- ▶ **Installs in under 90 seconds**
- ▶ **Hosted on Namecheap Cloud**
- ▶ **Easy backup and restore tool**
- ▶ **Free CDN & SSL**
- ▶ **SFTP, Database Access & More**



Take a look at EasyWP plans



VPN

A Virtual Private Network (VPN) is a service that allows your audience to connect to the Internet securely by creating an encrypted connection for them to use. Browsing, online banking, and shopping will all be secure, even on public Wi-Fi connections, meaning their data and identity will be protected.

Namecheap VPN has a high conversion rate, and is set at a low price to maximize its appeal to your audience. Check out our [VPN affiliate guide](#) for an in-depth look at the product and our compensation model.

Our VPN is a great solution for people who:



Want to be protected from hackers while on public Wi-Fi



Need an easy way to stream their favourite shows with no interruptions



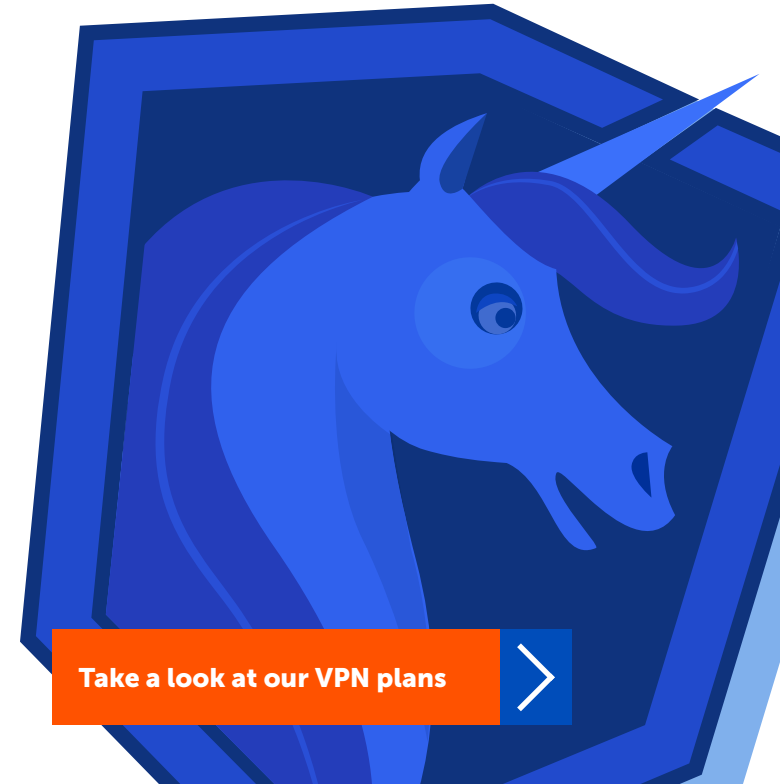
Want to unblock geo-restricted sites games and services



Care about hiding their IP address and masking their location

HIGHLIGHTS

- ▶ **Connect on all devices at once**
- ▶ **75+ Locations and 1000+ Servers**
- ▶ **Easy setup**
- ▶ **Solid protection with Kill Switch feature**
- ▶ **Unlimited bandwidth**
- ▶ **DNS leak protection**
- ▶ **No Traffic Logs**
- ▶ **Protect your Wi-Fi router**



SSL Certificates

SSL certification and validation are necessary pieces of web security for any business that collects information from its users. Also, websites without trusted SSL certificates get pushed to the bottom of the search results by big companies, like Google. Help your audience raise their sites to the top of the rankings by promoting SSL Certificates to them!

PositiveSSL Comodo EssentialSSL

The most popular SSL certificates on the market, and our customers' top pick. Perfect for customers with blogs, personal pages, and small to medium-sized online businesses.

HIGHLIGHTS

- ▶ **Starting at just \$5.88/yr**
- ▶ **Easy-to-activate**
- ▶ **Domain Validation**
- ▶ **A static Site Seal as a mark of the secure website**
- ▶ **The best compatibility with popular browsers**
- ▶ **24/7 Customer Support**



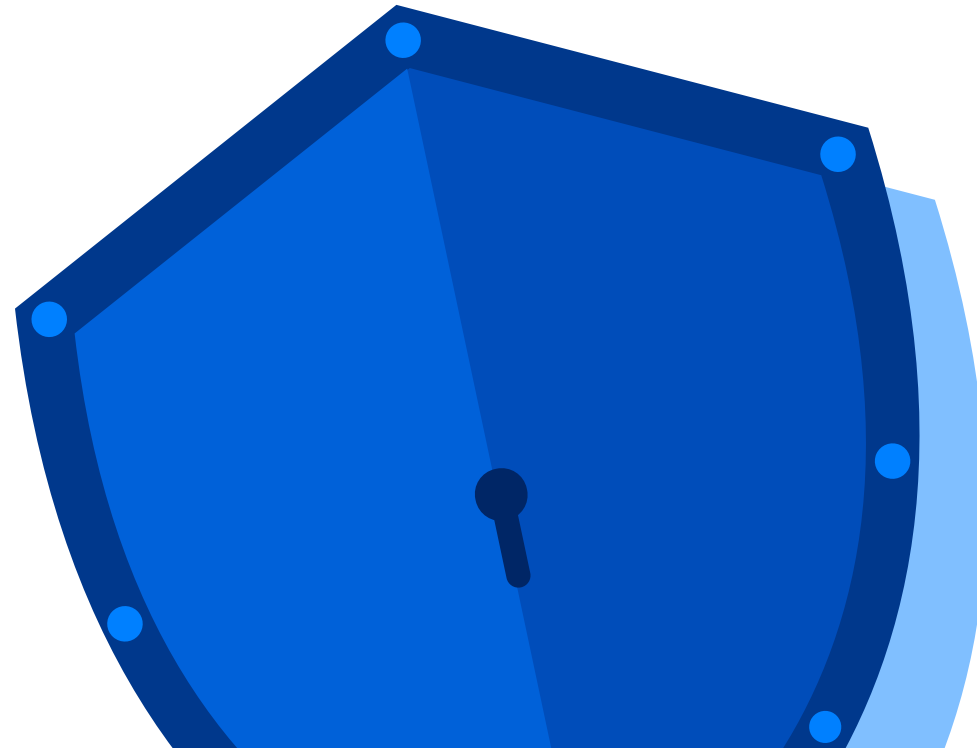
PremiumSSL Wildcard Unified Communications

These options are perfect for organizations with multiple domains, e-commerce sites, corporate, NGO, or governmental websites.

SSL Wildcards offer the highest level of protection, and put the company's name next to the green padlock in the address bar. Your customers get the trust and respect of their users, and you get big earnings for these high-value products.

HIGHLIGHTS

- ▶ **Organization Validation**
- ▶ **Multi-Domain**
- ▶ **Dynamic Site Seal**
- ▶ **24/7 Customer Support**



Private Email

Private Email offers a secure, reliable solution for web-based email, and a great way to drive your commissions. Your audience will love how easy it is to share data and control who has access to files, as well as quickly view their colleagues' work schedules to make planning meetings a breeze. You can promote it to both individuals who bring their small business online, and companies with a number of employees.

HIGHLIGHTS

- ▶ **Cloud-based**
- ▶ **User-friendly web interface**
- ▶ **Perfect for email collaboration**
- ▶ **Available on Windows, Android, and iOS**
- ▶ **Two-Factor Authentication**
- ▶ **Anti-spam protection**



PremiumDNS

DNS is a system of servers that connect your domain to a website, or to email hosting. PremiumDNS ensures faster performance, maximum site availability, and better security. Promote this globally available DNS service together with domains or hosting - any website owner or email user will benefit from this reliable and cost-effective option.

HIGHLIGHTS

- ▶ **Best price on the market**
- ▶ **For any domain with any registrar**
- ▶ **DNSSEC support**
- ▶ **2 million queries per domain /mo**
- ▶ **100% Guaranteed DNS Resolution**





Contact Us

Do you have any further questions, ideas or other enquiries about our **Affiliates Program?** Please feel free to reach out to our Namecheap Affiliates Program Team at **affiliates@namecheap.com**.

