



EasyWP Affiliate Guide

Revolutionize the way your audience publishes WordPress sites.

easywp.com



Hello, Affiliates!

Did you know WordPress is the most popular online publishing tool in the world? It gives users the ultimate freedom with its friendly interface for writing, editing, and publishing content. No wonder bloggers and small businesses love it!

Now your audience can love it, too. Introducing EasyWP, the fastest and easiest way to use managed WordPress, which takes their websites live in just minutes — with the click of a button.

EasyWP is perfect for anyone who wants to create and manage their website without doing the heavy lifting. Forget about managing your hosting, navigating through complicated interfaces or figuring out how to install WordPress. We do everything for you!

Powered by Namecheap's very own cloud technology, our infrastructure is intuitively designed to allow each and every website to live and grow, without any hiccups.

Think of it as a “set-and-forget it” experience for your audience. How's that for easy?

And, since it's backed by Namecheap, EasyWP remains the most affordable and trusted managed WordPress around. Our competitive pricing strategy appeals to all audiences, meaning the referrals you send will convert incredibly well.



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Product Features



One Dashboard

Create and manage your WordPress websites from a single dashboard, with a single login.



Maintenance Mode

It's entirely up to you when you decide to go live. Maintenance mode allows you to keep your visitors in anticipation, without ruining the grand reveal!



Simple Backups

Forget third party security or backup tools. Here, it's one click to back up and one click to restore, all from one straightforward interface.



Free Positive SSL

Bring encryption, validation, and trustworthiness to your EasyWP website with PositiveSSL from Sectigo. Included for free with Turbo and Supersonic plans.



Domain Connects

Easily connect any domain name to a WordPress website, inside the EasyWP dashboard. If your audience is unsure of what domain name to use, we provide a free easywp.com subdomain, for as long as they like.



Easy SFTP & Database Access

Gain access to your database through phpMyAdmin and to files through SFTP (Secure File Transfer Protocol). Unlike FTP, SFTP features encryption—making it super secure for sharing credentials with someone you trust.



Free CDN

Get access to Namecheap's Content Delivery Network, a tool that caches and delivers your website content in record time from servers around the world.

Product Benefits

- **Extremely affordable**
You won't find a better value managed WordPress hosting solution like this anywhere else
- **Great product to recommend**
Our competitive pricing strategy translates to higher conversions, leading to higher product ratings
- **Easy to grow**
Our next-generation cloud powers your website through the heaviest of visitor storms
- **99.99% uptime**
No more waiting for your page to load
- **User-friendly interface**
Designed for beginners and pros
- **Powered by Namecheap's cloud technology**
Can handle the traffic
- **Blazingly fast**
It's official! EasyWP is not only the fastest WordPress Hosting Provider around but also the most affordable. Need proof? Check out our [comparison table](#).
- **Easy database access through phpMyAdmin**
Everything you need to manage your site's database is ready for use
- **24/7 Customer Support**
Our specialists are always here to help
- **Easy backups and restore**
One click is all it takes
- **Three flexible pricing plans**
All dependent on your bandwidth and needs
- **WordPress themes**
There are thousands available, or create your own!
- **Secure file access through SFTP**
Gives you added peace of mind

How the Affiliate Payout Process Works

Here’s a breakdown of your earnings per referral.
The more new customers you refer, the higher your earnings.

Monthly plans	EasyWP Starter <i>Renewal price - \$6.88</i>	EasyWP Turbo <i>Renewal price - \$12.88</i>	EasyWP Supersonic <i>Renewal price - \$19.88</i>
The commission amount 100% 1st renewal, 25% next 5 renewals	Up to \$15.48*	Up to \$28.98*	Up to \$44.73*
Here’s how much you can earn 5 plans 10 plans 20 plans	Up to \$77 Up to \$154 Up to \$309	Up to \$144 Up to \$289 Up to \$579	Up to \$223 Up to \$447 Up to \$894

* the commission amount is based on 1 referral over a six-month period

Yearly plans

EasyWP Starter

1st yr price – \$34.88

EasyWP Turbo

1st yr price – \$58.88

EasyWP Supersonic

1st yr price – \$68.88

The commission amount

\$5

\$15

\$20

Bonus

per 5 purchases

+ \$10

+ \$10

+ \$10

per 10 purchases

+ \$25

+ \$25

+ \$25

(made within 1 month)

Here's how much you can earn

1 plan

\$5

\$15

\$20

3 plans

\$15

\$45

\$60

5 plans

\$25 + \$10

\$75 + \$10

\$100 + \$10

8 plans

\$40 + \$10

\$120 + \$10

\$160 + \$10

10 plans

\$50 + \$10 + \$25

\$150 + \$10 + \$25

\$200 + \$10 + \$25

The rates of commission in this guide were correct as for November 16, 2021 and may change at a later date. New commission rates cannot be applied to any historic transactions made before November 16. Commission for monthly plans is assigned, manually, within 30 days from the end of the month when the renewal was made.

Commission for both types of plans is only valid for sales made by new customers to Namecheap.

Commission for monthly packages, and bonuses for annual packages, are not applicable for coupon & cashback websites or sub-affiliate networks.

See the full affiliate terms and conditions of the Namecheap Affiliate Program [here](#).

How-To Guide for Affiliates

EasyWP is oh-so-easy for your audience to use.

To show just *how* easy it is, we've put together some instructions to help your audience get started.

Here you'll be able to guide them on how to select which pricing plan is right for them, how to choose a domain name they're happy with, and what WordPress theme is right for their website.



1 Explain the different pricing plans.

Pick a Plan

Select a plan that best suits your needs. You can always change this later.

Bill monthly

Bill yearly

Starter

Kick-off your website

\$6.88

First Month FREE

Renews automatically

Includes

10GB of SSD Storage

50,000 visitors/month

☒

Turbo

Grow your website

\$12.88

First Month FREE

Renews automatically

Includes

50GB of SSD Storage

200,000 visitors/month

1.5x more CPU

1.5x more RAM

Free CDN

Free SSL

☐

BEST CHOICE

Supersonic

Scale your website

\$19.88

First Month FREE

Renews automatically

Includes

100GB of SSD Storage

500,000 visitors/months

2x more CPU

2x more RAM

99.99% uptime guarantee

Free CDN

Free SSL

☐


Continue

EasyWP has 3 different plans: *Starter*, *Turbo*, and *Supersonic*.

But which one should your audience choose? We break it down:

- **Starter**—perfect for anyone who may be new to building their audience and/or speaking to a particular niche. It handles sites up to 50k visitors per month and doesn't slow things down.
- **Turbo**—ideal for high-traffic sites that have up to 250k visitors per month. The plans has 1.5x more CPU and RAM than the Starter plan.
- **Supersonic**—fully-equipped to handle up to 500k visitors per month. It comes with 2x more CPU and RAM than Starter, and also includes a 99.99% uptime guarantee.

Once your audience has decided which pricing plan is right for them, they'll click the **Continue** button. They can then set up or log in to their Namecheap account.

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2 Help them choose their preferred domain name.

For customers who already own a domain name with Namecheap, all they need to do is connect it to their EasyWP account. They simply select it from the Namecheap Domain dropdown. See below:

Namecheap Domain

Type your Namecheap domain... ^

- ✓ example.domain
- mydomain.com
- differentdomain.site

Customers that have a domain registered elsewhere can select “Temporary Domain or Domains on other provider”. They will be able to enter their domain name after the website is created.

However, in case your audience doesn’t own a Top-Level Domain (TLD), feel free to advise them on how to choose a great one. You can use examples from your own country, industry, and/or niche. Or, check out some of [our useful tips and tricks](#) for coming up with the right domain name.

3 Explain the differences in themes and why it matters to their website.

Although you may be the expert on building a website, this doesn't mean your audience is. In fact, it might be just the opposite!

That's why it's especially important to explain to WordPress newbies that certain themes have different purposes (flexibility vs. speed). Some themes are also better suited to certain categories, such as:

- Topics/niches – (think recipes, pets, travel)
- Hobbies/Small Businesses – (think blogs, portfolio websites, e-commerce shops)
- Industries – (think fashion, food, design)
- Users – (think freelancers, small businesses, non-profits)

With EasyWP, the suggested themes are more suited toward online businesses and blogs, as well as photography and portfolio websites.

4 Focus on the user problems EasyWP solves, not just the features.

While EasyWP certainly features a variety of bells and whistles, what sets it apart from other managed WordPress hosting is simple: it saves your audience *time and money*.

An excellent fit for all sorts of audiences (whether they're freelancers, small business owners or bloggers), EasyWP eliminates the potential and often inevitable problems a user might face with the setting up of their WordPress account.

In other words, this "set-and-forget" experience lets your audience focus on what's most important: building and maintaining their online presence.

Super cost-effective and incredibly easy to use, EasyWP is the solution to revolutionize the way your audience publishes their website with WordPress.

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**](mailto:affiliates@namecheap.com).

You can also find more detailed information on EasyWP via our [**product page**](#), as well as in our extensive [**Knowledgebase**](#).

