

*NETWORK SOLUTIONS®*

# UK AFFILIATE

## PROGRAMME GUIDE

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## Introduction

This Affiliate Information Pack is designed to provide UK affiliates with a greater understanding of the [Network Solutions®](#), brand and company as a whole and offer information that will help you enhance your campaigns and maximise your earnings as a Network Solutions affiliate.

## Network Solutions: Company Overview

As the Internet has evolved, it has leveled the playing field for small businesses. No matter their size, a small business can now use the Web to gain advantages that at one time only big business enjoyed – such as the ability to reach customers around the globe. The Internet has created a world of opportunities . . .

At Network Solutions, we focus on helping small businesses start and market their businesses on the Web, enabling them to realize their dreams of self-reliance, entrepreneurship, creativity, and financial independence. We pioneered the service for creating and acquiring specific “web addresses” (known as domain name registration), and today offer a full range of Web-related services. In addition to domain name registration, we offer Web site design and hosting, e-commerce solutions, online security products, and search engine marketing and optimization.

### Why Choose Us?

Drawing on our nearly 30 years of experience, we make it simple and affordable for our customers to build and manage an online presence. Customers around the world trust us to manage more than 7 million domains, over 1.5 million e-mailboxes, and more than 350,000 Web sites. Yet while we’re a technical services company, we specialize in supporting those who aren’t technically savvy. It’s one of the things we do best. When we make it easy for small business customers to get online – through our services and unparalleled support – then they have more time and energy to do what they do best.

### We “Get” Small Business...

After all, we’ve been a small business. We’ve experienced all of the same types of unique challenges that small businesses face. We’ve asked the same types of questions; we’ve pondered the same complex struggles. So, even though we’ve grown a bit over the last few years, we understand the small business customer like few other companies can or do. And no other company offers the breadth of offerings in the domain registration, Web presence, and online marketing arena that we do; or the dedicated desire to care for, guide, and serve the small business customer at every stage of their growth and development.

[Read Our Customer Testimonials](#)

## Ownership

Network Solutions® is a wholly-owned subsidiary of Web.com Group, Inc. (Nasdaq: WWW), a publicly traded company that is also a leading provider of internet services and online marketing for small businesses. Web.com's family of companies deliver a high quality mix of products and services tailored to meet your individual needs and level of online expertise.

## What We Do – Our Products and Services

### Small Business Solutions

As leaders in Web-based services, our one constant goal has been to help small businesses succeed online. We understand the daily dilemma faced by our customers who wear too many hats. So no matter which Network Solutions® services our customers choose, we make it easy and affordable for them to reach their online goals — regardless of technical skill, experience, or stage in their business lifecycle.

### Domain Names

We are domain name experts. After all, we had the first government contract to assign domain names in 1993. We know that for our customers, a domain name is a valued business asset which represents their image on the Web. With advanced search tools and expert advice, we help our customers find that perfect name.



### Email

Everyone wants a memorable email address; one that says "I'm a professional business person." We make this possible for millions of customers by offering an easy way to match a domain name to an email address.

### Web Site Design

Many small business owners want to do everything themselves. Others need more hand-holding and support. That's why our Web site solutions run the gamut from easy do-it-yourself site building tools to full-service, professional Web site design, creation, and maintenance.

## Web Hosting

Building a Web site is typically the next step after acquiring a domain name. Web hosting, which provides the physical storage of Web site content, makes this happen. We offer Unix® Web hosting with a confirmed and tested greater than 99.99% uptime rating.\* This unsurpassed reliability helps our customers trust us to get them online and keep them online.



## E-Commerce

For the small business owner, opening an online store can be their ticket to success – when done right. Our customers can achieve this dream with our guidance and support every step of the way. And we're one of the few companies that take no transaction fees in return.

## Online Marketing

Through our expert online marketing services, we help our customers get found online so they can ultimately get more business. We continually refine our processes and train our search engine optimization analysts on new methods designed to improve the search results for our customers.

## Web Site Security

Online safety is top of mind for people surfing the Net as well as people running an online business. Our Web site security solutions are state-of-the-art and allow our customers to secure their sites for transactions, protect their sites from hackers, and preserve their reputation in the process.

\*99.99% Uptime is only for UNIX® customers. The uptime for Windows users is 99.9%. Each uptime calculation is measured by the uptime for the entire customer base across all hosting systems for Network Solutions. Scheduled maintenance to Network Solutions systems is excluded from the calculation of the uptime for UNIX and Windows users as well as events causing downtime that are outside of the control of Network Solutions® or are caused by third parties.

## Network Solutions® Awards and Recognition

### Certifications & Awards



### Service

Our commitment to lead, guide, support, and encourage small business customers as they build an online presence is demonstrated daily by our [award winning](#) customer service support center. In addition, our customer support center was named one of the “Best Places to Work in PA,” for the second consecutive year.

### Product

Network Solutions was selected as FindMyHost’s September 2007 and August 2010 Editors’ Choice for Web Hosting provider.

Network Solutions has earned QuickBooks® Gold Developer status, the highest membership level offered by the Intuit® Developer Network, enabling small business owners using Network Solutions e-commerce Web site software packages to instantly transfer sales and customer information into their QuickBooks® software, as well as to use QuickBooks to update their sites.

### Why Partner with Network Solutions?

We have been in business for over 30 years and our commitment to those we serve includes award-winning, 24x7x365 customer support and online solutions that are simple, innovative and reliable.

By partnering with Network Solutions you can offer your customers an additional service, building on your existing product offering which can help you build customer loyalty. At the same time, you will earn incremental income from sales made through Network Solutions.

We use geo-targeting so that UK visitors to [networksolutions.com](http://networksolutions.com) will see Web pages that are customised for the UK, with prices in pound sterling. This leads to higher conversion rates and therefore higher commissions for our affiliates.

# Make Money

## Promoting Network Solutions Services

- 1 Sign Up**  
Joining the programme is easy and FREE.
- 2 Sell Products**  
Just display our ads - we'll do the rest.
- 3 Make Money**  
Get paid when your visitors buy from us.

Network Solutions® runs a UK affiliate program on [Commission Junction](#). All you have to do is sign up to become an affiliate on our program, select our creative and links and start promoting them via your website, social media accounts, search engine or email activities and we will pay you a commission on any sales you generate for us.

### **Affiliate Commissions**

We offer generous commissions and publisher bonuses via our affiliate program. Commissions vary based on products sold. Here is a list of commissions for some of our popular products:

- 30% for popular domain extensions, such as .com, .co.uk and .net
- £60.00 for annual Hosting Shared
- £90.00 for annual VPS Hosting
- 25% for Website Builder Tool
- 20% for SSL Certificates

As well as a vast range of banners and text links, we also run regular affiliate bonus schemes, voucher code offers and can even offer our affiliates bespoke creative and codes.

### **How will the partnership be handled?**

We work in partnership with our acclaimed UK affiliate management agency [Azam Marketing](#) to make your affiliate campaigns a success.



We provide you with a wide range of text links and banner ads to enable you to link to us.

Once you join the Network Solutions affiliate program, you will have access to all our marketing materials and be able to contact us with any questions or comments you may have relating to our program.

The sales tracking would be handled through Network Solutions affiliate network, Commission Junction. We utilise a sophisticated solution that ensures you are rewarded for every booking you generate.

You will be provided with a login that gives you real-time access to an interface that provides dozens of statistics including the number of banner impressions you have shown, the number of visitors sent to the Network Solutions website, how many have converted to sales etc.

Payments will be made directly to your bank account on a monthly basis. Our UK affiliate management agency Azam Marketing has over fourteen years' experience in affiliate marketing and e-commerce and, not only will they always be on hand to assist you with any queries you may have, but work with you to maximise your earnings through your partnership with Network Solutions.

### Next Steps

You may find out more about Network Solutions UK affiliate program [here on our website](#).

You may sign-up to the affiliate program on Commission Junction [here](#).

If you have any questions about becoming an affiliate of Network Solutions and increasing your earnings, please email Sinead Hernen, Director of Affiliate Partnerships at Azam Marketing at [ns@azam.net](mailto:ns@azam.net).

**Join now & start earning!**  
Earn up to **30% commission** when your visitors buy our products.

[Get Started Here](#) | [Already an affiliate? Login here](#)

A green rectangular banner with white and yellow text. It features a prominent call to action 'Join now & start earning!' and a secondary offer 'Earn up to 30% commission when your visitors buy our products.' Below the text are two buttons: a blue 'Get Started Here' button and a white 'Already an affiliate? Login here' button.

## UK Affiliate Program Policies

### **Brand PPC Guidelines**

- Affiliates are not permitted to bid on our brand copyrighted name and following key words within paid search activity or terms containing these key words: Networksolutions, Network Solutions, networksolutions.com, Network-solutions, netsol.
- Affiliates are not permitted to bid on misspells or variations of our brand names & keywords outlined above within paid search activity. Examples: networksolutions, networksolutons, netwrksolutions, solutions network etc.
- Affiliates are not permitted to bid on hybrid terms that contain our brand name (including misspells and variations) within paid search activity. Examples: networksolutionsdomains, networksolutionshosting, etc.
- Affiliates are not allowed to use any sites or landing pages that represent themselves or pass themselves off as Network Solutions or take any action that is likely to mislead third parties to believe such a site is the Network Solutions site.

If you are considering running PPC activity, please read through our policies carefully below. If you have any questions, please contact us at ns [at] azam.net.

### **Ad Copy Restrictions**

- Affiliates are not permitted to use our brand name within their ad title for paid search activity.
- Affiliates are not permitted to use our brand name within their ad copy for paid search activity.
- Affiliates are not permitted to direct link by using our official URL as the display URL within their ad copy.
- ALL affiliates should add the following terms into their PPC campaign negative keyword lists:  
Network Solutions, networksolutions, networksolutions.com, network-solutions, Network Solutions domains, Network Solutions hosting, Network Solutions email, Network Solutions ecommerce, Network Solutions dedicated servers, Network Solutions discount, hosting Network Solutions, Network Solutions – domains, networksolutionsuk.com, [www.networksolutions.com](http://www.networksolutions.com), netsol

### **Domain Restrictions**

- Affiliates are not permitted to use domains containing our brand name (including misspells and variations) within paid search activity.
  - Examples: www.networksolutionsanddomains.co.uk, www.networksolutionsandwebhosting.com,



- www.networksolutionshosting.org etc.
- Affiliates are permitted to use our brand name (including variations) within the sub folders of their domains for paid search activity.
  - Examples: www.affiliatesite.co.uk/networksolutions, www.affiliatesite.com/networksolutions, www.affiliatesite.org/networksolutions etc.
- Affiliates are not permitted to use our brand name (including misspells and variations) as a sub domain of their own domains for paid search activity.
  - Examples: www.networksolutions.affiliatesite.com, www.networksolutions.affiliatesite.co.uk, www.networksolutions.affiliatesite.tv etc.

**Email Policies for the Use of Email Creative** (email broadcasts by affiliates on their own lists and 3<sup>rd</sup> party lists)

Network Solutions permits email affiliates to use Network Solutions approved email creative when mailing their own databases. However, the following terms and conditions must be strictly adhered to:

- From Name: Sender domain or sender profile must not include any reference to Network Solution. The 'from' line should include the name of the entity actually sending the email (whether this is the Affiliate or an independent marketing provider engaged by the Affiliate).
- Subject line: There must be no reference to Network Solution in the subject line. The subject line must make clear that the email is a promotion / marketing email, by inclusion of the word 'PROMOTION' at the beginning of the subject line.
- Header: Insert company name of the company with whom the contact has registered. Header must include that email is brought to the customer by an independent marketing company, not from the Network Solutions directly. The name of the entity sending the email, i.e. the Affiliate or its independent marketing provider, should also be stated in the header.
- Footer: Registered postal address and a working unsubscribe link must be included as a minimum – and any other country specific legal requirements – but all information relates to sender and not to Network Solution.
- Suppression File: Up to date Suppression file provided by Network Solution must be applied to every broadcast.
- Email creative: Affiliates are required to use creative provided by Network Solution. If Affiliate wishes to develop their own creative, they should contact their account management team prior to commencing work for approval and guidance.
- Contents: Affiliates are not permitted to use contents form the network solution website without approval of their account manager.

**From:** XXXX [*Insert name of Affiliate or independent marketing provider engaged by the Affiliate to send the emails*] [mailto:XXX@XXX.com ]  
**Sent:** Tuesday, June 19, 2011 7:13 PM  
**To:** XXXXX.XXX.COM  
**Subject:** PROMOTION - Special Package to match your registration - ENDS TODAY!

You have received this email as you have registered to receive our emails, XXX company ,

This email is brought to you by [*Insert name of Affiliate or independent marketing provider engaged by the Affiliate*], an independent marketing company, not from the advertiser directly.

This is where the Network Solutions Creative can go – don't include any T & C's as we would on a Network Solution website.

If you would prefer not to receive any further correspondence from us then please follow the unsubscribe [link](#)

### **Pop-ups, pop-unders & iframes**

Any pop-up, pop-under or iframes that are used to force the cookie onto the users browser are entirely unacceptable.

### **General Policies**

1. In addition to the policies for PPC advertising, affiliates are not permitted to use any sites or landing pages that represent themselves or pass themselves off as Network Solutions or take any action that is likely to mislead third parties to believe such a site is the Network Solutions site. Affiliates may not put the Network Solutions website into frames.

2. Any sites consistently presenting apparent offers from Network Solutions that do not exist will not be paid commission for their activity. This applies in particular to the promotion of discount or voucher codes. Affiliates will not be paid for such activity if:

- (a) In our opinion the implication of the affiliate promotion is that we do have discount or voucher codes when we do not and/or
- (b) In our opinion the intention of the promotion is to drop cookies, rather than promoting our business in a constructive way.

This measure is designed to protect our business from disappointed customers and to protect affiliates who are genuinely trying to promote our business. It should be emphasised that these terms are aimed at stopping any consistent misrepresentation of our business.

Affiliates will not be paid commission for any activity which contravenes these guidelines.

### **Types of affiliates not allowed on the program**

As Network Solutions is a trusted brand we will not accept any sites that will be detrimental to our brand by association.

The following types of site are not acceptable on the program:

- Sites that contain or link to sexually explicit material and/or language
- Sites that contain or promote any form of violence, gambling and/or illegal activities
- Sites that contain discrimination against race, sex, religion, nationality, sexual orientation, age etc

### **Cashback and Voucher Code Publishers**

Cashback and voucher code sites are allowed on the program. Voucher Code sites must abide to our terms and conditions highlighted above and to the IAB Affiliate Council regulations implemented in 2009, no fake codes or out of date codes are permitted.

**Any sales that are made using a non affiliate specific voucher code will be rejected.**