

Web Business Builder

[1. About](#)

[1.1. Subscriptions](#)

[1.2. eCommerce add-ons](#)

[2. Requirements](#)

[3. Installation and Configuration](#)

[3.1. License installation](#)

[3.2. Extension installation](#)

[3.3. Brand configuration](#)

[3.4 Test Mode](#)

[3.5. Service plan configuration](#)

[3.6. Service plan matching workflow](#)

[3.7. Billing terms](#)

[4. Management workflow](#)

[4.1. Plesk admin workflow](#)

[4.1.1. Domains list description \(in WBB\)](#)

[4.1.2. Upgrade of WBB website](#)

[4.2. End-user workflow](#)

[4.2.1. Description of main functionality \(creation, modification\)](#)

[4.2.2. Workflow of transferring WBB to add-on/subdomain under the same subscription](#)

[4.2.3. Deletion of WBB website](#)

[4.2.4 Upgrade of WBB website](#)

[5. Migration workflow](#)

1. About

This Web Business Builder (WBB) extension enables the integration of our WBB service with your Plesk service plans.

WBB enables your customers to build modern, mobile-friendly websites using an intuitive drag-and-drop interface and features the ability to enhance them by adding an eCommerce store.

This document will explain how to integrate WBB with Plesk and start selling it to your customers.

1.1. Subscriptions

Web Business Builder enables business owners to create a complete online presence. With this end-to-end platform, businesses have the opportunity to create a professional, modern website and sell products and services online.

Each WBB subscription plan needs to be linked to a Plesk service plan.

For instance, the WBB Free plan (which also includes eCom Free) can be bundled with any existing Plesk service plans so that your new and existing customers can start building a basic website free of charge. Premium features and add-ons are then presented to your customers as contextual in-app upgrade messages.

Create	Free	Premium
Pages	3	Unlimited
Site size	25 MB	5 GB
Wizard-driven setup	+	+
Drag and drop editing	+	+
Responsive, mobile-ready sites	+	+
17 Languages	+	+
Basic eCommerce (eCom Free)	+	+
SEO optimization tools	+	+
Tumblr blog	+	+
Password protected pages	+	+
Integrated website analytics	+	+
Mobile Analytics app	+	+
Mobile tap-to-call, hours and directions		+
Facebook Business Page integration		+
600,000+ pro stock photos		+
Advanced CSS and HTML customization		+

1.2. eCommerce add-ons

Web Business Builder’s tiered eCommerce solution allows business owners of all sizes to sell products and services online with no additional transaction fees.

Each Premium add-on requires attachment to both a WBB subscription (e.g. Free or Premium) and to one of your Plesk service plans. All 3 need to be associated in order for your customer to successfully purchase a premium eCommerce add-on. The exception being eCom Free which is automatically attached to WBB subscriptions by this extension and therefore requires no further setup.

Sell	eCom Free	eCom Base	eCom Professional	eCom Unlimited
Product limit in store	3	100	2500	Unlimited
Digital good limits per file	-	100 MB	1 GB	10 GB
Instant payment acceptance with 45+ processors (PayPal, Stripe)	PayPal Only	+	+	+
No additional transaction fees	+	+	+	+
Real-time shipping quotes	+	+	+	+
Configurable shipping & logistics	+	+	+	+
Integrated Store analytics	+	+	+	+
Inventory tracking		+	+	+
Sell on Facebook		+	+	+
Automated tax calculations			+	+
Sell on eBay			+	+
Order editing			+	+
Invoice customization			+	+
Store management app			+	+
Wholesale prices and discounts			+	+
Coupons			+	+
Advertise on major marketplaces			+	+
Point of Sale integration				+

Note that premium eCommerce features will be presented as contextual in-app upgrade messages with a link that will resolve to your configured “Upgrade URL” page to purchase (See section 3.3).

2. Requirements

To start working with WBB, you need the following:

- A server with Plesk version 12.5 or later (both Plesk for Linux and Plesk for Windows are supported). Plesk Onyx is recommended for the best experience.
- A billing system integrated with Plesk and able to work with Plesk service plans (for example, [WHMCS](#)).
- An additional license enabling the WBB functionality. You can obtain the additional license from your sales representative. Note that every Plesk server on which you want to offer WBB needs to have a WBB license.

3. Installation and Configuration

To begin working with WBB you need to complete the following steps:

1. [Install the WBB license](#)
2. [Install the Web Business Builder extension](#)
3. Enable passive FTP (refer to these Plesk KB articles for reference: [Linux](#) and [Windows](#))
4. [Set up your brand](#)
5. [Configure the service plans](#)
6. Configure billing system
7. [Switch the extension to Live Mode](#)

3.1. License installation

To install the additional license, click Tools & Settings in the navigation pane on the left, then click License Management (found in the Plesk section). Open the Additional License Keys tab, click Install Key, enter the activation code or upload the license key file, and click Ok.

3.2. Extension installation

To install the extension, click Extensions in the navigation pane on the left, then click Extensions Catalog. Find the "Web Business Builder" extension in the list and click Install.

3.3. Brand configuration

Once the extension is installed on your first Plesk server, you have the opportunity to set up your brand in WBB. You must complete the required items before any WBB users can be added. This brand configuration will automatically be copied to any additional Plesk servers that you license for WBB.

To set up your brand, click Extensions in the navigation pane on the left, then click Web Business Builder and open the Brand Settings tab.

plesk web pro edition Logged in as Admin ▾ ? Help

Search... Home > Extensions Management

Web Business Builder

Web Business Builder (WBB), powered by Yola, provides a user friendly way to create professional websites, with a WYSWYG editor and mobile friendly features. Web sites created with WBB may be enhanced with an eCommerce store for online sales to help drive customers to the site.

Configuration Domains **Brand Settings**

Note: changes here will affect all your Plesk instances using Web Business Builder.

Required fields

BrandID	ka_28838762 (?)
Company Name *	Hosting Company Name (?)
Website URL *	http://hostingcompany.c (?)
Support URL	http://hostingcompany.c (?)
Support Email	support@hostingcompa (?)

Recommended fields

Logo URL	https://cloud.githubuser (?)
Upgrade URL	http://whmcs.plesk.yola. (?)
Default Language	English ▾ (?)
Short company name	Plesk WBB (?)
Country	United States ▾ (?)
FTP Concurrency	3 (?)

[Save Changes](#)

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- **BrandID** (readonly) - This unique internal identifier of your brand in the Web Business Builder system. It is generated based on your KA license and cannot be modified. This will be the same value on all of your Plesk servers licensed for WBB.
- **Company Name** - Your company name for display purposes. The company name must include only alphanumeric characters and spaces.
- **Website URL** - Your company's website address. Use a fully qualified URL, such as "<http://www.domain.com>". Used for redirecting end users out of the application to your site.
- **Support URL** - Your company's support page address. Use a fully qualified URL, such as "<http://www.domain.com/support>". Entering the URL will make it available in the Web Business Builder user interface. Mandatory to have a value for at least one of Support URL or Support Email.
- **Support Email** - The email address of your company's support service. Note that you must specify the support email unless you have filled in the "Support URL" field.

- **Logo URL** - A link to an image file to be used as your company's logo in the top frame of the Web Business Builder user interface. Use a fully qualified HTTPS URL, such as "https://www.domain.com/logo.png". We recommend using a transparent PNG file with a height of 60 pixels.
- **Upgrade URL** - The address of the page promoting different hosting plans users can purchase. Use a fully qualified URL, such as "http://www.domain.com/plans". Users can visit the page by clicking the "Upgrade" link in the Web Business Builder user interface. If this field is left blank, clicking the "Upgrade" link will take the user to the URL specified in the "Website URL" field.
- **Default Language** - The language that will be used in the Web Business Builder user interface.
- **Short company name** - A short version of your company name to be displayed in menus, reports, etc.
- **Country** - The country in which your company is headquartered.
- **FTP Concurrency** - The maximum number of concurrent FTP connections allowed per account (1-10, 3 is recommended) . A higher number will result in faster publishing times. (you must manually adjust the FTP configuration on the publishing server to allow the desired number of concurrent FTP connections per account to avoid publishing errors).

3.4 Test Mode

After the extension is installed and the mandatory branding configuration is saved your WBB extension will be automatically running in Test Mode. This allows you to add users to any of the WBB services at no charge to enable testing and verification prior to going live.

When you are happy with the configuration you can return to the Configuration tab of the extension and switch to Live mode. All test users will be erased and services then purchased will be chargeable.

You cannot switch back to Test Mode after the extension is switched to Live Mode. Each additional Plesk server will initially be started in Test Mode and must be switched manually to Live Mode.

It is permissible to have a server permanently in Test Mode. In this case no charges will apply and user accounts will persist but subscriptions and the website contents will be removed 60 days after creation.

3.5. Service plan configuration

The Web Business Builder plans have been designed to be bundled with new or existing Plesk service plans.

Premium features and quotas are presented as in-app upgrades that promote the purchase of the appropriate Plesk Service plan. Upgrade messaging persists until a user is on the highest tiered plan and ecommerce add-on. At a minimum, WBB Premium and eCom Unlimited should be made available to ensure that customers can upgrade to access all available features.

The following plan structure is recommended to cover all available tiers:

- WBB Starter (free)
- WBB Premium
- WBB Premium + eCom Base
- WBB Premium + eCom Pro
- WBB Premium + eCom Unlimited

The WBB Starter is a free plan and is designed so that it can be bundled with existing Plesk service plans thereby allowing existing customers to test WBB and upgrade to premium Plesk plans.

To enable your customers to build websites in Web Business Builder, you will need to pair the desired WBB plan with the appropriate Plesk Service plan. See 'Service plan matching workflow' below for more detail regarding this.

3.6. Service plan matching workflow

To match Plesk service plans to Web Business Builder plans and eCommerce add-ons, click Extensions in the navigation pane on the left, then click Web Business Builder and open the Configuration tab.

The screenshot shows the Plesk Web Business Builder Configuration page. The left sidebar contains navigation options: Home, Hosting Services, Customers, Domains, Subscriptions, Service Plans, Server Management, Tools & Settings, WordPress, Extensions (highlighted), My Profile, Profile & Preferences, and Change Password. The main content area is titled 'Web Business Builder' and includes a description: 'Web Business Builder (WBB), powered by Yola, provides a user friendly way to create professional websites, with a WYSWYG editor and mobile friendly features. Web sites created with WBB may be enhanced with an eCommerce store for online sales to help drive customers to the site.' Below this is a 'Test Mode' toggle set to 'Enabled' with a 'Disable' button. A table maps Plesk Service Plans to WBB Plans and e-Commerce Addons. The 'Save Changes' button is at the bottom.

Plesk Service Plan	WBB Plan	e-Commerce Addon
Default Domain	None	None
Unlimited	None	None
Default Simple	WBB Starter	None
Domain + WBB Starter	WBB Starter	None
Domain + WBB Premium	WBB Premium	None
Domain + WBB Premium + eCom Base	WBB Premium	WBB Add-on eCom Base
Domain + WBB Premium + eCom Pro	WBB Premium	WBB Add-on eCom Pro
Domain + WBB Premium + eCom Unlimited	WBB Premium	WBB Add-on eCom Unlim

You will see the list of all service plans on the Plesk server. For every service plan, you can do the following:

- Match it to a Web Business Builder plan by selecting the desired plan from the drop-down menu. This will enable all Plesk customers with subscriptions based on this service plan to access Web Business Builder and create websites (subject to the limitations of the assigned WBB plan, such as the amount of disk space available, the availability of premium features,

etc). For example the WBB Starter plan would be selected for the Domain + WBB Starter Service plan.

- Match it to a Web Business Builder eCommerce add-on by selecting the desired eCommerce add-on from the drop-down menu. This will enable all Plesk customers with subscriptions based on this service plan to add an online store to their Web Business Builder website. For example the WBB Starter plan and eCommerce basic plans would be selected for the Default Domain + WBB Starter + eCom Base Service plan.

Note: eCommerce add-ons cannot be mapped to a Plesk service plan without an associated WBB subscription.

Hosters running Plesk 12.5 or below will need to slightly modify each cloned service plan to be unique. We recommend doing this by adding a MB of storage. There is a known issue in Plesk 12.5 and earlier that prevents upgrading and downgrading between identical Plesk service plans.

3.7. Billing terms

1. WBB subscriptions and add-ons are sold on monthly terms, starting from the date of purchase.
2. Subscription and add-on billing cycles are independent from each other.
3. Upgrades / downgrades & cancellations are effective immediately, except in the case of downgrading to a Plesk service plan that does not bundle WBB in which case the WBB cancellation is delayed until the end of the term.
4. Pro-rata charges and refunds are not applicable.

4. Management workflow

4.1. Plesk admin workflow

4.1.1. Domains list description (in WBB)

To see the list of domains for which a Web Business Builder website has been created, click Extensions in the navigation pane on the left, then click Web Business Builder and open the Domains tab.

For every website in the list, you can see a short summary, including the owner's name, the WBB plan and add-on (if any) the website is based on, as well as the website's status. In addition, you can log in to Web Business Builder and edit any of the websites by clicking the "Manage This Site" button next to the desired website. In addition, you can manually request the status of one or more domains on the WBB side by selecting the checkboxes next to the desired domains and clicking Refresh.

4.1.2. Upgrade of WBB website

You can upgrade or downgrade a Web Business Builder website by switching the subscription to which the domain belongs to a different service plan in Plesk. Changes will be applied accordingly, depending on whether the new service plan is matched with a more or less restrictive Web Business Builder plan.

For manual billing hosts, to upgrade or downgrade a Web Business Builder website, click Subscriptions in the navigation pane on the left, select the checkbox next to the subscription the website belongs to, and click Change Plan. Select the desired new service plan from the drop-down menu, then click Ok.

Note: Hosts using external billing systems (e.g. WHMCS) should do this from within the billing system administration and not use these functions here.

4.2. End-user workflow

4.2.1. Description of main functionality (creation, modification)

To create a Web Business Builder website, the customer needs to click the Web Business Builder button for the desired domain in their Plesk customer control panel. The customer will be prompted to confirm the creation of a Web Business Builder website, and he or she needs to click Proceed to create the website.

Important: a customer can only create one Web Business Builder website for each of his or her subscriptions.

Once the website is created, the customer is free to customize it, starting with selecting a theme (he or she can also start with a blank website).

After the customer finishes editing their website in Web Business Builder and closes the browser window, they can return to working on the website at any moment by clicking the Web Business Builder button for the corresponding domain in their Plesk customer control panel.

4.2.2. Workflow of transferring WBB to add-on/subdomain under the same subscription

A customer can only create one Web Business Builder website for each subscription, but they can move it between domains and subdomains belonging to the same subscription at will. For example, if a customer creates a Web Business Builder website for the main domain of their subscription "mydomain.com", they cannot create another one for the addon domain "myotherdomain.net" or the subdomain "news.mydomain.com", but they can re-assign the Web Business Builder website to either the addon domain or the subdomain.

To re-assign the Web Business Builder website to a different domain or subdomain belonging to the same subscription, the customer needs to click the Web Business Builder button in their Plesk customer control panel for the domain or subdomain to which they want to assign the website. A warning message will be displayed. The customer needs to click Proceed to complete the re-assignment.

4.2.3. Deletion of WBB website

When a subscription is removed in Plesk, all associated Web Business Builder websites are deleted on the WBB side as well. Note that downgrading a subscription to a Plesk service plan not including Web Business Builder does not delete the associated Web Business Builder websites. If the subscription is switched to a plan with Web Business Builder support at a later date, the customer will regain access to their Web Business Builder websites with no loss of data.

4.2.4 Upgrade of WBB website

If a customer wants to gain access to premium features associated with more expensive Web Business Builder plans, he or she needs to switch their subscription to a different Plesk service plan - one that is paired with the Web Business Builder plan containing the desired features. For example, let us consider the two Plesk service plans below:

- "Web Business Builder - Starter" (matched with WBB Starter)
- "Web Business Builder - Premium" (matched with WBB Premium)

If a customer's subscription is based on the "Web Business Builder - Starter" service plan and they want to add more than three pages to their website, they need to switch their subscription to the "Web Business Builder - Premium" service plan.

To upgrade their Web Business Builder website, the customer needs to open the Web Business Builder by clicking on the WBB button for the corresponding domain in their Plesk customer control panel, and then click Upgrade in the Navigation in WBB. The customer will be redirected to the corresponding page of the billing solution integrated with Plesk where they will be able to choose the new service plan.

5. Server Migration

It is possible to migrate WBB subscriptions from one server to another. Please contact [Plesk customer support](#) for assistance with this.