Partner Site Administration Guide

Version 1.00

29/07/2009

This document is designed to help you with the administration of your brand new Rakeback Partners affiliate website. Please take the time read through to help you get the most out of your site.

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1. Accessing the administration area for your site

To access the administration area for your new rakeback site please login to Rakeback Partners:

http://www.rakebackpartners.com

You can also access the customisation options for your website by entering the same Rakeback Partners login details into the login area on your website.

Once logged in you will see your site(s) listed in a table view.

To customise your website click '**Edit**' in the actions column (Fig1). You will be taken to your website's administration area.
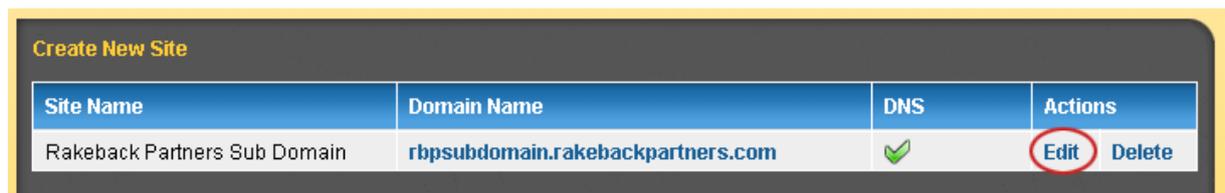
Fig1

2. Testing the DNS Settings for your site

If you selected website domain option one or two during the RBP account creation process you can test that you have made the correct DNS changes by clicking '**Test DNS**' (Fig 2).

If the DNS test is successful the Red Cross will change to a green tick. If the cross remains please remember that it can take up to 72 hours for the DNS changes to propagate through the Internet.

If the test fails even after 72 hours, please contact us for assistance
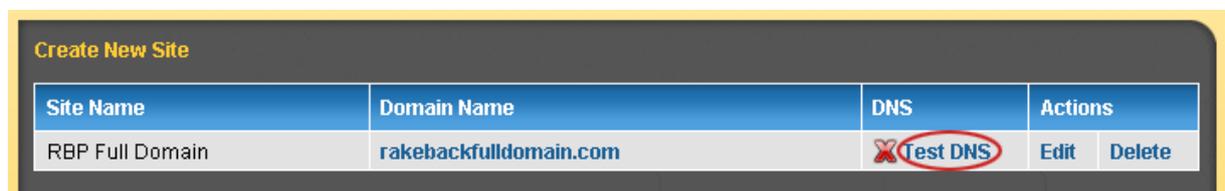
Fig2

3. Getting to know your website administration area

Once logged in (see 1), please take a few moments to familiarise yourself with your website's administration area.

3.1 Rakeback Tab

When you login you will see an overview of your account earnings for the month. If you play poker yourself you will see values in the '**Total Rakeback This Month**' row otherwise it will show $0.

Any commission earned from signing up players through your website will be shown in the '**Total Referral Fees This Month**' row (Fig 3).
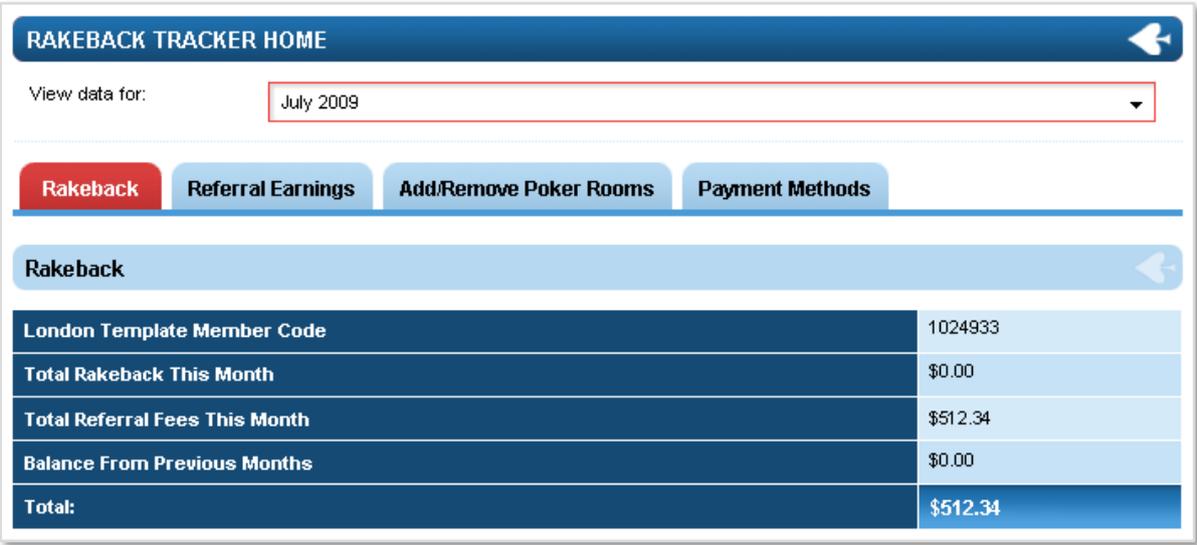

Fig3

3.2 Referral Earnings Tab

The referral earnings tab provides you with a detailed overview of your referral earnings for the selected month. You can drill down into a players earnings at each poker room as well as seeing any sub referral earnings from your player's.

Simply click the + button on the left to expand the selected player and view the detailed referral information. Sub referrals from a player are indicated by the arrow to the left of the player number (Fig 4).

|	Player	Referral Code	Signed Up	Poker Room	Referral Rate	Player Rake	Your Earnings	Paid Out
⊟	RTR22991		11/01/2008		4%	Total:$0.00	**Total:$0.00**	☐
				Absolute Poker	4%	$0.00	**$0.00**	☐
⊞	↳ RTR40051		02/02/2009		1%	Total:$0.00	**Total:$0.00**	☐
⊞	RTR26880		14/04/2008		4%	Total:$0.00	**Total:$0.00**	☐
⊞	RTR28041		02/05/2008		4%	Total:$0.00	**Total:$0.00**	☐

Fig4

3.3 Add/Remove Poker Rooms Tab

The Add/Remove Poker Rooms tab is only useful to you if you play poker and earn rakeback yourself. If you do play poker, this is where you and your players will be able to add/remove additional poker rooms to your rakeback account.

Please Note: This is NOT where you select or deselect the poker rooms that you wish to display on your rakeback site. Managing your poker rooms is possible, please see section 5.8 of this guide

3.4 Payment Methods Tab

Under the Payment Methods Tab you get to choose how you would like to receive your referral earnings. There are 3 options; Poker Account, NETeller or Paypal. Once you have chosen a payment option please enter your password and save the changes (Fig5).
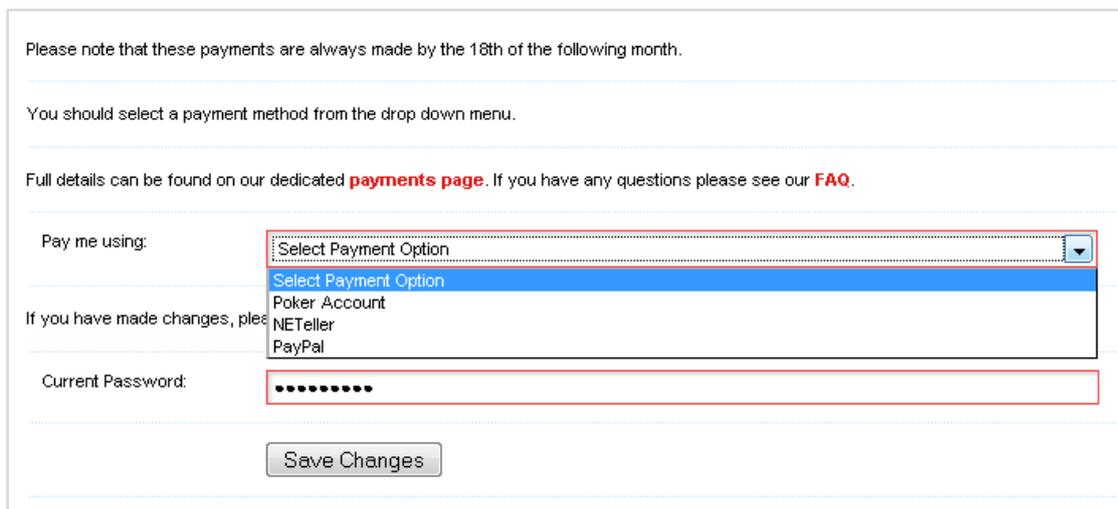
Fig5

3.5 Viewing previous month's earnings

The '**View data for:**' select box above the tabs allows you to view the complete history of your account and earnings. The default selection is the current month.

4 Understanding the Player and Administration Menu

You and your players see an almost identical side menu. The '**Your Account**' menu allows you and your players to track rakeback and referral earnings as well as keep personal details up to date. Your players also have access to a range of marketing tools under the '**Affiliates**' menu so they can promote your site with banners and text links plus refer friends quickly and easily.

As the site owner you have the additional '**Edit Your Website**' menu. This enables you customise a number of features in your skin site.

Below we will take you through all of the menu items:

4.1 Your Rackback Account

'**Your Rakeback Account**' is visible to both you and your players. Here you can see an overview of all rakeback / referral earnings and select a payment option.
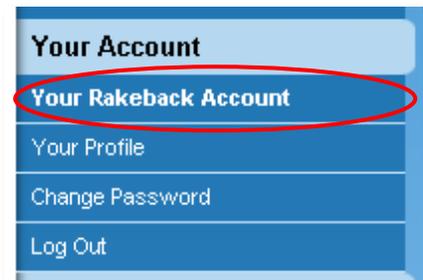

Fig6

4.2 Your Profile

The '**Your Profile**' page allows you to update personal details if necessary.

Please Note: Any new player on your site will be asked to complete the personal details form when they first login.
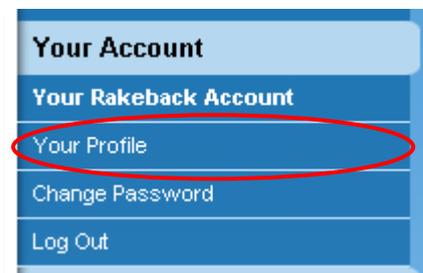

Fig7

4.3 Change Password

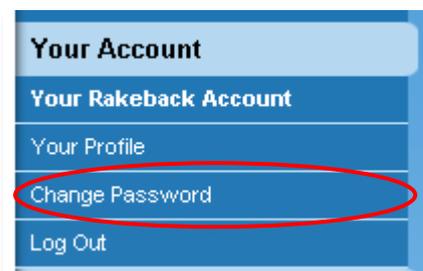'**Change Password**' allows you to change the login access details for your account.

Fig8

4.4 Log Out

Clicking '**Log Out**' will log you out of the tracking and administration area and return you to your website's homepage. To login again enter your Rakeback Partners access details into the members login panel.
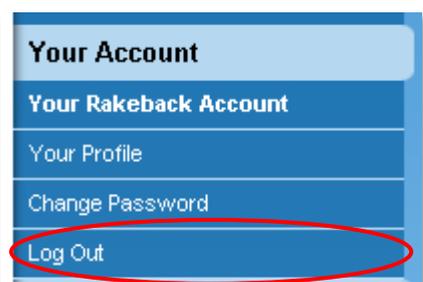

Fig9

4.5 Affiliate Program

The '**Affiliate Program**' page gives your players information about the sub referral system that is built into your site. If any of your players refer another player to your site, you will receive 1% of the value of the referred player's rakeback earnings for the life of the player.

Fig 10

4.6 Referral Codes

The '**Referral Codes**' page allows your players to save up to 20 unique referral codes. These codes can be given out to friends or printed on business cards and allows them to refer players with more memorable code than the player account number.

This makes referring players a simpler task.

Fig11

4.7 Refer a Friend

Refer a Friend is a simple but effective marketing tool. It enables your players to send their referral link to friends, family and poker buddies. They simply need to enter the email addresses and submit to send the emails.
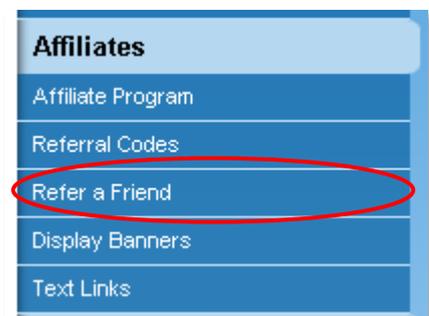

Fig12

4.8 Display Banners

A number of marketing tools are available to your players including banners. We will update the '**Display Banners'** page with a range of generic banners which will be available to all of your players.

You can also upload your own banners using the banner upload tool

Selecting the html code snippet is simple and it can be inserted into any webpage or blog via copy and paste.

Fig13

4.9 Text Links

Text links are also available to your players. There are a number of generic text links already available to your players.

Selecting the html code snippet is simple and it can be inserted into any webpage or blog via copy and paste.

Fig14

5 Customising your website

You can customise your website using the '**Edit Your Website**' menu.

5.1 Editing the Website Text

Two of the most popular pages can be customised by modifying the website text using the WYSIWYG text editor on the '**Edit Website Text Page**'. Using the editor is simple and contains features such as; hyperlink creator, picture input, text formatting, bullet points and much more. The text editor also has 'html mode' for more advanced manipulation (Fig15).
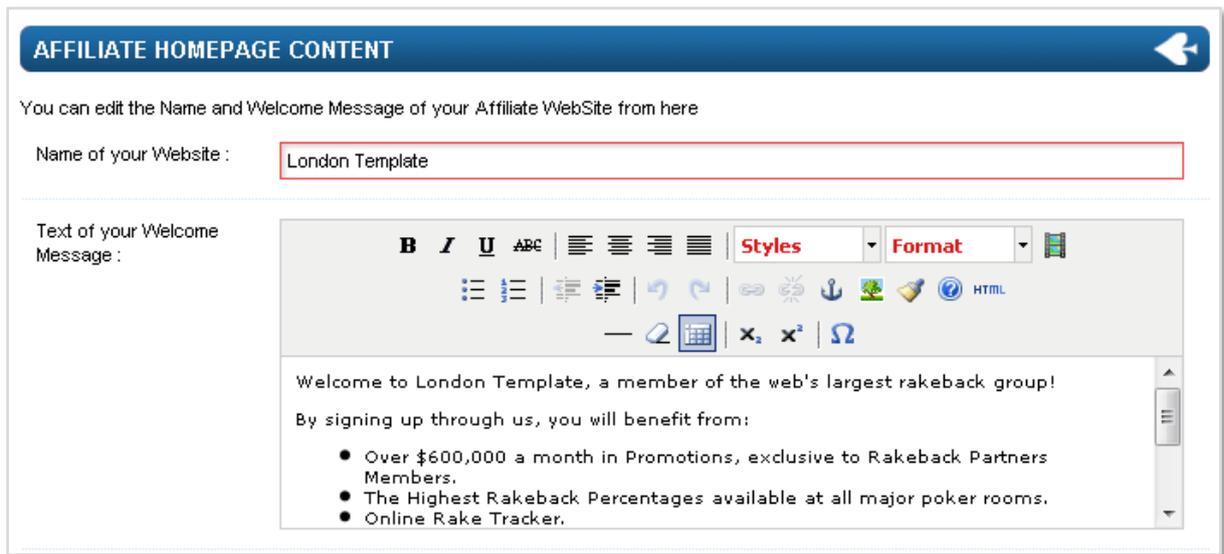

Fig15

5.2 Managing the Blog

The blog is a great way to make your skin site stand out. Well written and topical blog posts can draw a lot of traffic to your site which in turn should be reflected in player sign ups. Keeping your blog fresh and up to date with relevant and engaging content can also help you climb the Search Engine rankings. If you manage to write content that people want to read you will create interest and links to your blog.

5.2.1 Creating a New Category

1. Click on the **'Manage Blog'** >
2. Click on **'Edit/Add Categories'** >
3. Click '**Add New Category'** (Fig16) >
4. Enter the name for your new category and save

Once you have created a category you can begin to add posts to it.

Fig16

5.2.2 Editing / Deleting a Category

You can Edit or Delete the categories you create using controls within the category listing table (Fig17).

Category		
London Template News	Edit	Delete
Poker News	Edit	Delete

Fig17

5.2.3 Creating a New Blog Post

1. Click on the **'Manage Blog' >**
2. Click on **'Edit/Add Categories' >**
3. Click '**Add New Category'** (Fig16) **>**
4. Fill out the required fields in the '**New Post**' form

Remember: To get the most out of your blog its best to write original and engaging content for your site users to read. Copying blog posts from other blogs without modifying the content can have a negative impact on your search engine listing.

Fig18

5.2.4 Editing / Deleting a Post

You can Edit or Delete posts by using controls within the category listing table (Fig19).

Title	Category	Date Posted	Active		
Rakeback Partners Huge Promotions	Poker News	29/07/2009 10:34	False	Edit	Delete
Ultimatebet $2,500 Race	Poker News	29/07/2009 10:34	False	Edit	Delete

Fig19

5.3 Creating New / Editing Footer Links

Your Rakeback Partners website will come with the essential footer links in place. You can add you this by using the '**Edit Footer Links**' tools under the '**Edit Website Text Page**'.

5.3.1 Creating New Footer Links

1. Click on the **'Edit Footer Links >**
2. Type in the Link Text e.g. Full Tilt Poker **>**
3. Type in the Link URL e.g. http://www.fulltiltpoker.com **>**
4. Click '**Save**' to create the new footer link

Please Note: Make sure you type the Link URL carefully. Broken links can also negatively affect your search engine listing

5.3.2 Editing and Deleting Footer Links

Once you have created new footer links you can edit or delete the links if necessary. Simply click either the '**Edit Link**' or '**Delete Link**' tab (Fig20). To edit or delete links just click the desired footer link.

You can change the order of the footer links you create by clicking '**Move To Top**', '**Move Up**', '**Move Down**' or '**Move To Bottom**' (Fig20).

Fig20

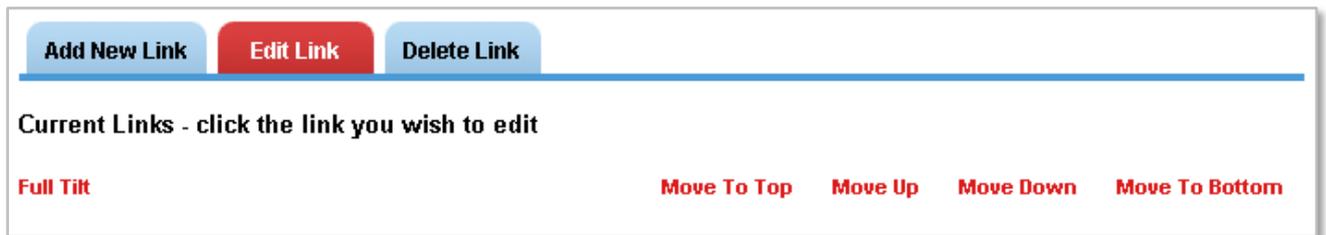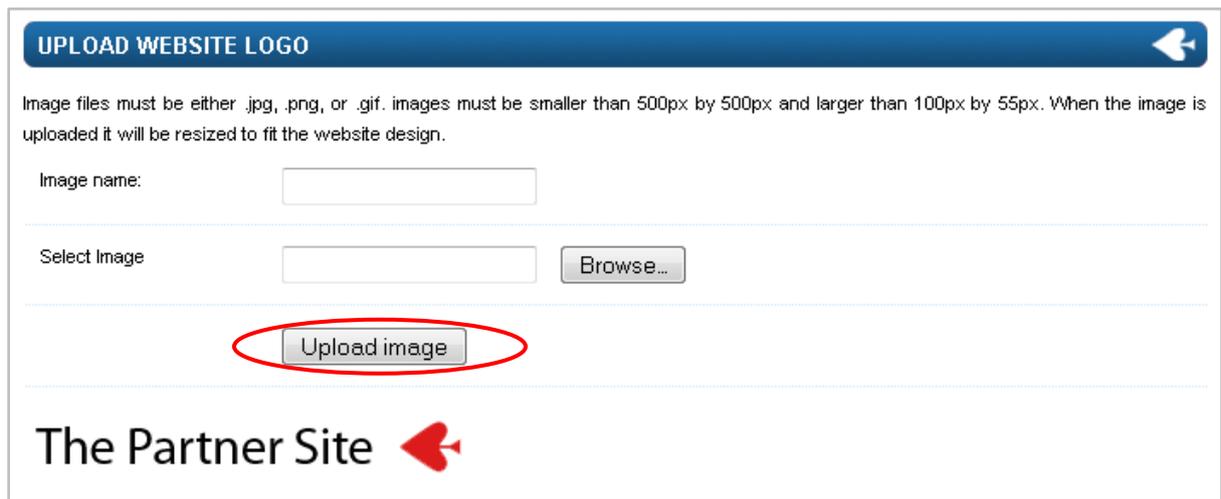## 5.4 Updating Your Website Logo

Updating your website's logo should be one of your first tasks. You can change your logo at anytime using the logo upload tool.

1. Simply give your new logotype a name in the '**Image Name**' box **>**
2. **Click** '**Browse**' to browse your computer and find the image you want to use **>**
3. Once the image is selected click '**Upload Image**' (Fig21).

Please Note: Image files must be .jpg, .png, or .gif file format. Images must be smaller than 500px by 500px and larger than 100px by 55px. When the image is uploaded it will be resized to fit the website design.


Fig21

5.5 Uploading Custom Banners

Rakeback Partners automatically provide your website with a range of generic banners for your players to use to promote you website. We understand that you will want to provide your players with customised banners and you can do so by using the **'Upload Banners'** tool.

1. Choose a name for your custom banner **>**
2. Click '**Browse**' to browse your computer and find the banner image you want to upload **>**
3. Select a banner target by browsing the main website pages using the target selector. Click the +/- images to expand the sections and select a target page. The selected target will be marked with the Green Tick (Fig22).

Note: The banner target is the landing page for when that banner is clicked. The default target is your website's homepage.
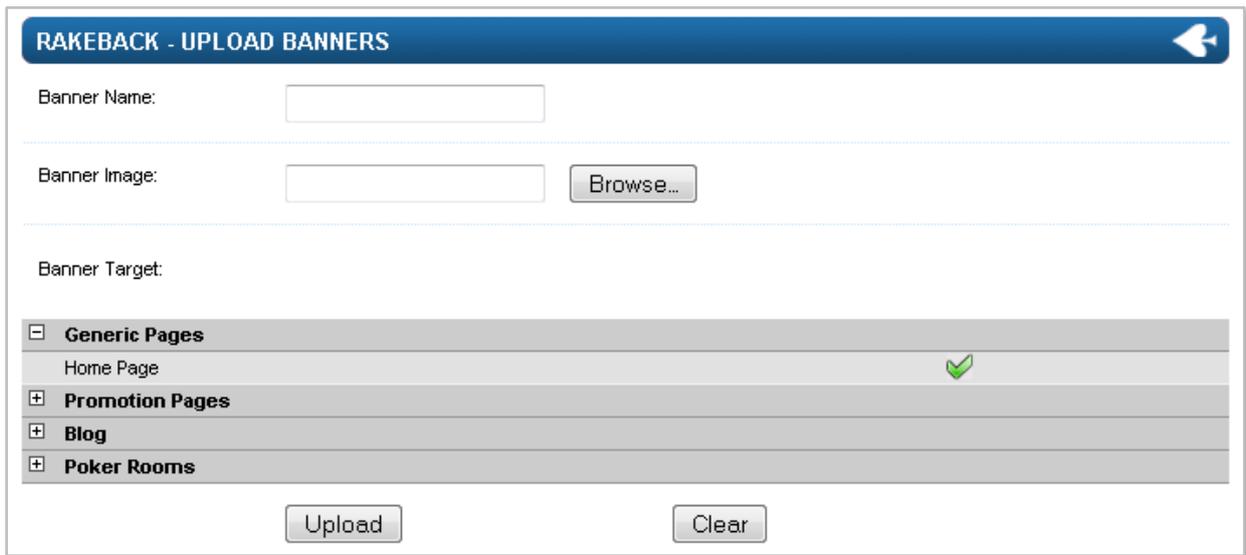
Fig22

5.6 Changing Website Skin

Rakeback Partners give you the option to change your website template and colour at any time. It is very simple.

1. Click '**Change Website Skin**' **>**
2. You can view the template colours by choosing from the '**Available Colours**' select box. **>**
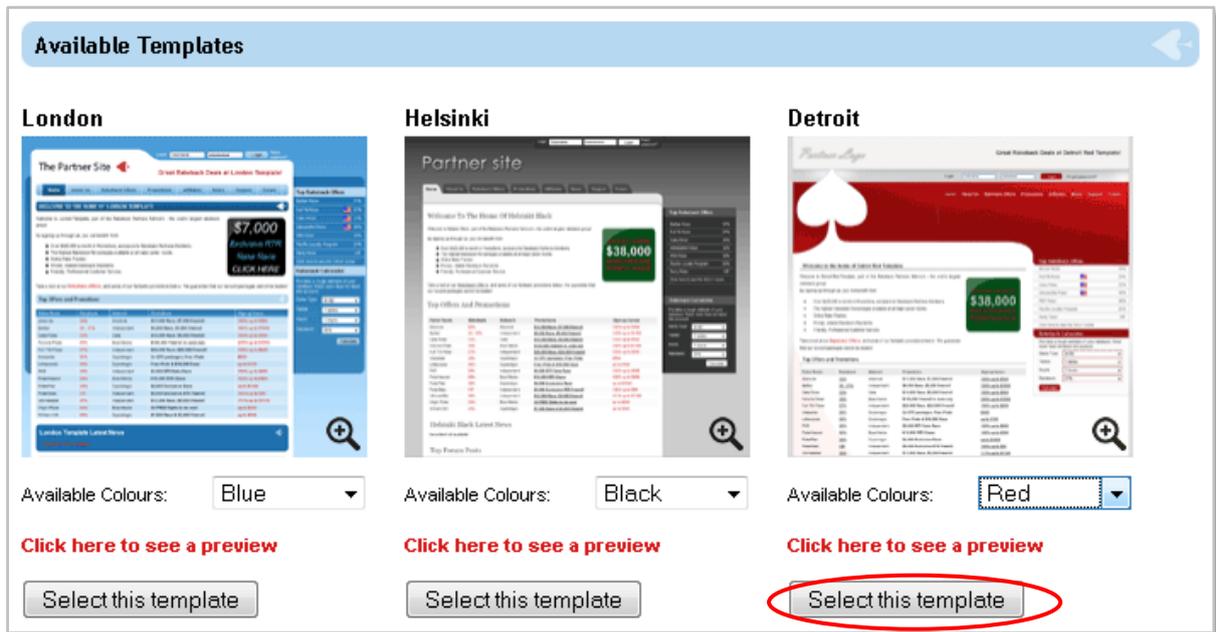3. Click '**Select this template**' to confirm the change (Fig23).

Fig23

5.7 Google Analytics Settings

If you are interested seeing the website's visitor statistics you can do so by entering your '**Google Analytics Code'** and '**Webmaster Meta Tags**' in the Google settings page on you website admin area.

Once you have entered the required information on our '**Google Settings**' page you will start to receive the full range of stats to your Google Webmaster account (Fig24).

Setting up a Google webmaster account is free and easy click here for full details

Fig24

5.8 COMING SOON! - Managing Poker Rooms

You will soon be able to choose which poker rooms you would like to promote on your site. You can focus on a network or just exclude a few rooms the choice is entirely yours. Managing your poker room enables you to tailor your site to suit your needs.

5.8.1 De-selecting Promoted Poker Rooms

Every poker room starts off as being promoted.

1. Simply de-select any rooms that you no longer wish to promote **>**
2. Click '**Save**' (Fig25)

5.8.2 Changing the display order of the Poker Rooms

1. The order which the poker rooms are displayed on your website can be changed by clicking on '**Up**' or '**Down**' beside the poker room.
2. Clicking on '**To Top**' or '**To Bottom**' will move the poker room to either the top or bottom of the list.
3. Clicking on '**Reset**' will reset the list to the default order with all rooms being selected.
4. Clicking on the promoted check box will toggle between selecting all the rooms and none of the rooms.
5. Remember to click '**Save**' after you have made any changes (Fig25).
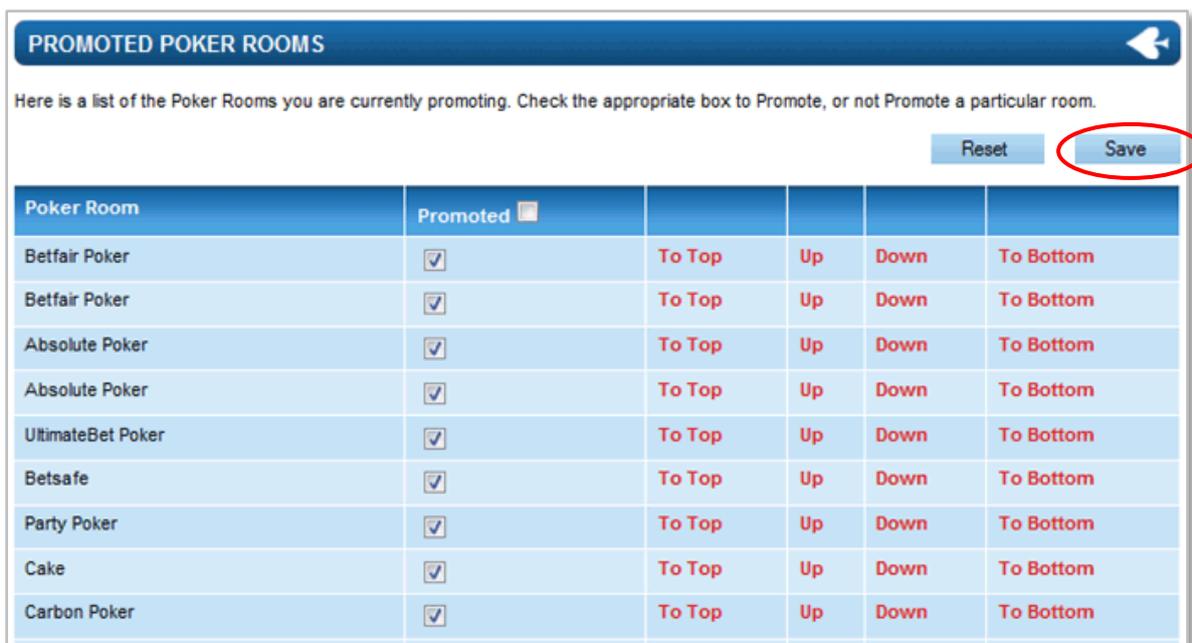
PROMOTED POKER ROOMS

Here is a list of the Poker Rooms you are currently promoting. Check the appropriate box to Promote, or not Promote a particular room.

Reset   Save

Poker Room	Promoted ☐				
Betfair Poker	☑	To Top	Up	Down	To Bottom
Betfair Poker	☑	To Top	Up	Down	To Bottom
Absolute Poker	☑	To Top	Up	Down	To Bottom
Absolute Poker	☑	To Top	Up	Down	To Bottom
UltimateBet Poker	☑	To Top	Up	Down	To Bottom
Betsafe	☑	To Top	Up	Down	To Bottom
Party Poker	☑	To Top	Up	Down	To Bottom
Cake	☑	To Top	Up	Down	To Bottom
Carbon Poker	☑	To Top	Up	Down	To Bottom

Fig25