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What Vanity Mode Is (and Why It Sells)

PUQ Web Hosting module **WHMCS**

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The idea in one sentence

You own a memorable domain — say `benchwords.com` — and you **rent out names on it**. A customer who picks `ruslan` gets:

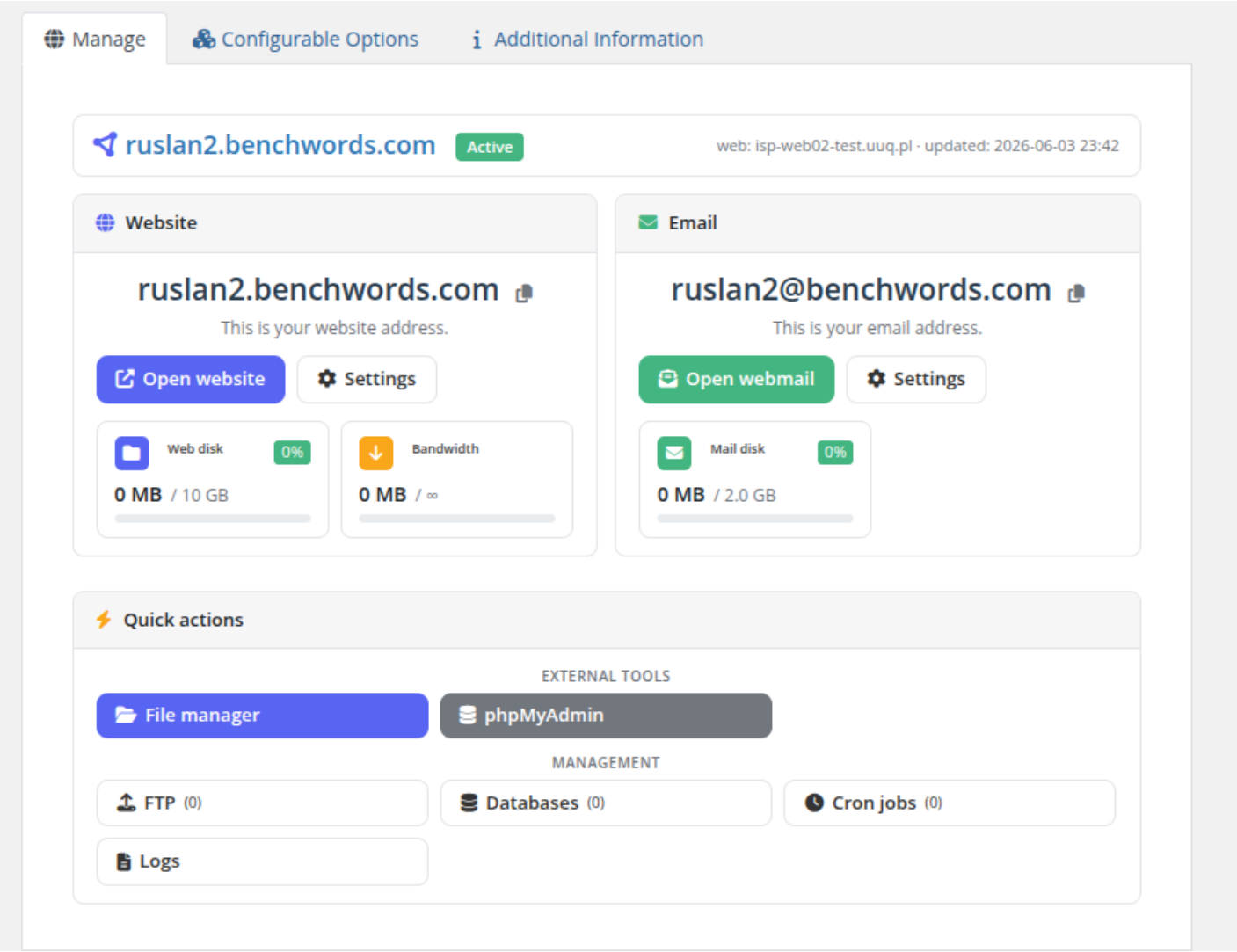
- a **website** at `ruslan.benchwords.com`, and
- an **email address** `ruslan@benchwords.com`,

...provisioned in seconds, billed by WHMCS, and fully self-service. One domain you already own becomes an unlimited catalogue of "personal site + email" products.

Why customers buy it

Registering a domain, configuring DNS, setting up mail and getting a website online is intimidating for most people. Vanity removes all of that: pick a name on a brand they already like, and they have a real site and a real inbox. It is the simplest possible hosting product to *buy* — which makes it the easiest to *sell*.

This is exactly what the customer ends up with — a clean two-card dashboard, **Website** and **Email** , with nothing else to configure:



How it differs from normal hosting

A normal (Split/Unified) service gives the customer a **whole domain** and the full toolbox — DNS records, multiple mailboxes, SSL, backups, subdomains. A **vanity slot** is deliberately minimal:

	Normal hosting	Vanity slot
Domain	the customer's own domain	one **name** on **your** domain
Website	full account	a per-service web account for `name.yourdomain.com`
Mailbox	create/delete many	exactly **one** fixed mailbox `name@yourdomain.com`
DNS	full zone editor	nothing to manage — one record on **your** zone
SSL / Backups / Subdomains	customer-managed	handled for them (mail SSL lives on your provider domain)

The customer never sees DNS, SSL, backups or zone editing — those don't apply to a slot. The trimmed client menu reflects that.

The safety guarantee (read this)

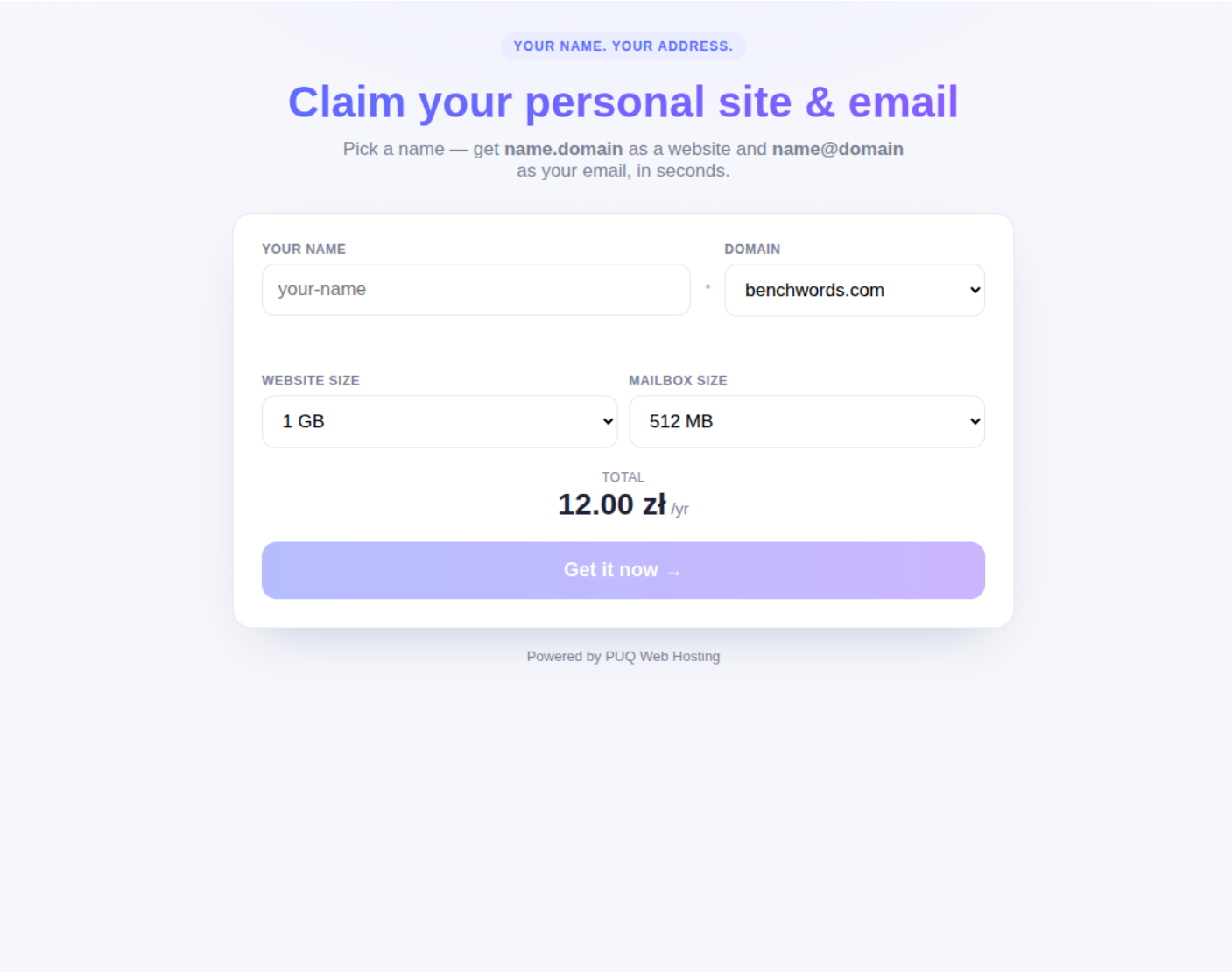
Vanity mode is **destructive-safe by design**. No matter what a customer does — order, change password, set forwards, cancel — the module only ever touches:

- the **per-service web user** for that one subdomain,
- **one mailbox** on your shared provider mail user, and
- **one DNS record** (in push mode) for the subdomain.

It **never** touches the **parent mail domain**, the **DNS zone**, or your **provider Hestia user**. One customer's actions can never affect another customer or your base domain. You will see this guarantee restated on the setup screen — it is a load-bearing invariant of the whole model.

Two ways to sell it

1. **Inside WHMCS** — a normal product with a live name-availability check on the order form (covered in *The vanity product* and *Order & client experience*).
2. **Anywhere** — a standalone **shop widget** (two small files) you drop on any marketing domain. It shows a "claim your name" landing page and sends buyers straight into your prefilled WHMCS cart (covered in *The vanity shop widget*).



> The next pages set it up end-to-end: first the **server group + sellable domains**, then the **product**, then the **order/client experience**, then the **widget**.

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