

Driving Test Success Online - A “How To” Guide for Driving Instructors

This document will show you how to:

- Plug the UK’s favourite driving test software into your own website, free of charge
- Help your pupils to pass their tests
- Receive commission on every sale made through your website

Introduction

Driving Test Success Online www.drivingtestsuccess.com (“DTS Online”) is an e-learning service that allows your pupils to revise online for their Theory Test, Hazard Perception Test and Practical Driving Test. Pupils can take a free trial, or pay for subscriptions which last 1 week (£5), 1 month (£7) and 6 months (£10).

DTS Online has many advantages over similar services, including:

Trust – DTS Online is published by Focus Multimedia and developed by Imagitech, the same team behind the number one best-selling Driving Test Success brand. We have helped **over 3.6 million people** pass their tests since 1997. How many other companies can say that?

Quality – Your pupils are guaranteed the best quality learning experience using DTS Online’s state-of-the-art revision tools, based closely on the award-winning Driving Test Success disc-based products.

Value – The quantity of content on DTS Online is incredible. Almost everything you will find on our PC DVD-ROM, and that’s more than 10 gigabytes of information, can be accessed instantly through DTS Online. From official DSA Theory Test revision questions, to Hazard Perception videos to Driving Test tutorials, you will not find a more complete learning experience anywhere else.

Transparency – As a driving school you can log in to DTS Online’s live reporting at any time and find out how much commission you have earned, as well as monitor your students’ progress.

Benefits for Driving Schools

DTS Online offers unique benefits for driving schools of all sizes. As a driving school, you can place Driving Test Success Online within an “iframe” on your own company website. We supply you with the short piece of code that’s necessary to achieve this – no technical skills are required.

Not only will you gain the kudos of partnering with the number one brand in learner driver software, but you will also receive commission for **every sale** and **every renewal** generated through your website. Those sales can come from your own pupils, prospective pupils, in fact anybody in the UK who finds your website.

The full list of benefits includes:

- Partner with Focus Multimedia’s Driving Test Success and impress your clientele by embedding the UK’s favourite driving test revision aids on your own website.
- Receive a revenue share from every sale made through your website.
- Procure sales from anywhere in the UK – in addition to your local pupils.
- Give your pupils the best chance of passing their tests, and improve your pass rates.
- Easy to implement – no technical skills needed, just “copy and paste” (Focus has a technical support department to help with any problems).
- No hassle – Focus Multimedia takes care of all payments, fulfilment and customer service.
- No costs – becoming an affiliate is free.
- Free placement on your website – no setup fee or monthly charges.
- Live online earnings report – log in and check your revenue any time.
- Customer usage report – find out how often your pupils are revising, when they last logged in, and whether they passed or failed their mock test.
- Professionally created graphics and banners to use on your own website to market Driving Test Success Online (coming soon)
- Receive hints, tips and advice on how to successfully market your website and attract more sales.
- Inclusion in a new approved driving instructor directory at www.drivingtestsuccess.com/drivingschools

How to Sign Up and Start Earning Money

STEP 1 - register

The screenshot shows the homepage of 'Driving Test Success Online'. At the top, there's a navigation bar with buttons for 'Learn Now', 'Login', 'Register', 'Instructors', and 'Tour'. A large 'L' logo is positioned next to the site's name. A banner below the navigation bar states 'All tests. All inclusive. All the tools you need to pass this summer!' with a 'Get Started >' button. Below this, two main promotional boxes are visible: a red one for a 'FREE TRIAL' with no fees, commitment, or credit card, and a green one for 'START REVISING NOW!' starting from £5. The page features four columns of test preparation resources: Theory Test, Hazard Perception Test, Practical Test, and Highway Code, each with a 'Get Started' button. A news section at the bottom mentions the launch of an online version of their award-winning revision aid. The footer includes logos for ADI, NJC, DIA, MSA, securetrading, VISA, MasterCard, Maestro, SOLO, and PayPal, along with copyright information and a list of site navigation links.

To become an affiliate, you must register your driving school with us.

To sign up, please visit <http://www.drivingtestsuccess.com/sign-up-for-training/> and click on the "Instructors" button at the top right of your screen.

NB: If you've already signed up for our Driving School Directory, please note that this is independent of our e-learning service and we won't have your details for the e-learning service. You'll need to sign up as described above.

STEP 2 – fill in your personal details

The screenshot shows a web browser window with the address bar displaying "Driving Test Success Online". The page features a header with the logo "DRIVING TEST SUCCESS Online" and navigation buttons for "Learn Now", "Login", "Register", "Instructors", and "Tour". A large red "L" logo is also visible. The main content area is titled "Register as a Driving Test Success Online Affiliate" and includes a sub-header "Information" with text about benefits for users and pupils. Below this is a "Personal Details" section with a "Title" dropdown menu (set to "Mr"), and two required text input fields for "Forename" and "Surname". At the bottom, there is a partially visible "Account Details" section.

DRIVING TEST SUCCESS Online

Learn Now Login Register **Instructors** Tour

Register as a Driving Test Success Online Affiliate

Simply fill in the fields below and you can be up and running within hours.
For more information please [download our guide](#) to registering as an instructor.

Information

There are some great benefits for both you and your pupils to partnering with us and embedding Driving Test Success Online Content on your web site.

Not only does it give you access to the UK's leading training materials, but it also gives you the opportunity to generate revenue from this critical element of driver training - in a way that was never possible... until now.

Personal Details

Title:

* Forename:

* Surname:

Account Details

On the next screen, fill in your personal details section by section.

STEP 3 – fill in your business details

Now you need to fill in your business details on the lower part of the page. You should find that most of the fields are straightforward and don't need much explanation, however the "Embedded Page URL" field requires a little more description:

Business Details

* Business Name:

* Business Address:

Road:

Town:

* County:

* Postcode:

* Embedded Page URL:

Please enter the exact URL where Driving Test Success Online's log-in page will reside on your website (please DO NOT enter any other URL, or your pupils will not be able to activate their accounts)

* Contact Telephone Number:

Account Name:

Account Number:

As an affiliate, you have two options:

1. You can embed our e-learning service on your own website, by simply pasting a few lines of HTML code into an existing web page on your site, or by using a pre-written page. In both cases - we provide the necessary code for you.

Driving Test Success Online will be shown within a box, called an "iframe", on whichever web page you choose. Any web page will do, regardless of which tool you use to edit your site or how it is served to users. All that matters is that you are able to edit the web pages.

NB: VERY IMPORTANT – The "Embedded Page URL" box must contain the EXACT location of the web page where Driving Test Success Online will be displayed on your own website. So for example, our website's home page URL is www.drivingtestsuccess.com, but the page on which the e-learning service is embedded is www.drivingtestsuccess.com/sign-up-for-training - so this is the address we would enter as our "Embedded Page URL".

If you don't get the URL right, your customers won't be able to activate their accounts.

...OR...

2. If you don't want to host Driving Test Success Online on your own website, we can host it for you.

If editing HTML is your idea of hell, then you might prefer to link to our e-learning service via banner graphics, and this is fine too. In this case, we'll set up a unique page for your driving school on the Driving Test Success website. Because it involves a little bit of manual work on our side, please allow up to 28 days for this to be completed (normal service times are considerably shorter). At the time of writing, this service is free.

* Embedded Page URL:

If you would prefer a web page within our site, rather than your own website, then simply enter <http://www.drivingtestsuccess.com> as the **Embedded Page URL** and we'll do the rest. This won't be your final unique URL – we will create a custom URL for you based on the name of your driving school. By way of an example, if your driving school is called ABC Driving School then we may choose to customise your final URL as: <http://www.drivingtestsuccess.com/abcdrivingschool>.

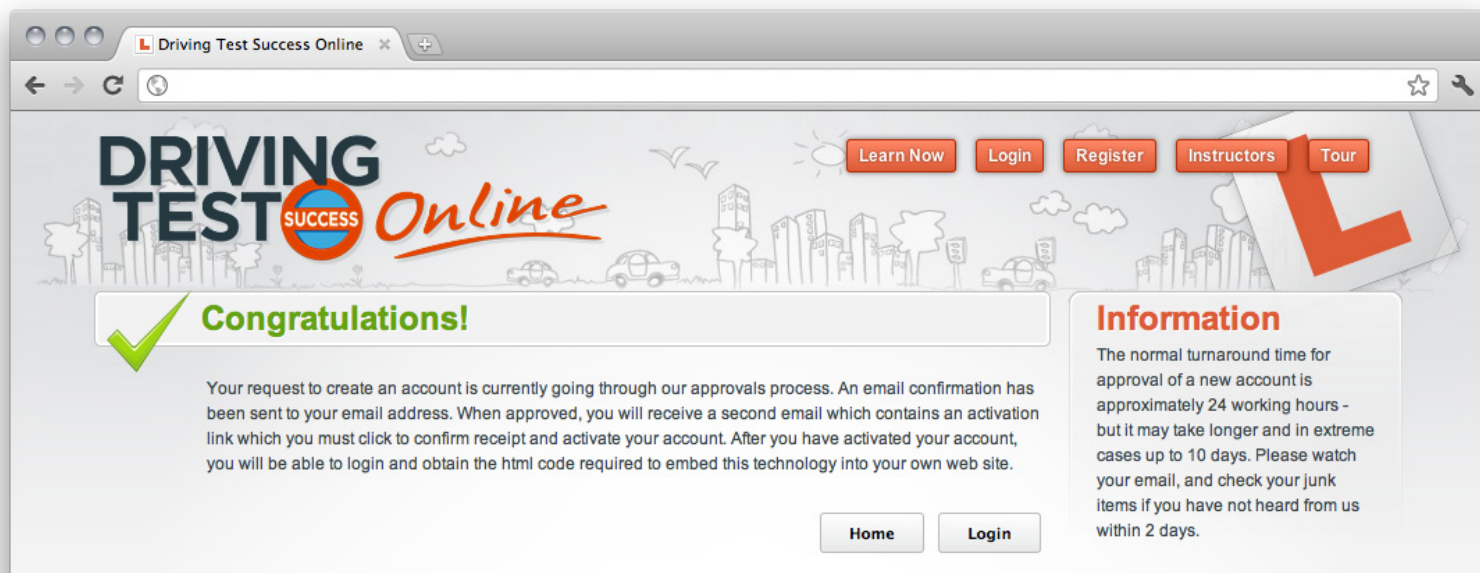
Please note that the name of the URL will be at Focus' discretion and is not normally negotiable (but we like cupcakes a lot).

Once you're approved, you'll be able to use banner graphics, printed leaflets or whatever you like to direct pupils to your unique page on our website. We will provide you with downloads from time to time to assist you with your marketing efforts. If you would like to suggest something that we don't already provide, please email us: dts@focusmm.co.uk

Problems? Need help?

If you're not sure about any part of the process, or are having any problems, please contact support@focusmm.co.uk.

STEP 4 – approval and activation



The screenshot shows a web browser window with the address bar displaying "Driving Test Success Online". The website header features the logo "DRIVING TEST SUCCESS Online" and navigation buttons for "Learn Now", "Login", "Register", "Instructors", and "Tour". A large red "L" license plate graphic is visible on the right. The main content area is divided into two sections: "Congratulations!" with a green checkmark icon and a paragraph of text, and "Information" with a paragraph of text. At the bottom of the main content area are "Home" and "Login" buttons.

DRIVING TEST SUCCESS Online

Learn Now Login Register Instructors Tour

Congratulations!

Your request to create an account is currently going through our approvals process. An email confirmation has been sent to your email address. When approved, you will receive a second email which contains an activation link which you must click to confirm receipt and activate your account. After you have activated your account, you will be able to login and obtain the html code required to embed this technology into your own web site.

Information

The normal turnaround time for approval of a new account is approximately 24 working hours - but it may take longer and in extreme cases up to 10 days. Please watch your email, and check your junk items if you have not heard from us within 2 days.

Home Login

Once you've completed your details and clicked on "Register", you'll see a screen like the one above. Look out for a confirmation email from us. Please read it carefully. You will also find your "embed code" attached to your confirmation email as a text file. This code can be copied and pasted into your web page, ready for going live – **but it won't actually work until you are approved by us.**

IMPORTANT – Every affiliate application has to be manually approved by a real person. We do this to ensure the integrity of the Driving Test Success brand. Therefore please allow up to 10 days for processing. Of course we will endeavour to process your application much quicker than this, but please bear in mind that we work office hours Monday to Friday).

All being well, you will then receive a second email which will contain an activation link (see above for an example). **It's important that you click on the activation link to get your Driving Test Success Online account up and running.**

We are delighted to inform you that your application to become a reseller of Driving Test Success Online has been approved. All you need to do now is validate your email address by clicking on the link below.

[>> Please Click Here to Activate your Account <<](#)

STEP 5 – your affiliate home page

When you log in to the Driving Test Success system, you will be able to do the following from your affiliate home page:

- Change your password
- View how many learners have signed up via your web links
- View which learners have taken out free and paid subscriptions ("Subscriptions" menu option)
- Access the HTML code you need to embed an iframe on your site ("Embedding Info" option)
- Update the web page location where you are embedding Driving Test Success Online on your site ("Personal Details" option)
- Update your personal details
- View commission earned and payments received ("Payments" option)

Frequently Asked Questions

What is the affiliate programme?

Our affiliate programme allows you to place links on your website to Driving Test Success Online's e-learning content. You'll receive a commission on all revenue generated by your web links. Your website can contain a copy of the Driving Test Success Online site embedded within one of your own web pages (this is called an "iframe"). We will supply you with copy-and-paste code for this purpose. Or if you prefer, you can simply link directly to our Driving Test Success Online website, in which case we'll provide you with a unique page you can link to.

How do I sign up?

Complete the [online application form](#) (click on the "Instructors" button at the top right of the homepage).. Please note that you will need to provide contact information as well as information about your website. You will normally be notified of your approval to join the programme in one to two weeks.

What happens next?

Once you have been accepted as an affiliate, you will be able to access your account from [Driving Test Success Online](#). Click on "login" and use the user name and password that you created when you established the account. Once logged in, you can access all of the tools you need to create links, update your account, make changes to your password, and so on.

What does it cost to join?

It doesn't cost anything. It's free to become an affiliate of Driving Test Success Online.

How do you know which sales have come from my website?

You must register your details with us first. Our website then uses industry standard web technology to track where every sale has come from. This tracking process is invisible to the user, but it is legally compliant and clearly set out in our Privacy Policy.

How much commission will I earn?

Our current commission rates can be viewed on our [affiliate terms and conditions](#) web page (appendix 1, right at the bottom of the page).

When do I get paid?

When you hit the minimum threshold for payment which is currently set at £30. If your commission due doesn't reach the minimum threshold in a given month, your commission is simply carried over to the next month.

Does DTS Online work on smartphones?

At this time DTS Online is not compatible with any mobile phones. For learners who prefer apps for iPhone, iPad and iPod touch, we recommend our [Theory Test and Hazard Perception Test apps](#). You can earn commission from linking to Driving Test Success apps by becoming an [affiliate of iTunes](#) through Apple.

How will the changes to the DSA Theory Test on 1st January 2012 affect Driving Test Success Online?

From this date the DSA will begin introducing new questions to the Theory Test which will not be made public, nor available to license. Driving Test Success Online will continue to use the DSA's official revision questions (ie the question bank as it stands today), and therefore will still be the best way for pupils to revise for their Theory Test.