GoDaddy + SiteLock: Bridging Security to Repeatable Partner Revenue

I converted customer demand into partner revenue by commercializing bundled security and emergency remediation offers, activating sellers and owning the operating model.

$5M

SiteLock annual contract value

Broader GoDaddy relationship
12-month measurement period

200K+

Paid users

Reached in under 12 months
350K+ total at common reporting date

~2.5x

GoDaddy annual ARPU

Approximately $95 to $240/year
Hosting + SiteLock security

100% security attachment within premium hosting packages

20-30% free-to-paid conversion in the first 12 months

The Challenge

Optional security could cost more than shared hosting. Customers needed clearer security responsibilities, upgrade value and access to specialist help.

What I Built

Bundled security: aligned protection with hosting tiers.
Emergency remediation: built a standalone Agency Program offer. VARs sold and managed; SiteLock remediated.

My Leadership Contribution

I built the partner models, coordinated seller training and customer handoffs, and owned billing, forecasting and renewals. I aligned product, support and commercial execution.

Reported by Givonn Jones; not independently audited. Metrics describe the broader partnership, not standalone remediation alone or a Reclaim forecast.

What I Built and Owned

I connected sellable offers, seller activation and commercial execution to turn customer demand into partner revenue.

	WHAT I BUILT	WHAT I DELIVERED	WHY IT MATTERED
01	**Sellable partner offers**	I built models for bundled security and a standalone emergency remediation service through GoDaddy's Agency Program.	Clear buying paths and services VARs could sell and manage.
02	**Seller and customer execution**	I coordinated seller training, UX/UI, guides and customer handoffs. VARs managed the relationship; SiteLock performed remediation.	Consistent guidance and fewer GoDaddy Tier 2 escalations.
03	**Recurring commercial ownership**	I owned billing, forecasting, renewals and partner development, aligning security services with hosting terms.	Clear lifecycle accountability supporting adoption and retention.

PROPOSED RECLAIM MANDATE

Partner Revenue and Execution

Revenue contribution

Reclaim's 2027 revenue goal is $3M, with a $5M stretch. I will own an agreed channel share, track source and influence separately, and count revenue once.

Channel and alliance playbook

I will map and inspect VAR, MSP/MSSP, VAD/TSD and alliance routes: gaps, sellers, intake and viable terms. Use marketplaces when eligible.

Operational playbook and execution

I will run readiness assessment, onboarding, enablement, deal registration and HubSpot. Inspect account plans weekly and partner results in QBRs.

Phase 1: Establish a Joint Win. Phase 2: Engineer Repeatability. Phase 3: Scale from Evidence.

90-day review: readiness clearance and first customer achievement. Track the paid win separately; advance phases on evidence.

Read the full impact plan

Scope and Measurement

Historical partnership definitions and package details. These describe the reported GoDaddy + SiteLock model, not Reclaim product features or commercial terms.

Hosting Packages and Protection

Lower-tier packages	1 annual vulnerability scan, plus quarterly malware scans covering up to 5 pages.
Premium Shared Hosting	Quarterly vulnerability scans of all pages. Automatic backups with 30-day retention; CDN and firewall included. Opt-out option for added 24/7 monitoring and DDoS protection.
Dedicated + Managed WordPress Hosting	Monthly and on-demand vulnerability scans; automatic backups; ransomware detection; 24/7 monitoring and DDoS protection.
Pro Managed WordPress + Premium Dedicated Hosting	Core offer plus PCI compliance scans, web application scans and patching. Emergency remediation at a reduced rate, with a 4-hour SLA for response and the start of remediation, not completion.
Customer responsibility	Customers declining the security subscription had 72 hours to address detected issues themselves.

Metric Definitions

SiteLock annual contract value

$5M for the broader GoDaddy relationship over the 12-month measurement period.

Paid and total users

200K+ paid reached in under 12 months; 350K+ total at the common reporting date. Paid users included conversions, premium bundles and direct purchases.

Annual hosting + security ARPU

Approximately $95 to $240 per GoDaddy customer per year (~2.5x), including hosting and SiteLock security; not SiteLock-only ARPU.

Premium attachment

100% security attachment within premium hosting packages only.

Free-to-paid conversion

20-30% of the free-security cohort converted in the first 12 months after go-live. This is a separate cohort measure.