RuffHub

Platform owner guide

For the person who owns RuffHub: businesses, sign-ups, trials, plans and backups.



Who this guide is for

This guide is for **you, the owner of RuffHub**. You run the platform and sell it to pet businesses. You do not run a particular dog gym or groomer. You look after all of them from one place called the **owner console**.

Who	What they do	Where they sign in
You (platform owner)	Add and manage businesses, trials, plans, backups, sign-up page	`https://ruffhub.com/owner/`
Business owner or office staff	Run their own business day to day	`https://their-name.ruffhub.com/app/`
Employees (coaches, van phones)	See their day, record visits, clock in	Same address as the office
Customers (pet owners)	See visits, photos, pets and more	`https://their-name.ruffhub.com/portal/`

Each business gets its own web address, its own private database and its own settings. They never see each other. All of them run from one shared copy of the code, so a single update reaches everyone.

Signing in to the owner console

1. Open `https://ruffhub.com/owner/`. Use exactly this address. The console only works on the address that was set up as the owner address.
2. Type your owner email and password and press **Sign in**.
3. You land on **Your businesses**.

Good to know. Your sign-in lasts 8 hours and is kept only in that browser tab. Closing the tab signs you out. After 6 wrong passwords in a row the console locks for 15 minutes.

First-time setup of the owner login

This was done once, when the platform was installed. The page `owner/setup.php` asks for your email and a password of at least 12 characters, then deletes itself. If you ever lose the owner login, delete the file `tenants/_owner.php` in cPanel File Manager and upload `owner/setup.php` again. Then open it once in a browser.

Keep this safe. `tenants/_owner.php` must contain the line `'host' => 'ruffhub.com'`. If that is wrong, the console shows an error or "not available at this address".

The "Your businesses" screen

Every business on the platform is a card. Each card shows its name, whether it is **Active** or **Switched off**, and counts such as customers and staff logins. These buttons are on each card:

Button	What it does
Open as administrator	Signs you in to that business as its administrator in a new tab, so you can look at what they see or help them. Nobody has to give you their password.
New invite link	Makes a fresh "choose your password" link for that business's administrator. Use it when their first email was lost or expired. It asks for the administrator's email, then shows a link to copy.
Billing	Plan name, price per month, billing email and start date. Used for your own records and the QuickBooks billing file.
Allow or Block directory listing	Controls whether the business appears in the nearby-business listing that other businesses' customers can see.
Mark as paying	For trial or lapsed businesses. Removes the trial limit.
Trial length	Give extra days or set a last day for a free trial.
Web addresses	See, add, remove or choose the main web address of a business (see Web addresses below).
Plan	Choose the plan, the tools included and extra vans or crews beyond the plan.
Test its web address	Checks that the business's address reaches the system correctly and tells you in plain words if it does not.
Delete test business	Only shown for self-signed-up businesses that have not started paying. Permanently deletes it and everything in it. You type a confirmation first.
Switch off / Switch back on	Switching off stops all logins for that business (staff, coaches and customers). Nothing is deleted. Switch back on any time.

At the top of the page: **+ Add a business**, **Billing file for QuickBooks** (a file you can import for your own invoicing) and **Sign out**.

Adding a business by hand

Most businesses will sign themselves up (next section). Add one by hand when you are setting up a customer yourself, for example a friend, a test business or **Run Dawg itself**.

1. Press **+ Add a business**. The screen lists two things to create in Bluehost first: the web address and an empty database with its user.

2. In Bluehost cPanel, open **Domains** and add the business's address (for example `acme.ruffhub.com`). Set its folder to the **same folder as this console** (`public_html/dev.rundawg.com` for now). Every business runs from one shared copy of the code. The address decides which business a visitor sees.

3. Create an empty database and a database user for it in cPanel, with all privileges.

4. Back in the console, fill in **The business** (name, type of business, address, sending email), **Their database** and **Their first administrator** (name and email).

5. Press **Create this business**. The database is set up for you, and you get a **First administrator link**. Copy it and send it to the owner. They use it to choose their own password.

HTTPS. Each address you add in cPanel gets a free certificate (AutoSSL) after a few minutes. Until then the browser may say "Not secure". Wait and try again in a private window.

The self-service sign-up page and free trials

Anyone can start a free trial at `https://ruffhub.com/start/`. They pick their kind of business, enter their details and press the start button. The system creates the business, takes an empty database from your **pool**, gives them an address like `name.ruffhub.com` and emails them a link to choose a password.

The sign-up settings card

On the owner console home, the card **Self-service sign-up and free trials** holds these settings. Press **Save sign-up settings** after any change.

Setting	What to put
Name shown on the page	**RuffHub**
Domain for new businesses	**ruffhub.com** (new businesses become name.ruffhub.com)
Price per month	Your plan price, shown to people signing up
Free trial (days)	**30**
Payment link	A Stripe Payment Link for your monthly plan
Stripe secret API key and webhook signing secret	Lets customers pick a plan and pay the exact amount, and tells the system when they paid. Use **Test Stripe connection** to check.
Email me when someone signs up	Your email
Sign-up box	Tick it to open sign-ups, untick to close them

The pool of empty databases

Each new sign-up needs one empty database. Add them in bulk in the box **Empty databases for new sign-ups**: one per line, written as `database|user|password`. Create them in cPanel first (MySQL Databases). Press **Add these databases**. The card shows how many are left. When the pool is empty, people see a polite "trial requests waiting" message and you can clear that list once you have added more.

Reset sign-up limits

To stop abuse, the page limits how many sign-ups one visitor can make. While testing, press **Reset sign-up limits** to clear them.

What a new business sees

1. A success screen with **Step 1: Choose my password**. They also get the same link by email, valid for 7 days. Ask them to press it before anything else.
2. They sign in at `https://name.ruffhub.com/app/`.
3. They open **Menu → Get started guide**, which walks them through setup.

> **If a sign-up says the page is not found.** The new address can take a moment to switch on. It also needs to exist in cPanel (see Wildcard addresses below). The link in the email is the reliable way in.

Web addresses and moving to a new domain

Each business has a permanent internal name, plus any number of web addresses that open it. Old addresses keep working after you add a new one, so nobody gets locked out. This is what makes a future rename of the platform safe.

- **Web addresses** (button on a business): add an address such as `book.theirbusiness.com`, remove one, or press **Make main** to choose the address used in links and emails.
- **Move to a new domain** card: type the old and new domain, press **Preview** to see which businesses would change, **Add addresses** to give each the new address, then **Switch main address** when each one is ready. Old addresses still work.

Wildcard addresses

The ideal setup is a wildcard (`*.ruffhub.com`) so every new name works instantly. On Bluehost shared hosting that was unreliable, so for now each business address is added by hand in cPanel → Domains, pointing to `public_html/dev.rundawg.com`. A later move to a small VPS or Cloudflare makes wildcard addresses and wildcard HTTPS automatic.

Plans, pricing and trials

- The **Plans and pricing** card sets prices per month by kind of business. Units are vans, crews or locations that a plan includes. Extra units are billed per unit.

- Per business, **Plan** picks the tier and tools. A tool the plan does not include shows a lock in the business's menu. During a trial, everything is open.
- **Featured listing price** is what a business pays each month to appear first in the nearby-business directory.
- **Billing** on each business records what you charge, and **Billing file for QuickBooks** exports it for your own invoicing.

> **Not built yet.** Customers cannot yet pay a business through their portal, and RuffHub does not yet take a fee on those payments. Businesses record payments taken with their own card reader or payment app. Stripe Connect is the planned way to add this.

Backups and restore

The **Backups and restore** card copies every business each night: its records and its uploaded photos. You can put any business back to how it was on a past date.

Set up (once)

1. Open the card's **Settings**. Choose how long to keep backups (default 30 days of daily copies plus 12 months of monthly ones).
2. Choose where to store them. The server folder works for now. For real safety, add off-site storage (any S3-compatible storage such as Backblaze B2 or Amazon S3) and press **Test the storage**.
3. Optional: set a backup password. **Write it down somewhere safe. Backups cannot be opened without it.**
4. In cPanel → **Cron Jobs**, add the nightly job shown on the card, for example `15 3 * * * /usr/local/bin/php /home/ACCOUNT/public_html/dev.rundawg.com/owner/cron_backup.php >/dev/null 2>&1`. Add the job once, on the final server.
5. Press **Back up now** to test it, then look under **Last backups**.

Restoring

Choose a business, pick a restore point and press **Restore to this**. The console first makes a safety copy of the current state, puts that business in maintenance mode while it restores, and then switches it back on. If the restore was a mistake, restore the safety copy.

Scheduled jobs the server needs

Job	When	Command (in cPanel → Cron Jobs)
Appointment emails and reminders	Every 15 minutes	`*/15 * * * * php /home/ACCOUNT/public_html/dev.rundawg.com/api/cron_reminders.php`
Next-day schedule emails to coaches	Every evening (optional)	`php /home/ACCOUNT/public_html/dev.rundawg.com/api/cron_schedules.php`
Nightly backups	3:15 each night	`15 3 * * * /usr/local/bin/php /home/ACCOUNT/public_html/dev.rundawg.com/owner/cron_backup.php`

Replace `ACCOUNT` and the folder with your own. Without the reminder job, the site still sends them, at most every 10 minutes, whenever someone visits.

Security check and keeping things safe

- Press **Run security check** after every upload and after any change at your host. It tests whether private folders can be opened from the internet and looks at a few safety settings, and it tells you what to fix.
- Never leave test files (`check.php` , `phpinfo.php`) on the server.
- Keep `api/config.php` and the `tenants` folder. They hold settings and secrets. They are never part of an update zip.
- Use a long, unique owner password and keep your Stripe keys private.

Updating the platform

1. Download the update zip I give you (`platform-all.zip` or a small fix zip).
2. In cPanel File Manager, open `public_html/dev.rundawg.com`, upload the zip and choose **Extract** in that same folder.
3. Choose **overwrite** if asked. Keep `api/config.php` and `tenants` as they are.
4. Open the owner console in a private window and run the **security check**.

Because every business uses the same copy of the code, one update upgrades all of them. Each business's database upgrades itself the first time it loads.

If something goes wrong

What you see	What to check
Owner console: "unexpected reply (error 500)"	Leftover test files in `owner/`, a wrong owner host in `tenants/_owner.php`, or an `index.html` or `index.php` at the top of the site that is not from the platform. Look in the `error_log` file next to the page.
"The owner console is not available at this address"	You are on a different address from the owner host. Use `https://ruffhub.com/owner/`.
Browser says "Not secure"	The certificate is still being issued or the page is cached. Wait, then open it in a private window. In cPanel → SSL/TLS Status run AutoSSL.
New business address says Not Found	The address was not added in cPanel → Domains with the right folder, or has not switched on yet. Use **Test its web address**.
Sign-up email did not arrive	Check spam. Set up SPF and DKIM for the sending domain in cPanel → Email Deliverability. A mail service such as Postmark or Amazon SES gives the best delivery.
A business cannot sign in	Check it is not **Switched off**. Press **New invite link** to give its administrator a fresh password link.