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WHM (Web Host Manager) is a control dashboard that gives the user the ability to manage multiple cPanel-based sites. You have the power to monitor all activity on your websites and jump between cPanels easily. WHM also allows you to adjust the bandwidth and disk space of each account.

WHM gives you a lot more control and flexibility when managing either a few very popular and resource intensive sites, or large number of sites. On top of giving you the ability to sell hosting services to other people, WHM also gives you the option to create and manage multiple end-user cPanel accounts (i.e. a single SSD Shared Hosting account). There are lots of really good reasons, if you have business oriented or popular sites, to place them on separate account, as follows:

- Create, delete, and suspend your cPanel accounts.
- Manage and monitor your sites (password resets).
- Access to check and change all of your domains' DNS zones.
- The ability to configure your own customers' support requests through cPanel.
- Permission to check the server information and status.
- Ability to create your own default page when you create a new account.
- Access to customize your hosting and control panel with extensive branding.
- Ability to change your client domain names and user names.
- Hop between every cPanel on your account and access/change anything.