SaaSTech Servers

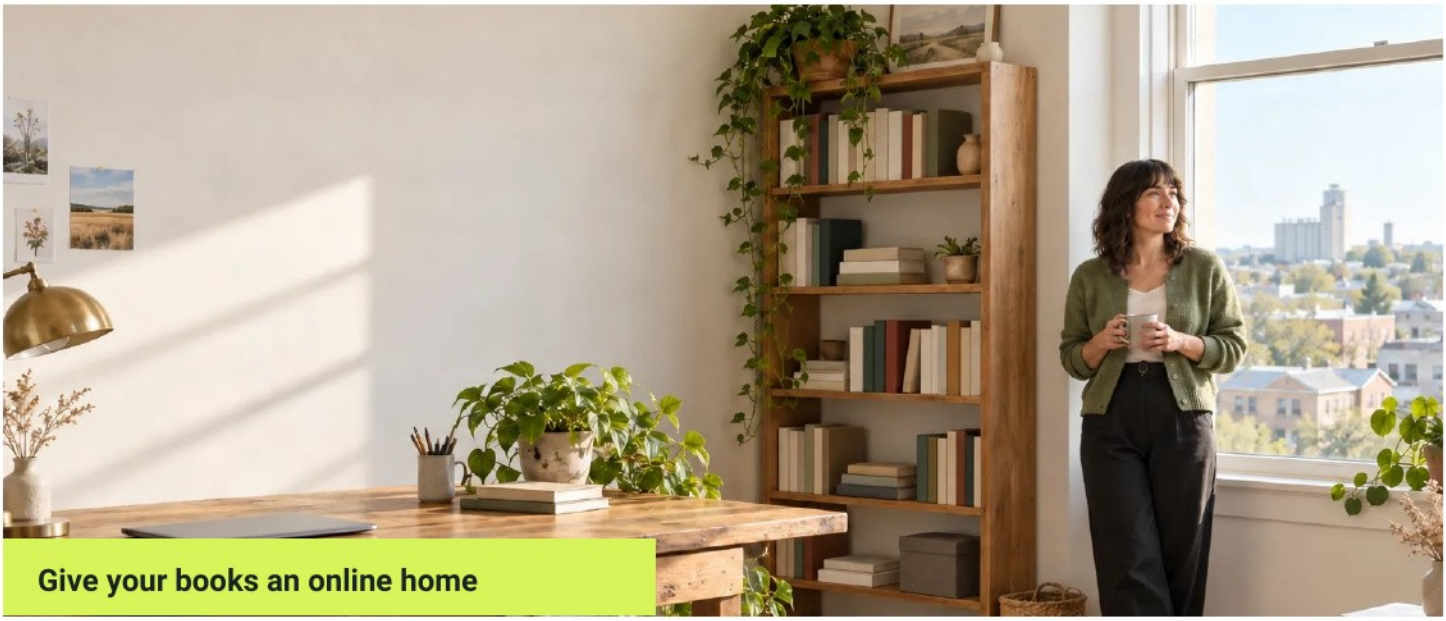
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Book Authors & Independent Publishers



Give every book a clear story and a useful next step.



Explore a practical example, watch the industry video and download the website planning workbook.

Microsoft 365 for your organization.

Make every page useful.

- Give each book clear edition information
- Separate author and publisher stories
- Route reader, event and press enquiries

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/authors-independent-publishers

Scan for the guide and downloadable resources.

SCAN TO EXPLORE

SaaSTech Servers

SERVING CANADIAN BUSINESSES
Since 1999

Everything your business needs to move online.

Your name. Your website. Your business email.



DOMAIN CITY

Make a name.

Find your domain name or bring one you own.

WEBSITE VILLAGE

Build your online home.

Start with Website Builder or explore WordPress.

EMAIL TOWN

Look the part.

Use your business name in your team's email.

Not sure where to start?

Take a walk down Main Street.

Explore industry guides, website ideas and practical steps for your business.

Start at **saastech.net**

SCAN TO EXPLORE

Getting started with SaaSTech Servers

Create your free account before contacting support. Keep the detachable record private.

1 Create or sign in to your account

Use an email you can access and follow the secure account prompts. No purchase is required.

2 Keep your customer number and call-in PIN ready

Support may ask for both during a call you initiated through verified Contact Us.

3 Enable two-step verification

Have your registered phone or authenticator device with you when calling SaaSTech Servers; you may need it to sign in or verify the account yourself.

Create My Account | saastech.net/create-account

Contact Us	Account Learning Centre	Delegate access playlist

On Contact Us, check your language/region and currency settings, then use the local contact number shown there.

The Account Learning Centre covers setup and delegation for Website Builder and other services. Choose Work with delegates.

Cut or tear out the card below before sharing this workbook

PRIVATE account reference and call-in authentication

Organization or name _____

Account sign-in email _____

Customer number _____

Call-in PIN _____

Domain names _____

Reviewed on _____

Update your call-in PIN at pin.saastech.net or in My Account after signing in.

Never share your account password or call-in PIN with someone helping manage your services. Each helper should create their own SaaSTech Servers account and receive only the delegated permissions they need. Review purchase/payment and account-security permissions carefully.

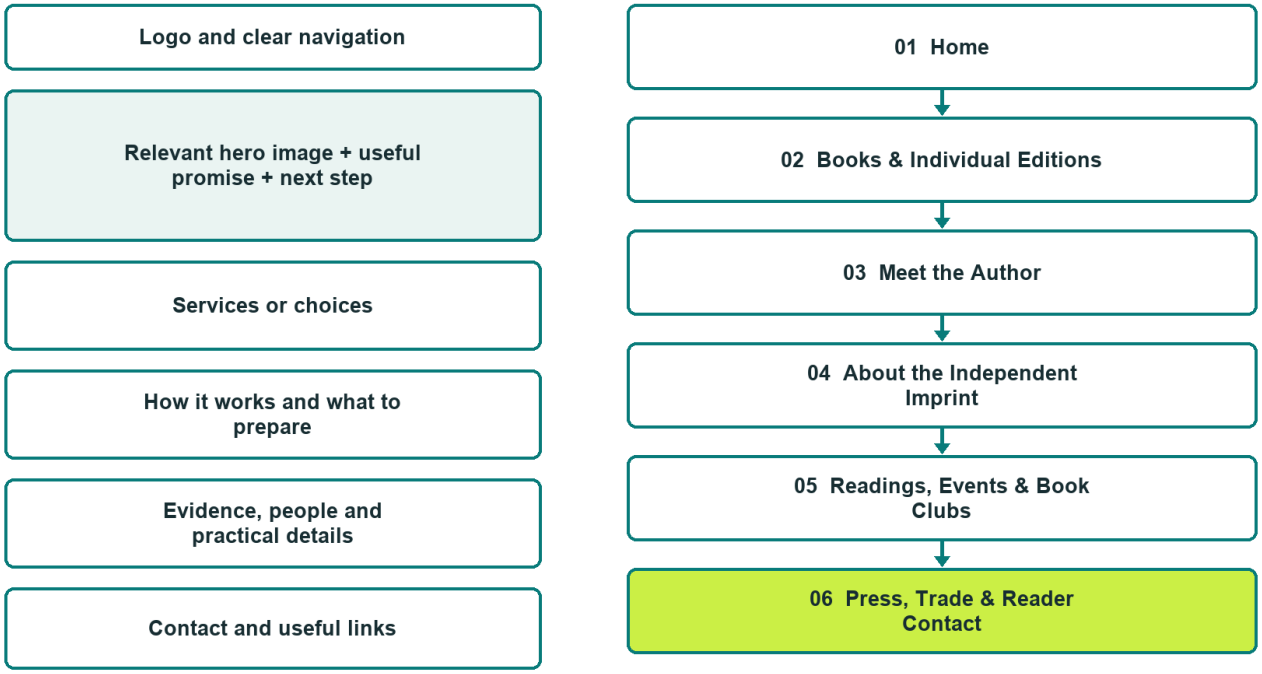
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

Book Authors & Independent Publishers Website workbook

A practical workshop for a 6-page website. Study the example, plan the content and draft your own version in Word or on paper.



Plan → Draft → Build → Test

Captured demo edition. Study the unpublished six-page example, then draft your own verified content. Paired desktop and mobile previews, Editor Highlights, Themes and Paint appear in the industry gallery.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Margin Books is a fictional teaching example, not a live service.



- ☐ Explore the books or send a publishing enquiry
- ☐ Verified business identity, services and current contact information
- ☐ A clear enquiry, review and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

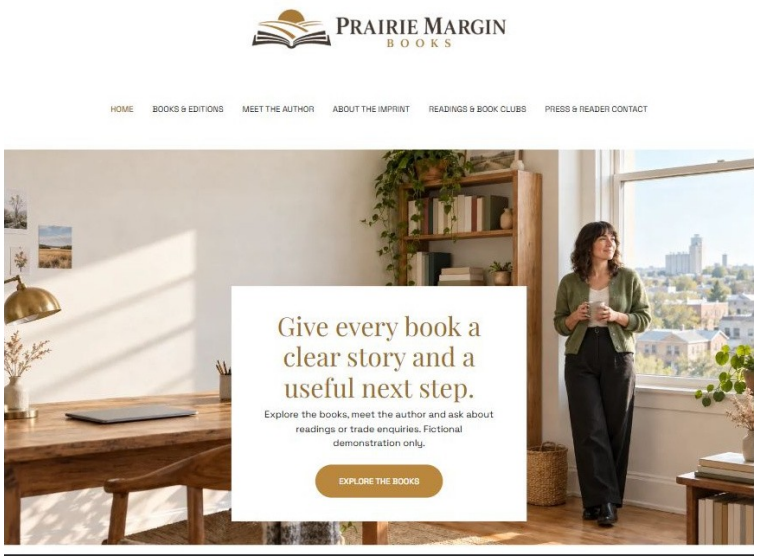
Your audience and the action you want them to take

Facts to verify and people who must approve them

Create your SaaSTech Servers account

01 Home

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Give every book a clear story and a useful next step.

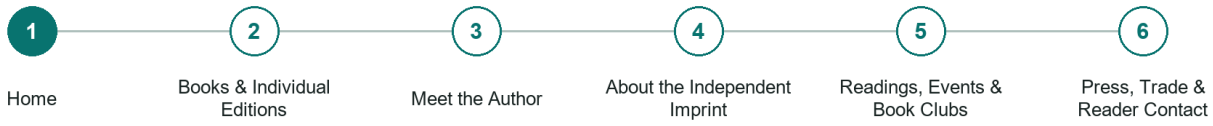
Discover the author's work, understand the imprint's role and find the right route for a reader, bookseller or event enquiry.

This demonstration shows how each book can have an informative page without pretending that an unpublished example is available to buy.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Separate author identity, individual book information, publisher activity, readings and press enquiries; link to purchasing only after a real destination is verified.



Your draft: Home

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

02 Books & Individual Editions

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Books & Individual Editions

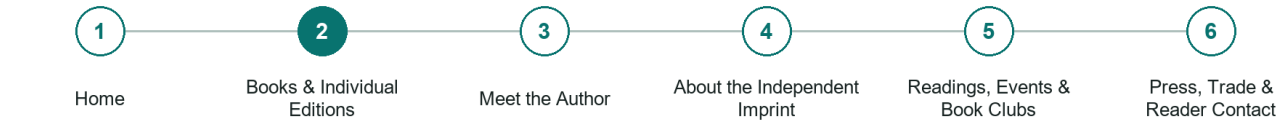
A useful book page explains the subject, intended audience and available edition without borrowing unverified praise.

Confirm format, publication details and the actual bookseller destination before inviting readers to purchase.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Give each verified title its own description, format and edition details; reserve purchase buttons for tested destinations.



Your draft: Books & Individual Editions

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

03 Meet the Author

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Meet the Author

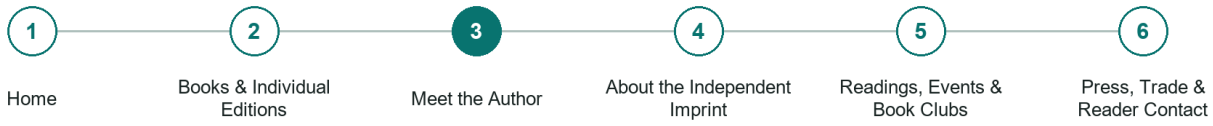
An author biography can explain the themes behind the work and the places or experiences the author chooses to share.

Keep personal details deliberate, distinguish the author from the publisher and provide an appropriate public enquiry route.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Use an approved biography, permission-cleared portrait and genuine writing interests without fabricated achievements.



Your draft: Meet the Author

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

04 About the Independent Imprint

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

About the Independent Imprint

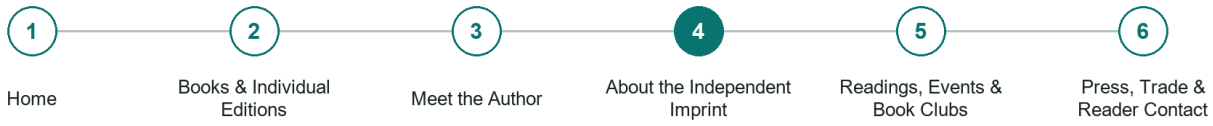
Explain whether the imprint publishes one author or a wider catalogue and who handles trade questions.

State clearly whether submissions are accepted; do not invite manuscripts unless a real reviewed submission process exists.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Describe the publisher’s verified role, catalogue focus and enquiry boundaries separately from the author profile.



Your draft: About the Independent Imprint

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

05 Readings, Events & Book Clubs

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Readings, Events & Book Clubs

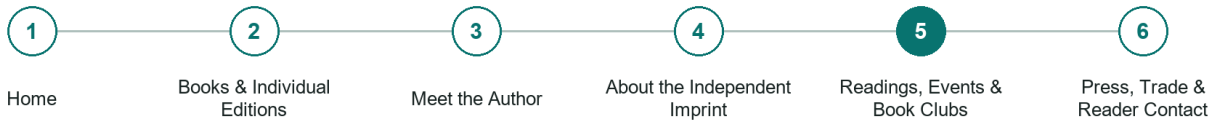
Tell the organizer the event format, location or online setting and the audience you expect.

Availability, access arrangements, fees if applicable and permission to record are discussed directly before an appearance is confirmed.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Provide an event enquiry path covering format, audience and permissions, not an invented event calendar.



Your draft: Readings, Events & Book Clubs

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

06 Press, Trade & Reader Contact

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Press, Trade & Reader Contact

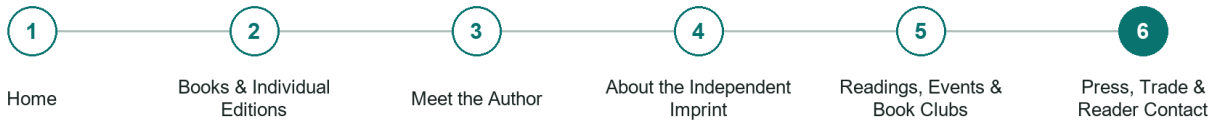
Choose the purpose of your message so it reaches the appropriate contact.

Press assets should carry clear permitted-use information, while rights and trade requests require direct review rather than being treated as permission to reproduce the work.

Suggested next step: explore the books or use the general enquiry form on Home.

Website advice

Organize rights-cleared media materials and separate general reader messages, trade questions and rights enquiries.



Your draft: Press, Trade & Reader Contact

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

Test before publishing

Review the captured desktop and phone journey. The Home enquiry form has Name, required Email and Message. Recipient blank; attachments and messaging off. It was not submitted or delivery-tested. Configure approved delivery before launch.

- □ Fictional demonstration only. All author, book and imprint examples require replacement or explicit demo labels. Do not invent awards, reviews, sales rankings, publication contracts or availability. Publish excerpts, biographies and images only with rights and consent confirmed.
- □ Verify every service description, contact route and operating detail.
- □ Replace fictional identity and example information before a live launch.
- □ Test enquiries, links and downloads on desktop and mobile.
- □ Keep confidential records in approved private systems.
- □ Obtain operator approval for public wording and images.
- □ Check every link, form destination, download and confirmation message.
- □ Check logo contrast, hero framing, text sizes and image loading.
- □ Save a named backup and assign a content-review date.

Changes to finish and person responsible

Approval and next review date

Website Builder plans and signup