SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Butchers, Delis & Specialty Food Shops



Plan your food order with clear details.



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

Microsoft 365 for your organization.

Make every page useful.

- Separate butcher and deli selections
- Explain advance-order questions clearly
- Make collection and confirmation easy to follow

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/butchers-delis-specialty-food

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.

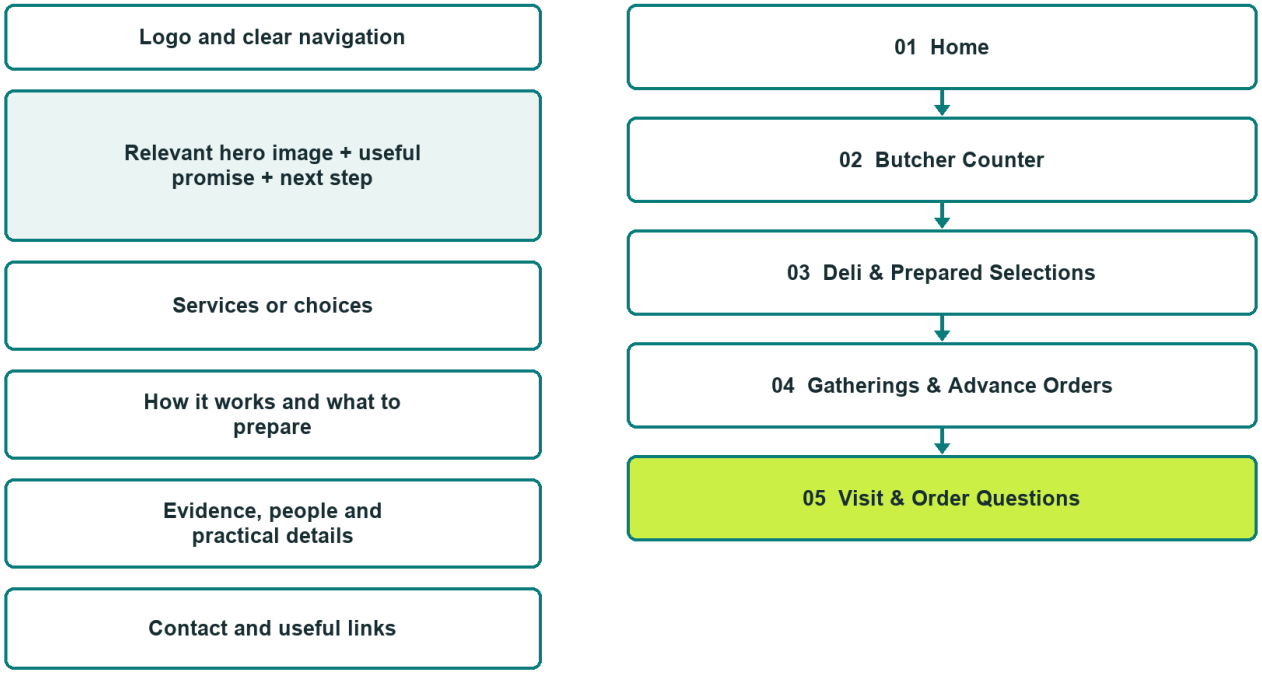
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Butchers, Delis & Specialty Food Shops Website workbook

A practical workshop for a 5-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 five-page example, then draft your own verified content. Open the industry gallery for desktop and mobile previews.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Board & Butcher is a fictional teaching example, not a live service.



- ☐ Ask about counter selections or an order
- ☐ 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

Plan your food order with clear details.

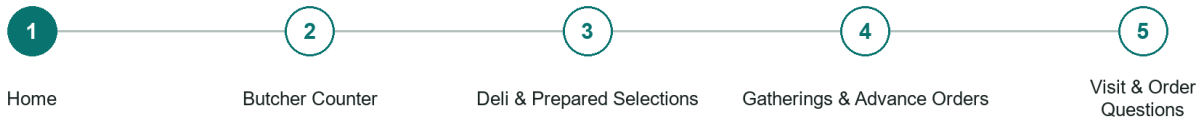
Explore counter selections and advance orders. Confirm products, ingredients and collection with the team.

Choose the relevant page and use its enquiry link to discuss your next step.

Suggested button: Ask about an order

Website advice

Show product categories and explain order enquiries, lead-time review and collection confirmation without food-safety or allergen assumptions.



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

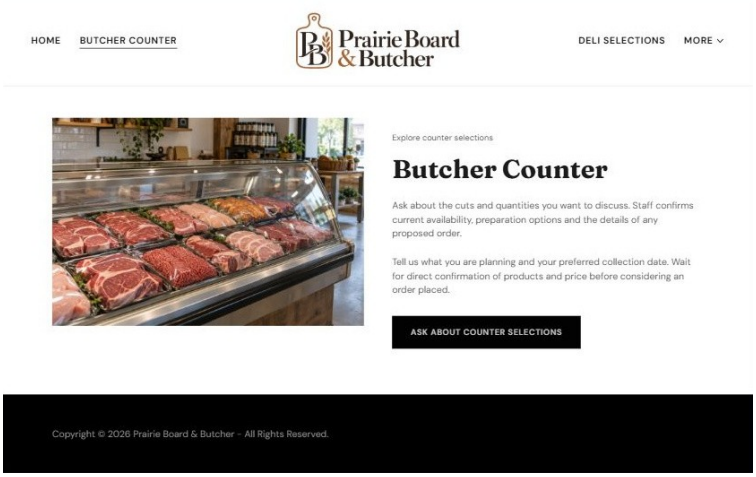
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Butcher Counter

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

Butcher Counter

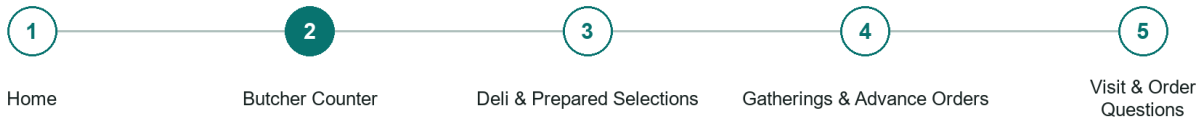
Ask about the cuts and quantities you want to discuss. Staff confirms current availability, preparation options and the details of any proposed order.

Tell us what you are planning and your preferred collection date. Wait for direct confirmation of products and price before considering an order placed.

Suggested button: Ask about counter selections

Website advice

Show accurate product categories and operator-approved descriptions, not invented live inventory or sourcing claims.



Your draft: Butcher Counter

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

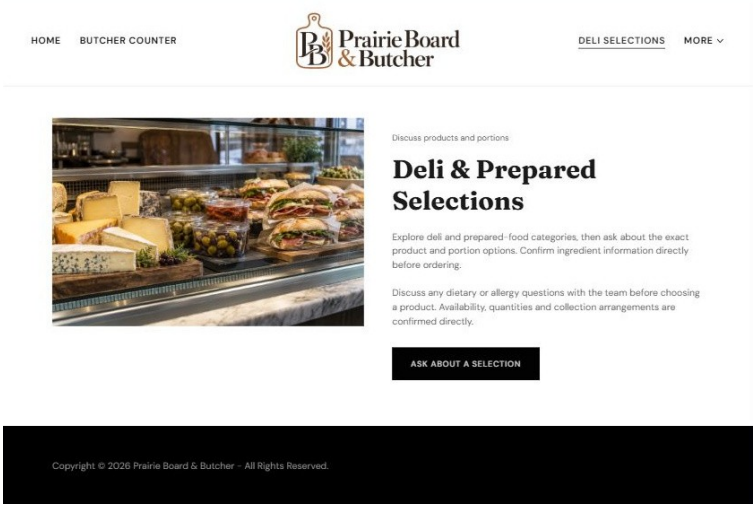
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Deli & Prepared Selections

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

Deli & Prepared Selections

Explore deli and prepared-food categories, then ask about the exact product and portion options. Confirm ingredient information directly before ordering.

Discuss any dietary or allergy questions with the team before choosing a product. Availability, quantities and collection arrangements are confirmed directly.

Suggested button: Ask about a selection

Website advice

Use distinct food imagery and make ingredient information product-specific and current.

Your draft: Deli & Prepared Selections

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

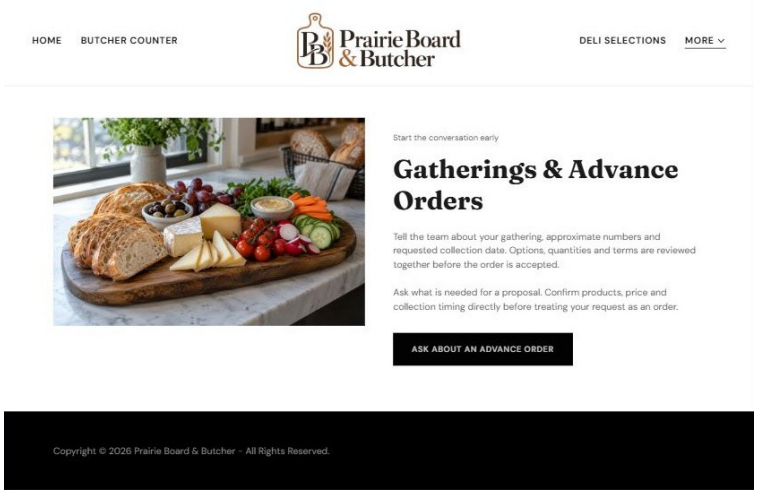
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Gatherings & Advance Orders

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

Gatherings & Advance Orders

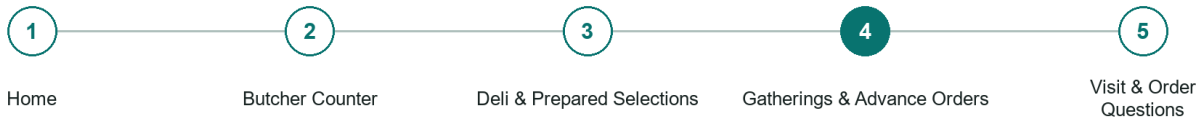
Tell the team about your gathering, approximate numbers and requested collection date. Options, quantities and terms are reviewed together before the order is accepted.

Ask what is needed for a proposal. Confirm products, price and collection timing directly before treating your request as an order.

Suggested button: Ask about an advance order

Website advice

Explain quantity discussion, requested date, quote and final confirmation without invented lead times.



Your draft: Gatherings & Advance Orders

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

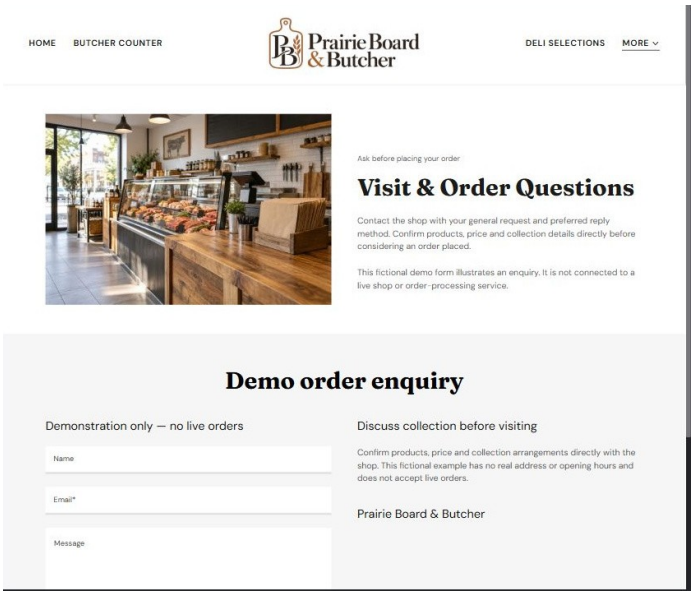
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Visit & Order Questions

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

Visit & Order Questions

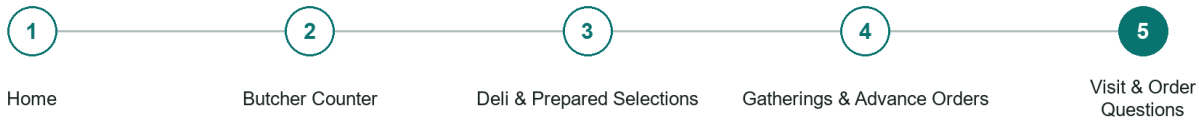
Contact the shop with your general request and preferred reply method. Confirm products, price and collection details directly before considering an order placed.

This fictional demo form illustrates an enquiry. It is not connected to a live shop or order-processing service.

Suggested button: Demo enquiry form

Website advice

Separate an enquiry from an accepted order and explain how to obtain verified product guidance.



Your draft: Visit & Order Questions

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 demo enquiry form has no live shop recipient and was not submitted. Verify and test approved delivery before a real launch.

- □ Fictional demonstration only. Verify current products, ingredient information, handling guidance and fulfilment terms with the operator. No food-safety instructions or allergen-free guarantees are provided.
- □ Verify each offered service, contact route, location and opening arrangement.
- □ Remove fictional identity, claims, availability and prices before a real launch.
- □ Test every enquiry route and download on desktop and mobile.
- □ Keep sensitive information in approved private systems.
- □ Obtain operator approval for all public wording and image use.
- □ 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