SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Coffee Shops, Tea Houses & Ice Cream Shops



A place for a coffee, a pot of tea or a scoop.



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

Microsoft 365 for your organization.

Make every page useful.

- Give coffee, tea and frozen treats clear menus
- Show visit details and seasonal selections
- Explain gatherings and advance requests

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/coffee-tea-ice-cream-shops

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.

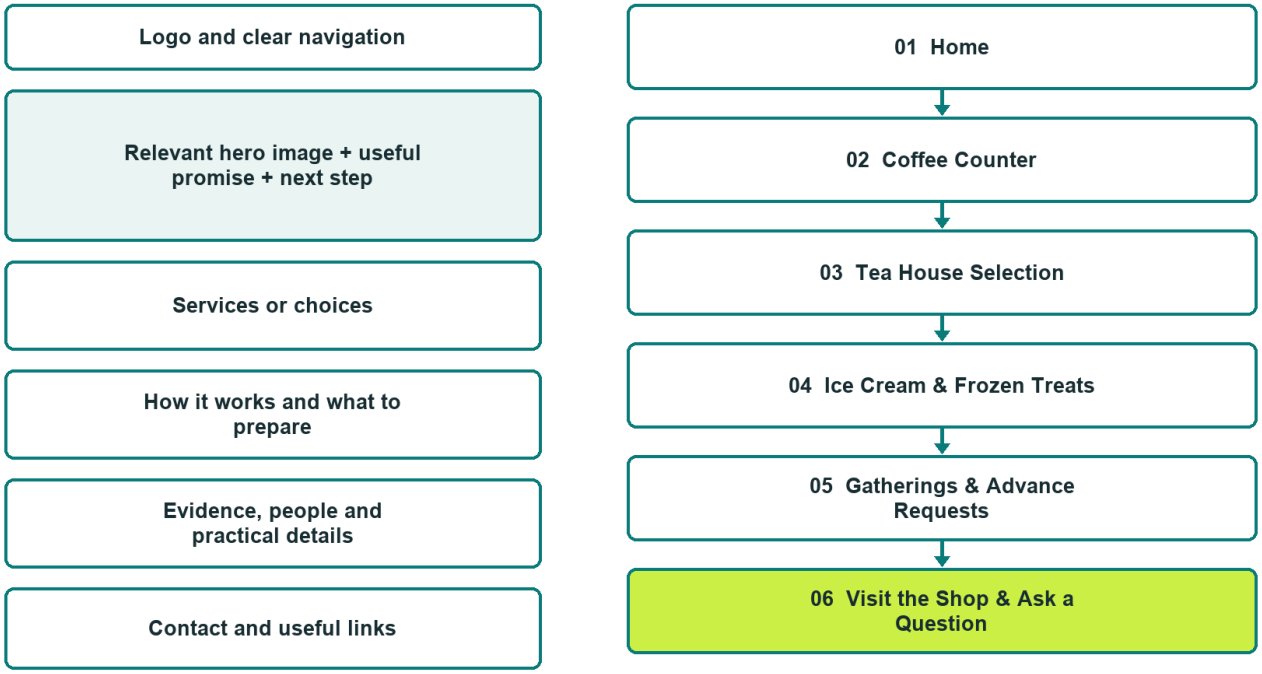
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Coffee Shops, Tea Houses & Ice Cream Shops 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. Open the industry gallery for desktop and mobile previews.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Willow Cup & Scoop is a fictional teaching example, not a live service.



- ☐ Ask about today’s menu or a gathering
- ☐ 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

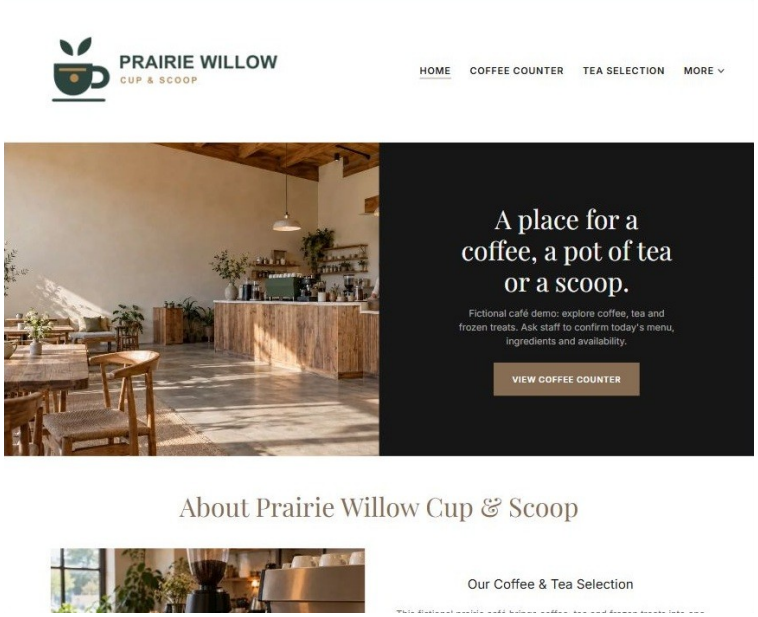
Facts to verify and people who must approve them

Create your SaaSTech Servers account

1 Home · 2 Coffee Counter · 3 Tea House Selection · 4 Ice Cream & Frozen Treats · 5 Gatherings & Advance Requests · 6 Visit the Shop & Ask a Question

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

A place for a coffee, a pot of tea or a scoop.

Explore three counter menus and the space around them, then confirm what is being served before you visit.

The team can discuss a product question or a small gathering request through the appropriate enquiry route.

Suggested button: Ask about today’s menu or a gathering

Website advice

Give coffee, tea and frozen treats distinct menu sections, separate current stock from examples, and explain visits and small gathering enquiries without implying full-service restaurant offerings.



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 Coffee 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

Coffee Counter

Browse the coffee styles you would like to ask about and check which options are available today.

Drink sizes, preparation choices and ingredient information are confirmed for the exact order rather than inferred from a display photograph.

Suggested button: Ask about today’s menu or a gathering

Website advice

Give brewed and espresso-style drink enquiries their own menu context with current sizes and options operator-verified.



Your draft: Coffee 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 Tea House Selection

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

Tea House Selection

Ask which teas are currently offered by the cup, pot or another confirmed serving format.

The team can describe the listed ingredients and available accompaniments without making wellness or therapeutic claims.

Suggested button: Ask about today’s menu or a gathering

Website advice

Treat tea as a separate service with verified varieties and formats, not coffee copy with changed nouns.



Your draft: Tea House Selection

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

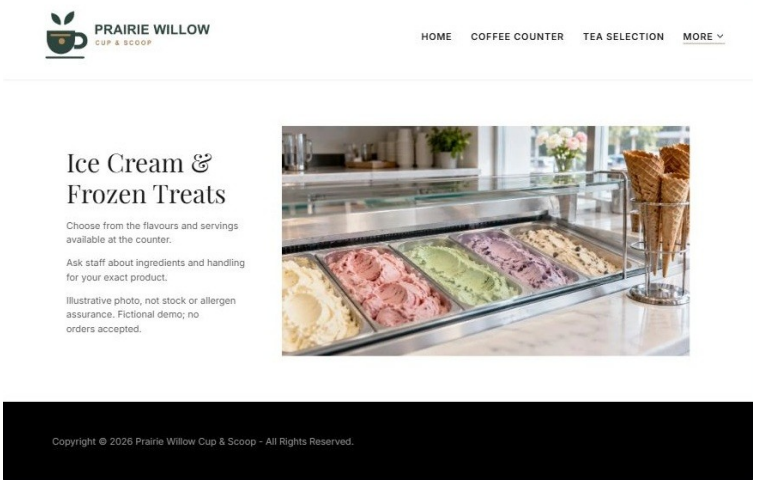
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Ice Cream & Frozen Treats

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

Ice Cream & Frozen Treats

Check the flavours and serving options available at the counter before choosing.

Ingredients and handling questions must be answered for the exact product; a pictured scoop is neither a stock update nor an allergen assurance.

Suggested button: Ask about today’s menu or a gathering

Website advice

Create a distinct seasonal counter journey with product-specific flavour and ingredient checks.



Your draft: Ice Cream & Frozen Treats

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 Gatherings & Advance Requests

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 Requests

Tell the team your approximate group size, preferred date and the drinks or treats you want to discuss.

Staff checks whether the request fits the shop capacity and confirms products, timing and terms before accepting anything.

Suggested button: Ask about today’s menu or a gathering

Website advice

Explain modest group refreshment enquiries separately from full-service catering or confirmed event bookings.



Your draft: Gatherings & Advance Requests

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 Visit the Shop & Ask a Question

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 the Shop & Ask a Question

Ask about current hours, seating and the access arrangements that matter for your visit.

For ingredient questions, name the exact item and speak with staff; please do not include private health histories in a public enquiry.

Suggested button: Ask about today’s menu or a gathering

Website advice

Provide verified hours, seating and access details with product questions kept separate from sensitive health histories.



Your draft: Visit the Shop & Ask a Question

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

□ Fictional shop demonstration. Verify menu, opening hours, ingredient information, allergen handling, prices and group-order capability before publication. No allergen-free assurance, nutrition claim or guaranteed seasonal availability is made; a general enquiry is not an accepted order.

□ 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