SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Florists, Garden Centres & Greenhouses



Show the seasonal choices and help customers plan.



Explore a practical website plan and download the guide and planning resources.

Microsoft 365 for your organization.

Make every page useful.

- Separate flowers, plants and event enquiries
- Show seasonal selections with useful details
- Explain visits and advance-order confirmation

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/florists-garden-centres-greenhouses

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.

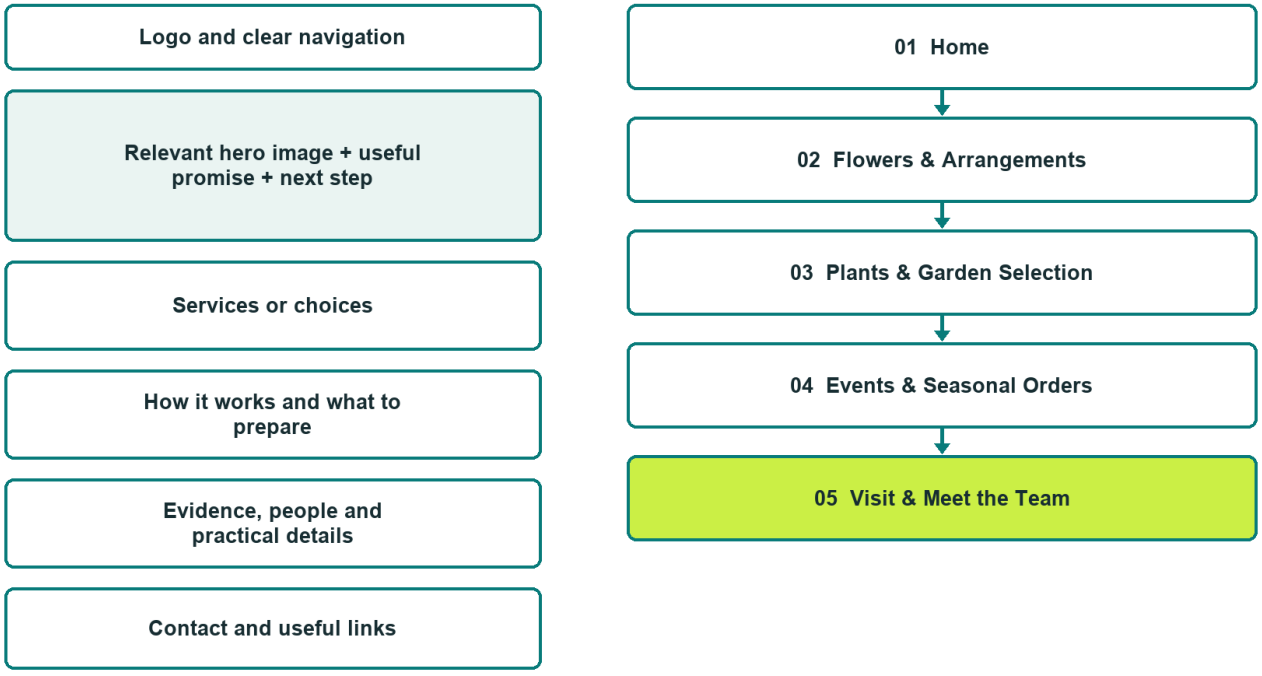
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Florists, Garden Centres & Greenhouses 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

Capture edition: five genuine unpublished Website Builder desktop excerpts. The cover wireframe remains illustrative.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Petal Garden House is a fictional teaching example, not a live service.



- ☐ Ask about flowers plants or a seasonal order
- ☐ Verified business identity and current contact information
- ☐ Clear request and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

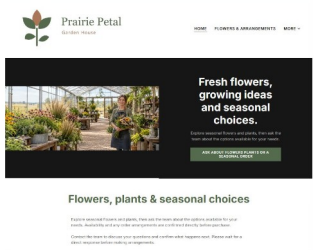
Your audience and the action you want them to take

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.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Fresh flowers, growing ideas and seasonal choices.

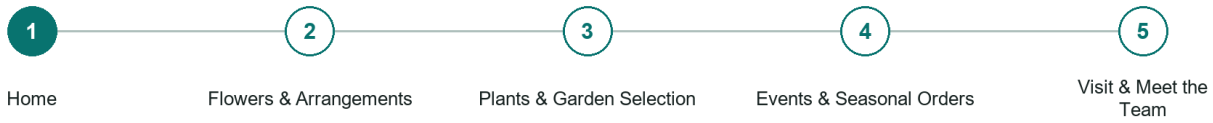
Explore seasonal flowers and plants, then ask the team about the options available for your needs. Availability and any order arrangements are confirmed directly before purchase.

Contact the team to discuss your questions and confirm what happens next. Please wait for a direct response before making arrangements.

Suggested button: Ask about flowers plants or a seasonal order

Website advice

Separate flowers, plants and event orders with current availability and clear order-confirmation expectations. Avoid unsupported plant-care, toxicity or delivery promises.



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

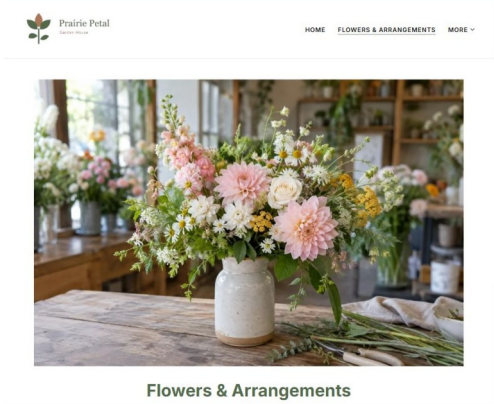
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Flowers & Arrangements

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Flowers & Arrangements

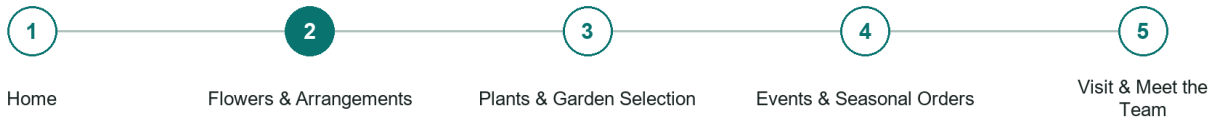
Tell us the occasion, colours and timing you would like to discuss. The florist explains current options and confirms the arrangement before an order is accepted.

Contact the team to discuss your questions and confirm what happens next. Please wait for a direct response before making arrangements.

Suggested button: Contact the team

Website advice

Show distinct arrangement examples with operator-approved descriptions. Separate pictured examples from live stock.



Your draft: Flowers & Arrangements

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

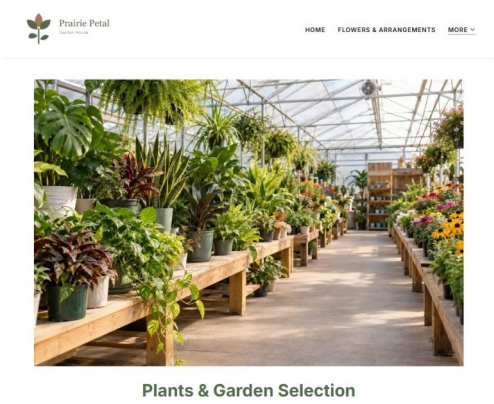
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Plants & Garden Selection

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Plants & Garden Selection

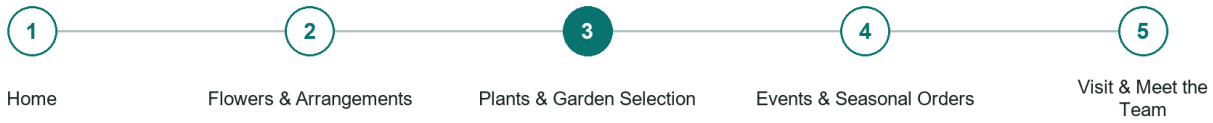
Browse the types of plants and garden items featured in the shop. Ask the team to confirm current stock and the information relevant to your intended setting.

Contact the team to discuss your questions and confirm what happens next. Please wait for a direct response before making arrangements.

Suggested button: Contact the team

Website advice

Group current categories with clear availability enquiries. Have staff review any care or suitability guidance.



Your draft: Plants & Garden 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

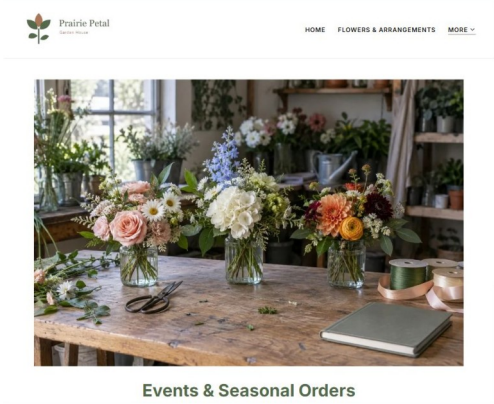
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Events & Seasonal Orders

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Events & Seasonal Orders

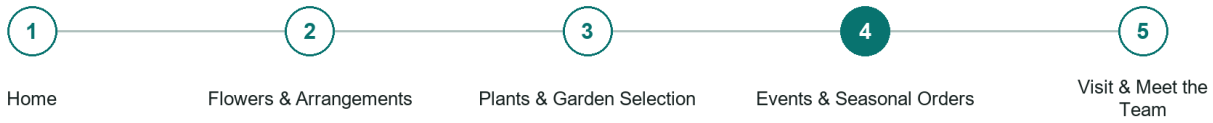
Share the event date, general style and approximate scale of your request. The team discusses availability and a proposal before the order is confirmed.

Contact the team to discuss your questions and confirm what happens next. Please wait for a direct response before making arrangements.

Suggested button: Contact the team

Website advice

Explain consultation, lead-time discussion, estimate and confirmation steps without invented deadlines.



Your draft: Events & Seasonal 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

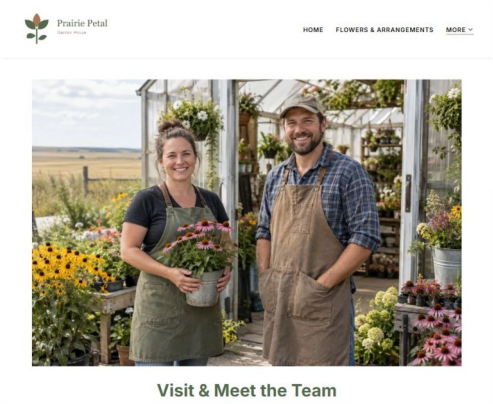
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Visit & Meet the Team

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Visit & Meet the Team

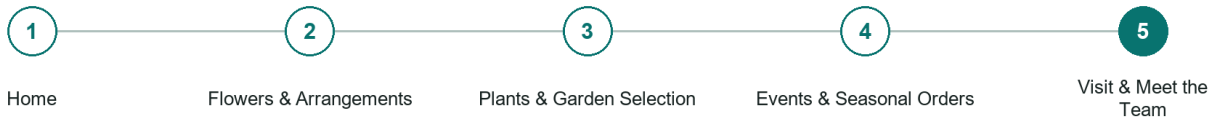
Meet the people who help customers choose and plan. Confirm current hours and arrival details before visiting, especially during seasonal changes.

Contact the team to discuss your questions and confirm what happens next. Please wait for a direct response before making arrangements.

Suggested button: Contact the team

Website advice

Show real store access, seasonal hours and staff roles. Use unique greenhouse and shop photographs.



Your draft: Visit & Meet the Team

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 whole journey on a desktop and phone. Check links, image framing and demo-form privacy before launch.

- □ Fictional retail example only. Verify stock, care wording, suitability, delivery coverage and order terms with the operator before publication.
- □ Verify contact routes, hours, location and every offered service.
- □ Remove invented prices, claims, testimonials and availability.
- □ Keep sensitive records and payment details out of ordinary public forms.
- □ Check all image permissions, downloads and page links on a phone.
- □ 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