SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Health Food & Specialty Grocery



Explore the shelves and ask informed product questions.



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

Microsoft 365 for your organization.

Make every page useful.

- Show your food and pantry categories
- Guide product questions to current label details
- Make shop visits and stock enquiries simple

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/health-food-specialty-grocery

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.

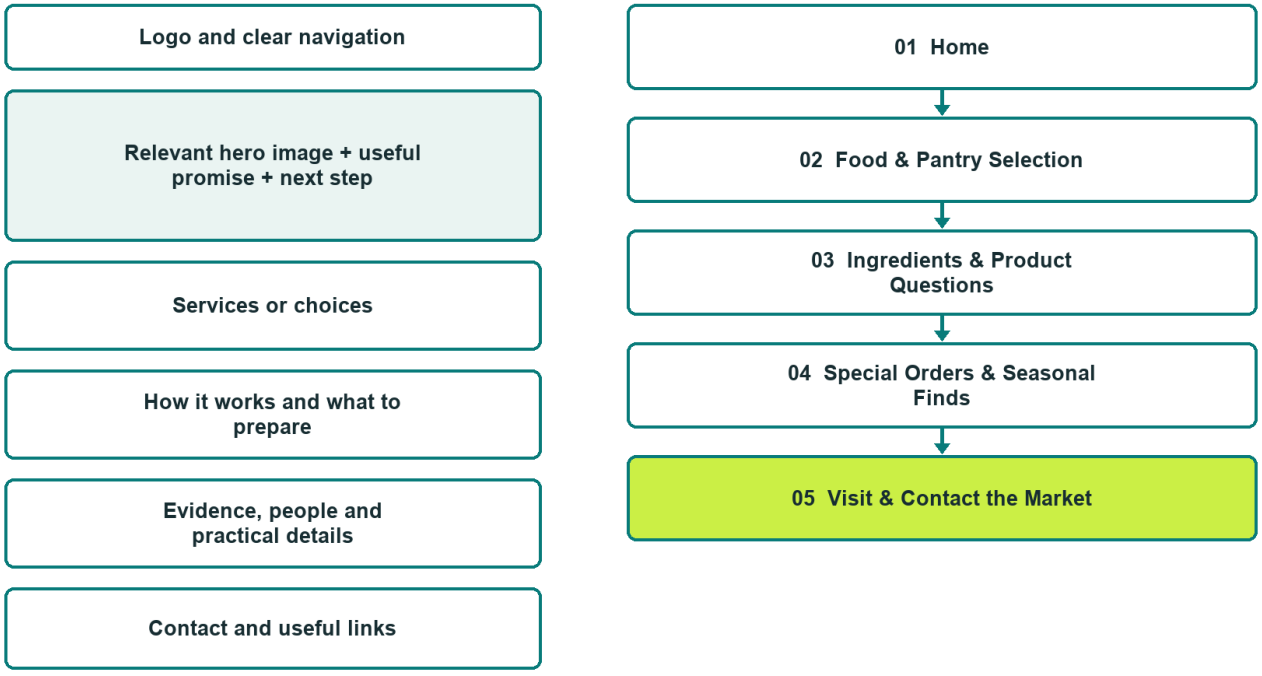
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Health Food & Specialty Grocery 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. Review mobile views on the industry page.

Explore Website Builder and compare plans

Before you build

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



- ☐ Ask about current products
- ☐ 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

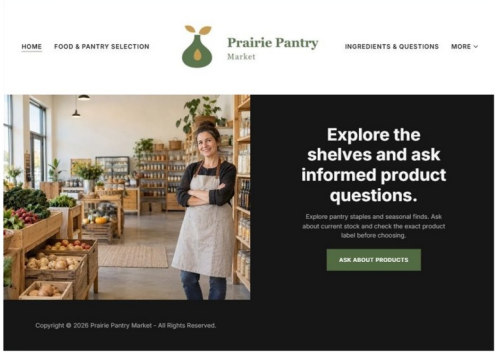
Facts to verify and people who must approve them

Create your SaaSTech Servers account

1 Home
2 Food & Pantry Selection
3 Ingredients & Product Questions
4 Special Orders & Seasonal Finds
5 Visit & Contact the Market

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

Explore the shelves and ask informed product questions.

Discover the types of products featured in the market and contact the team about current stock. Confirm the exact product label and details that matter to you before choosing.

Use the relevant page to prepare a focused enquiry, then contact the team to confirm the next step.

Suggested button: Ask about current products

Website advice

Present food categories, current stock enquiries and shop information without health promises or unsupported dietary guarantees.



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 Food & Pantry 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

Food & Pantry Selection

Explore pantry staples and specialty food categories. Ask the team to check a particular product, package size or supplier detail before you make a trip.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Ask about current products

Website advice

Use accurate categories and current product photographs; distinguish examples from available stock.



Your draft: Food & Pantry 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?

1 Home | 2 Food & Pantry Selection | 3 Ingredients & Product Questions | 4 Special Orders & Seasonal Finds | 5 Visit & Contact the Market

03 Ingredients & Product Questions

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Ingredients & Product Questions

If you have an ingredient or allergen question, ask about the exact product and package. Staff can help locate label information, but examples on this website do not establish suitability.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Ask about current products

Website advice

Direct customers to exact current labels and reviewed supplier information. Do not guarantee suitability.



Your draft: Ingredients & Product 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?

04 Special Orders & Seasonal Finds

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Special Orders & Seasonal Finds

Tell us what product you are looking for and the quantity you wish to discuss. The team checks whether a special order is possible and confirms terms before proceeding.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Ask about current products

Website advice

Explain request review, supplier checks and customer confirmation without promising availability.



Your draft: Special Orders & Seasonal Finds

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

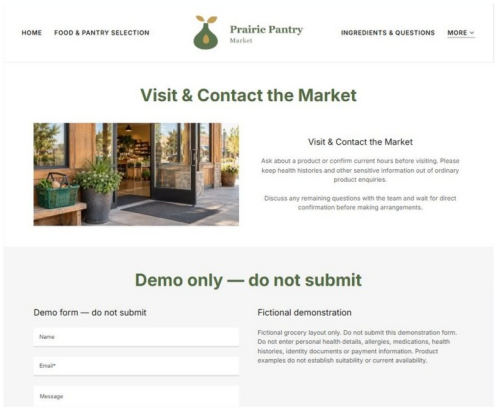
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Visit & Contact the Market

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 & Contact the Market

Ask about a product or confirm current hours before visiting. Please keep health histories and other sensitive information out of ordinary product enquiries.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Ask about current products

Website advice

Show verified opening arrangements and an enquiry route that avoids sensitive personal health details.



Your draft: Visit & Contact the Market

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. Compare these desktop excerpts with the mobile captures on the industry page.

- ☐ Fictional demonstration only. Product labels and supplier information must guide ingredient and allergen questions. Do not provide health or nutrition advice, therapeutic claims or blanket allergen-free assurances.
- ☐ 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