SaaSTech Servers

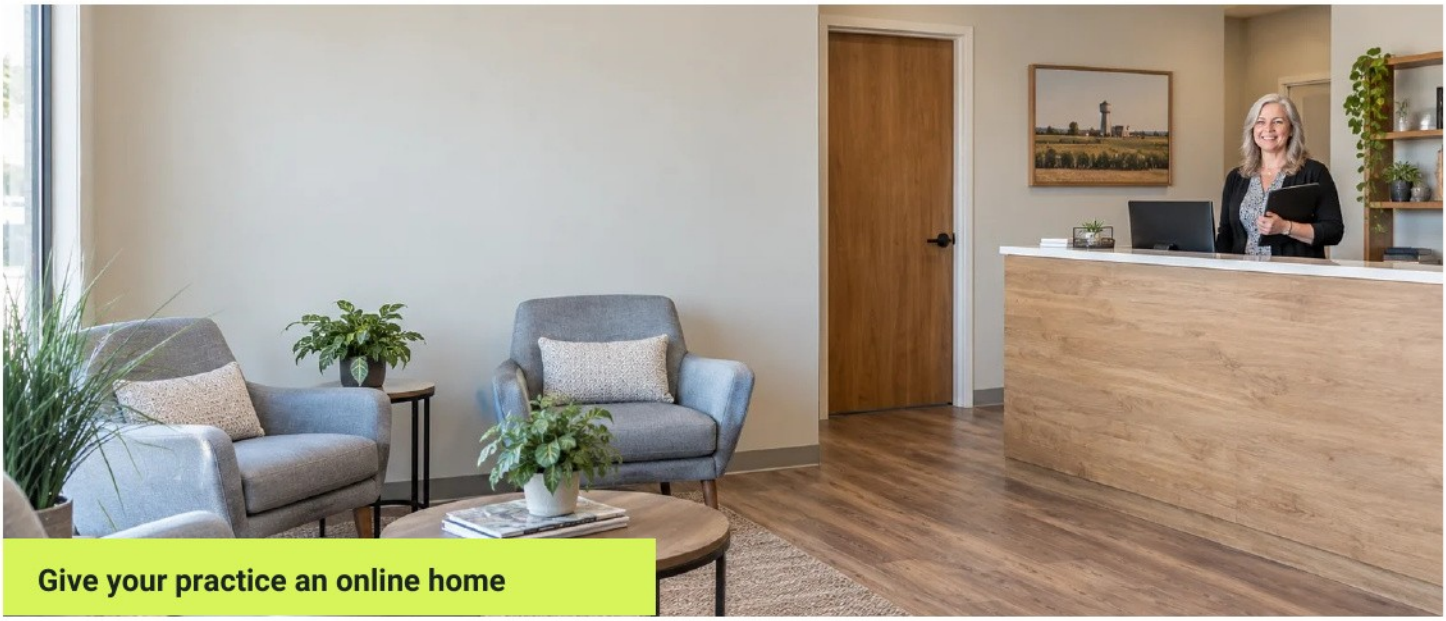
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Hearing Clinics & Hearing Aid Providers



An accessible first conversation about hearing-care services.



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

Microsoft 365 for your organization.

Make every page useful.

- Separate appointment and device enquiries
- Explain team roles and communication options
- Keep personal records in a private process

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/hearing-clinics-hearing-aids

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.

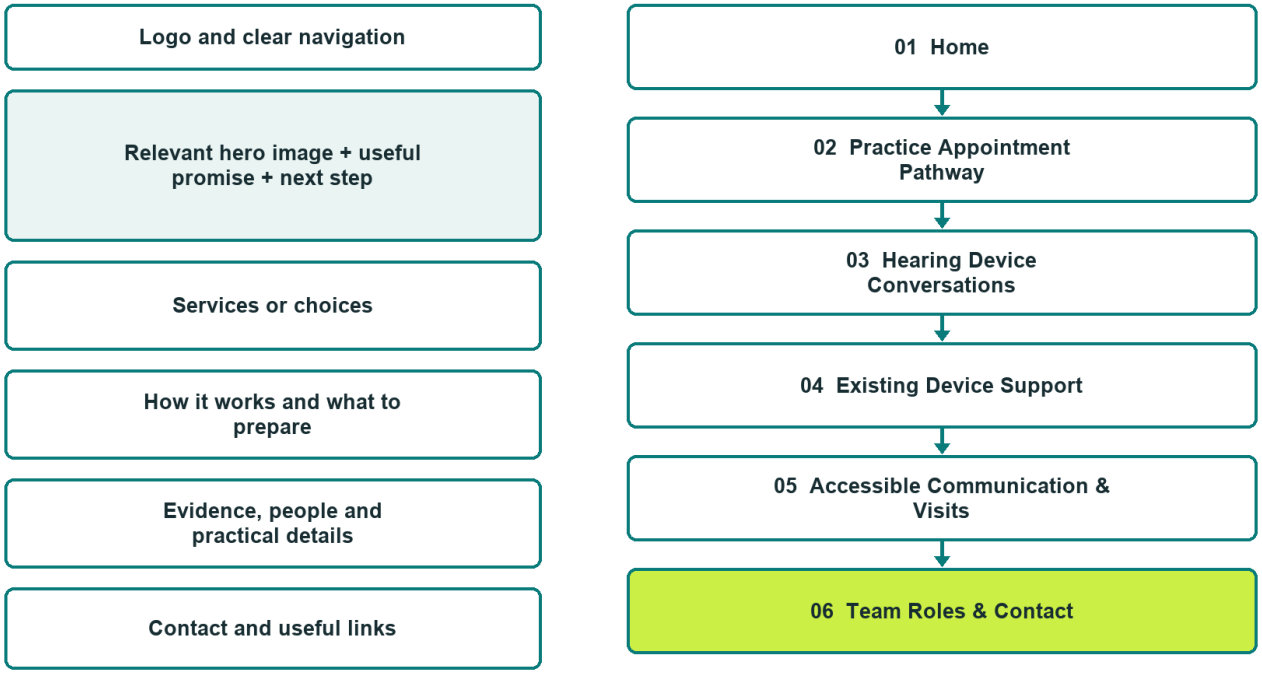
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Hearing Clinics & Hearing Aid Providers 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

Website Builder capture edition: six actual desktop views from the fictional demo; the wireframe remains a planning illustration.

Explore Website Builder and compare plans

Before you build

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



- ☐ Ask about an appointment or device support
- ☐ 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.

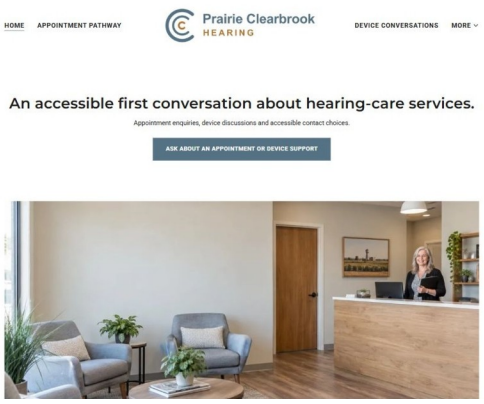
Your audience and the action you want them to take

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 Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

An accessible first conversation about hearing-care services.

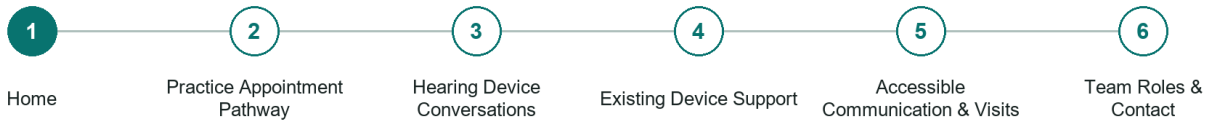
Find a comfortable way to contact the practice and understand the available enquiry paths.

Staff confirms whether your question concerns an appointment, a device discussion or support for an existing arrangement.

Suggested button: Ask about an appointment or device support

Website advice

Separate clinical appointment enquiries, device discussions and administrative support with accessible contact choices and a private information process.



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

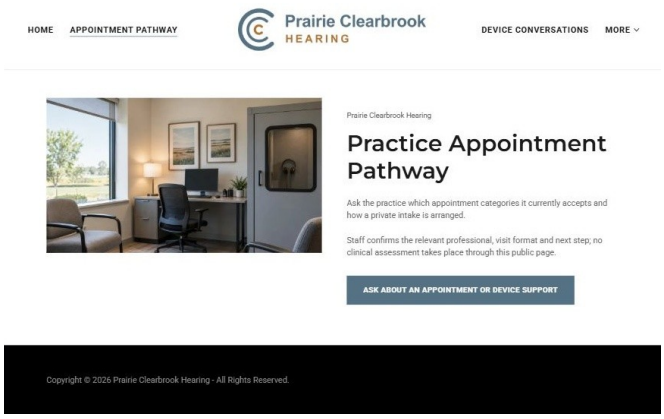
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Practice Appointment Pathway

Give this page one clear job in the customer journey.



Actual Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

Practice Appointment Pathway

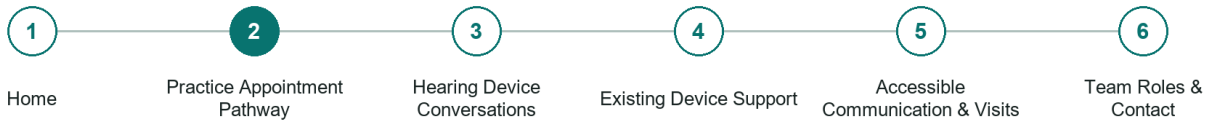
Ask the practice which appointment categories it currently accepts and how a private intake is arranged.

Staff confirms the relevant professional, visit format and next step; no clinical assessment takes place through this public page.

Suggested button: Ask about an appointment or device support

Website advice

Describe administrative access to verified hearing-care appointments without interpreting symptoms or tests.



Your draft: Practice Appointment Pathway

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

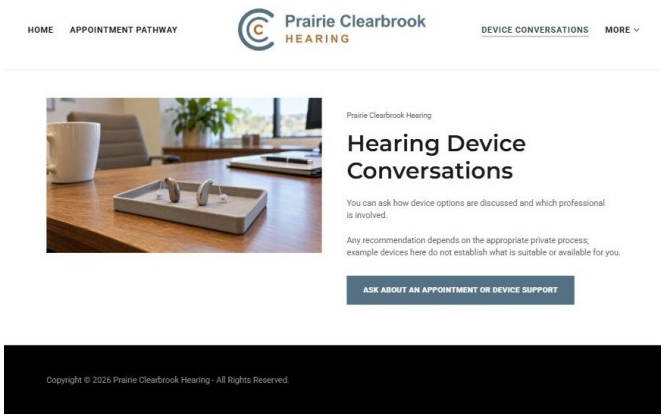
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Hearing Device Conversations

Give this page one clear job in the customer journey.



Actual Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

Hearing Device Conversations

You can ask how device options are discussed and which professional is involved.

Any recommendation depends on the appropriate private process; example devices here do not establish what is suitable or available for you.

Suggested button: Ask about an appointment or device support

Website advice

Present device discussions as professional consultations rather than a catalogue promising suitability.

Your draft: Hearing Device Conversations

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

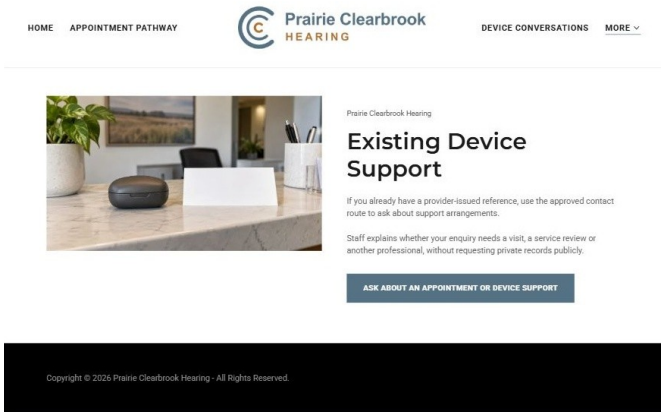
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Existing Device Support

Give this page one clear job in the customer journey.



Actual Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

Existing Device Support

If you already have a provider-issued reference, use the approved contact route to ask about support arrangements.

Staff explains whether your enquiry needs a visit, a service review or another professional, without requesting private records publicly.

Suggested button: Ask about an appointment or device support

Website advice

Route administrative service enquiries without offering self-repair, adjustment or clinical troubleshooting instructions.

Your draft: Existing Device Support

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

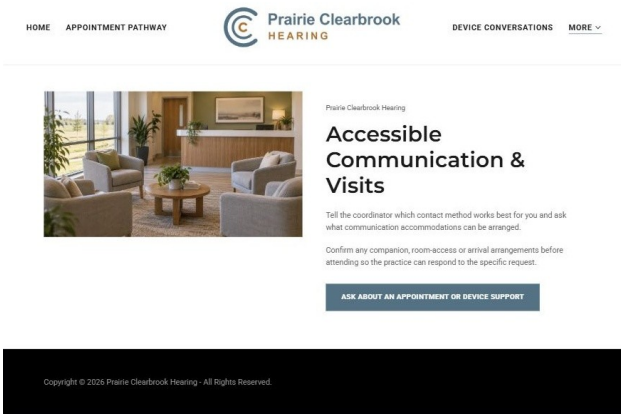
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Accessible Communication & Visits

Give this page one clear job in the customer journey.



Actual Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

Accessible Communication & Visits

Tell the coordinator which contact method works best for you and ask what communication accommodations can be arranged.

Confirm any companion, room-access or arrival arrangements before attending so the practice can respond to the specific request.

Suggested button: Ask about an appointment or device support

Website advice

Invite communication and access preferences without making unverified accessibility guarantees.

Your draft: Accessible Communication & Visits

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

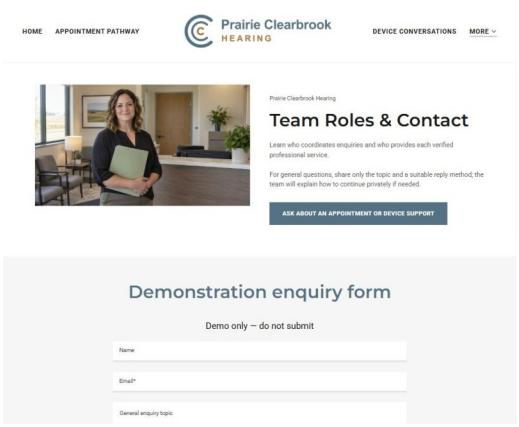
Button wording and destination

Photo choice, permission and facts still to confirm

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

06 Team Roles & Contact

Give this page one clear job in the customer journey.



Actual Website Builder desktop capture from the fictional demo

Sample wording — adapt and verify

Team Roles & Contact

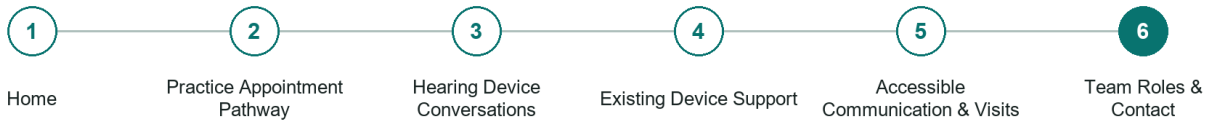
Learn who coordinates enquiries and who provides each verified professional service.

For general questions, share only the topic and a suitable reply method; the team will explain how to continue privately if needed.

Suggested button: Ask about an appointment or device support

Website advice

Distinguish verified clinical professionals from reception and device-support staff and keep identities permission-cleared.



Your draft: Team Roles & 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 whole journey on a desktop and phone. Use the genuine example captures to plan your own pages, then verify your finished website.

□ Fictional practice demonstration. Verify practitioner registration, service scope and every device claim. No diagnosis, treatment, device suitability or hearing outcome is promised. Keep symptoms, audiograms, prescriptions and health histories out of public forms; this is not an urgent-care assessment route.

□ 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