SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

# Jewellers & Watch Repair



## Give the piece and its story a considered next step.



**Get your business online**

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

**Microsoft 365 for your organization.**

## Make every page useful.

- Separate collections and custom commissions
- Explain jewellery and watch service enquiries
- Clarify assessment, approval and collection

Register or transfer your domain to SaaSTech Servers.

**saastech.net/industry/jewellers-watch-repair**

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.**

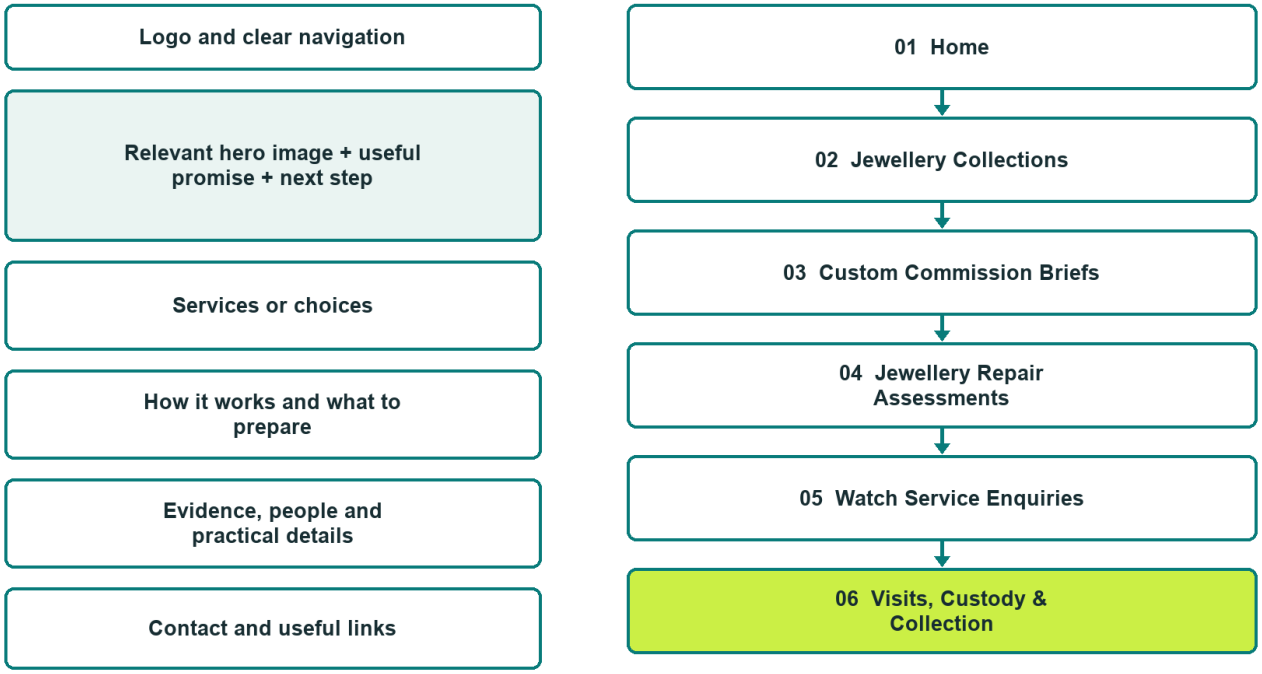
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

# Jewellers & Watch Repair 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 desktop excerpts 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 Juniper Jewellery & Watch is a fictional teaching example, not a live service.




- ☐ Discuss a piece or assessment
- ☐ 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**

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**Facts to verify and people who must approve them**

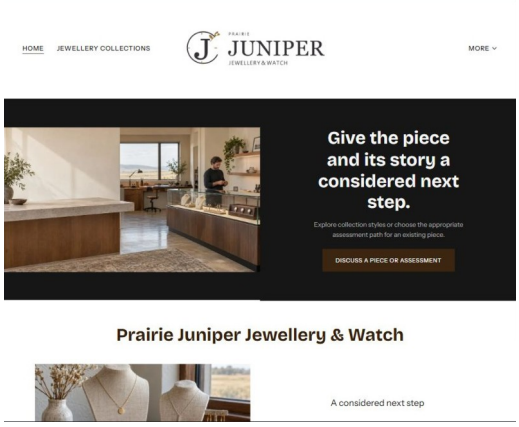
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Create your SaaSTech Servers account

1 Home
2 Jewellery Collections
3 Custom Commission Briefs
4 Jewellery Repair Assessments
5 Watch Service Enquiries
6 Visits, Custody & Collection

# 01 Home

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Give the piece and its story a considered next step.**

Explore collection styles or choose the appropriate assessment path for an existing piece.

The studio confirms what it can accept and explains how proposals, permissions and collection arrangements are recorded.

Suggested button: Discuss a piece or assessment

**Website advice**

Separate jewellery collections, custom commissions, jewellery assessment and watch service; use reviewed material descriptions and documented approval and custody arrangements.




# 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 Jewellery Collections

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Jewellery Collections**

Browse shapes and design details that interest you, then ask about a specific piece.

Materials, dimensions and current availability are confirmed by the jeweller; an example photograph is not a grading or provenance statement.

Suggested button: Discuss a piece or assessment

**Website advice**

Present style-led examples with verified material and availability information before any purchase claim.




# Your draft: Jewellery Collections

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 Custom Commission Briefs

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Custom Commission Briefs**

Describe the occasion, design elements and practical preferences you would like to explore.

The maker discusses an original proposal, the review stages and how material choices are confirmed before any commission is accepted.

Suggested button: Discuss a piece or assessment

**Website advice**

Explain design conversations and permissions without treating reference images as permission to copy another maker.




# Your draft: Custom Commission Briefs

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**

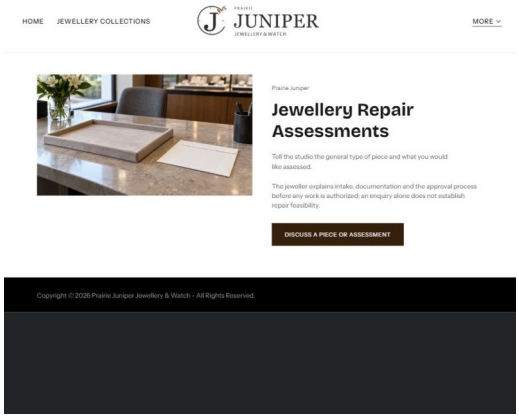
**Button wording and destination**

**Photo choice, permission and facts still to confirm**

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

# 04 Jewellery Repair Assessments

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Jewellery Repair Assessments**

Tell the studio the general type of piece and what you would like assessed.

The jeweller explains intake, documentation and the approval process before any work is authorized; an enquiry alone does not establish repair feasibility.

Suggested button: Discuss a piece or assessment

**Website advice**

Separate inspection and estimates from authorized work and make acceptance subject to review.




# Your draft: Jewellery Repair Assessments

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**

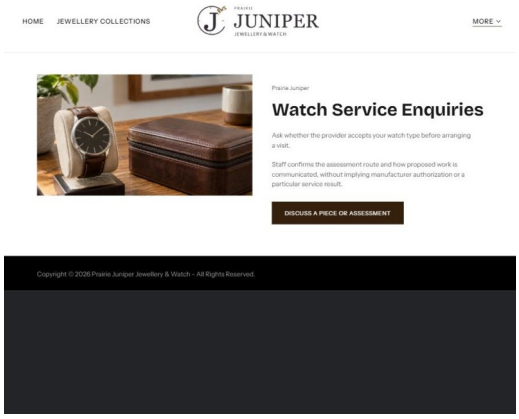
**Button wording and destination**

**Photo choice, permission and facts still to confirm**

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

# 05 Watch Service Enquiries

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Watch Service Enquiries**

Ask whether the provider accepts your watch type before arranging a visit.

Staff confirms the assessment route and how proposed work is communicated, without implying manufacturer authorization or a particular service result.

Suggested button: Discuss a piece or assessment

**Website advice**

Provide a distinct watch route with exact brand and model acceptance reviewed by the operator.




# Your draft: Watch Service Enquiries

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**

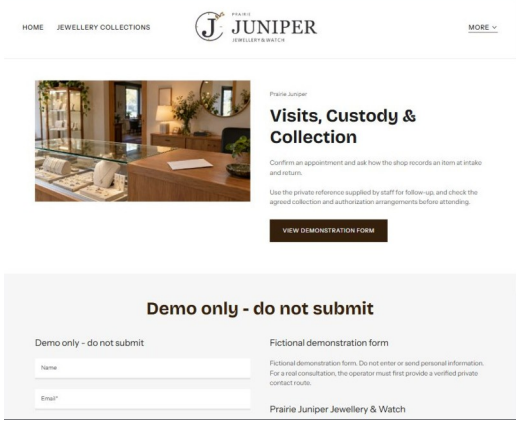
**Button wording and destination**

**Photo choice, permission and facts still to confirm**

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

# 06 Visits, Custody & Collection

Give this page one clear job in the customer journey.




Actual Website Builder desktop excerpt from the fictional demo

**Sample wording — adapt and verify**

**Visits, Custody & Collection**

Confirm an appointment and ask how the shop records an item at intake and return.

Use the private reference supplied by staff for follow-up, and check the agreed collection and authorization arrangements before attending.

Suggested button: Discuss a piece or assessment

**Website advice**

Explain private reference-based handover without requesting valuables, identity documents or detailed inventories through public forms.




# Your draft: Visits, Custody & Collection

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 these first-screen examples to plan your own pages, then verify your complete website.

- ☐ Fictional business demonstration. Do not invent gemstone grading, metal purity, provenance, appraisal credentials, valuations or brand authorization. All collection images are illustrative. Confirm accepted work and private custody procedures; no cleaning, repair or valuation advice is provided.
- ☐ 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**

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**Approval and next review date**

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Website Builder plans and signup