SaaSTech Servers

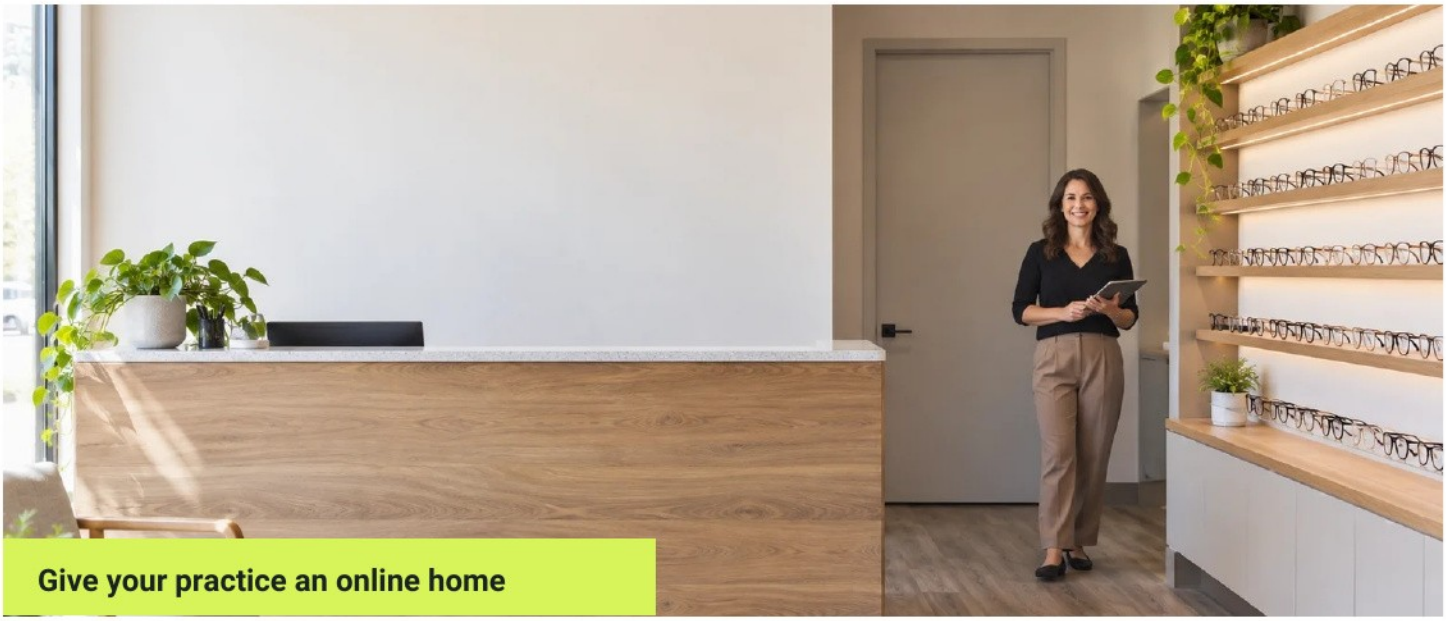
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Optometrists & Optical Stores



Two clear paths: eye-care appointments and eyewear browsing.



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

Microsoft 365 for your organization.

Make every page useful.

- Separate eye-care and eyewear enquiries
- Introduce practice and retail team roles
- Explain visits, order questions and collection

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/optometrists-optical-stores

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.

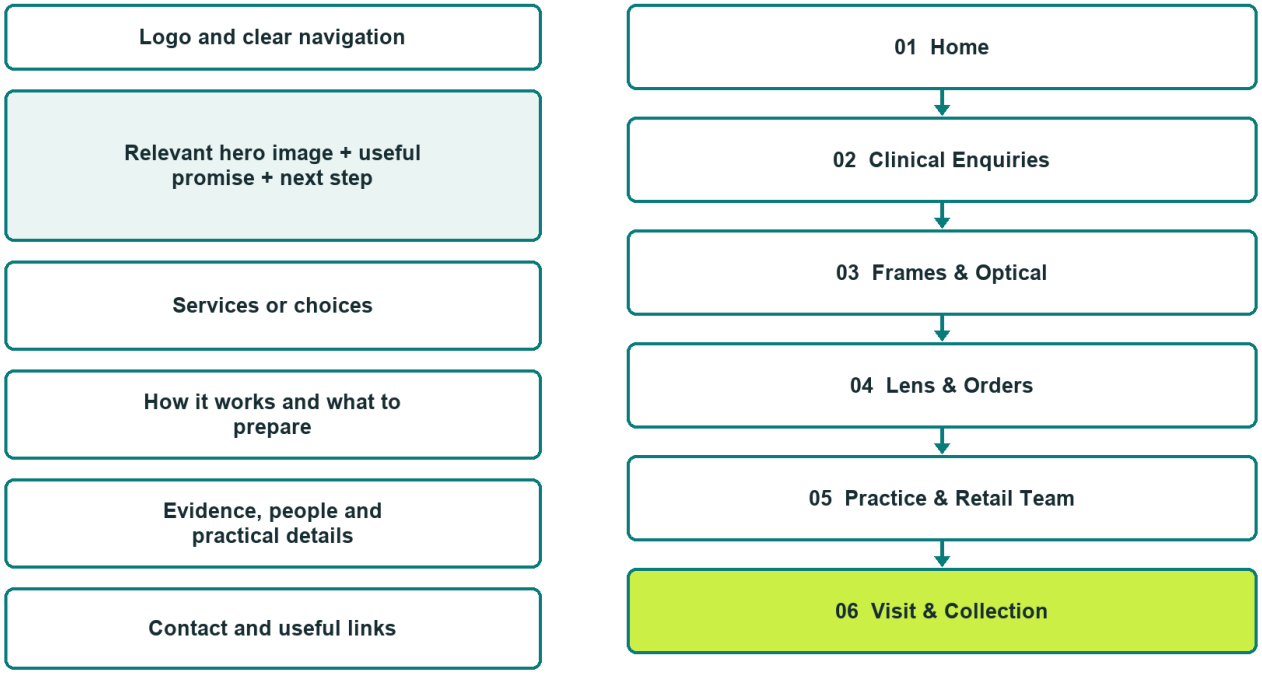
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Optometrists & Optical Stores 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

Demo-capture edition: actual Website Builder desktop previews and clearly labelled sample wording to adapt. See each matching mobile preview in the industry page gallery. The example business and its AI-generated photographs are fictional.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Window Eye & Optical is a fictional teaching example, not a live service.



Prairie Window Eye
& Optical

- ☐ Choose an appointment or eyewear enquiry
- ☐ 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.

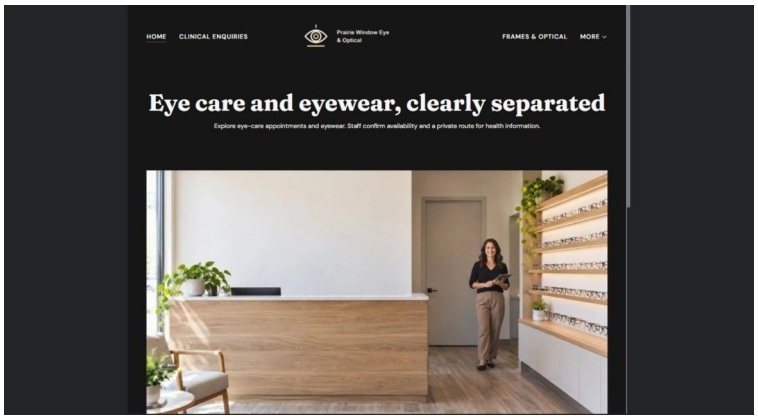
Your audience and the action you want them to take

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 desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Two clear paths: eye-care appointments and eyewear browsing.

Choose the appointment pathway for practice enquiries or the optical pathway for frames and retail arrangements.

Staff confirms who can handle your question and how private information should be provided.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Separate clinical appointment coordination from retail frame, lens and order enquiries, with verified professional roles and private clinical information handling.



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

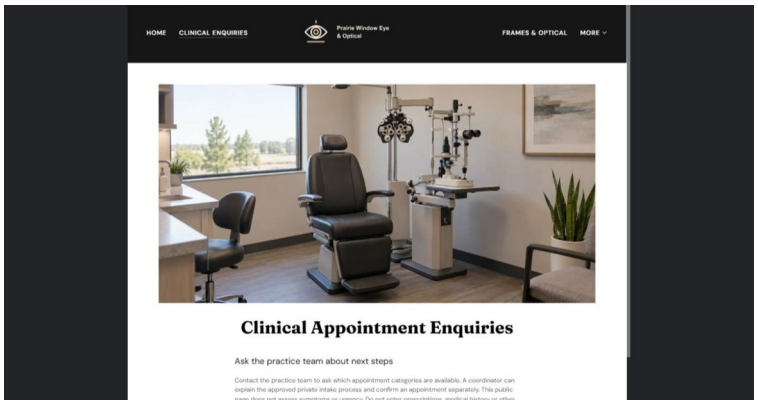
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Clinical Enquiries

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Clinical Appointment Enquiries

Contact the practice team to ask which appointment categories are available.

The coordinator explains the private intake process and confirms an appointment separately; this website does not assess symptoms or urgency.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Explain access to verified practice services without performing triage or collecting clinical details publicly.



Your draft: Clinical 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

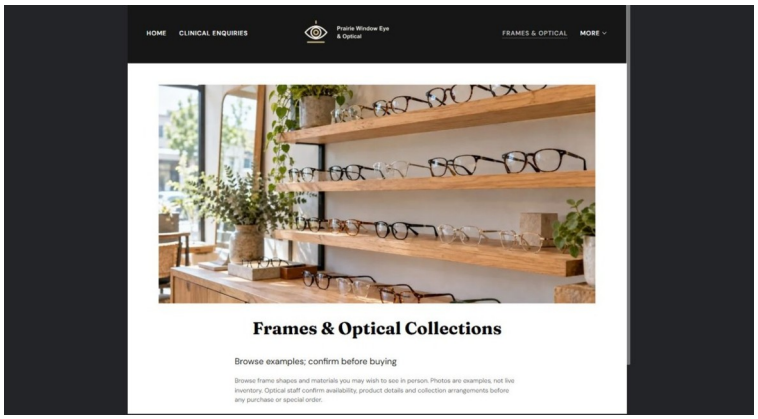
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Frames & Optical

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Frames & Optical Collections

Browse frame styles and note the shapes or materials you would like to see in person.

Displayed examples are not live stock, and staff confirms availability and the relevant product details before purchase.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Present eyewear as a retail collection, with fit and product questions handled by the appropriate staff.

Your draft: Frames & Optical

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

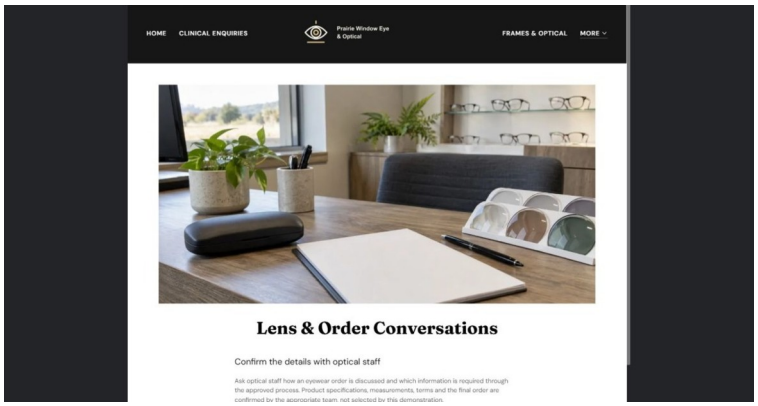
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Lens & Orders

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Lens & Order Conversations

Ask optical staff how an eyewear order is discussed and which information is required through the approved process.

Product specifications, measurements, terms and the final order are confirmed by the appropriate team, not selected by this demonstration.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Keep retail specification and order coordination separate from clinical advice or prescription interpretation.



Your draft: Lens & 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

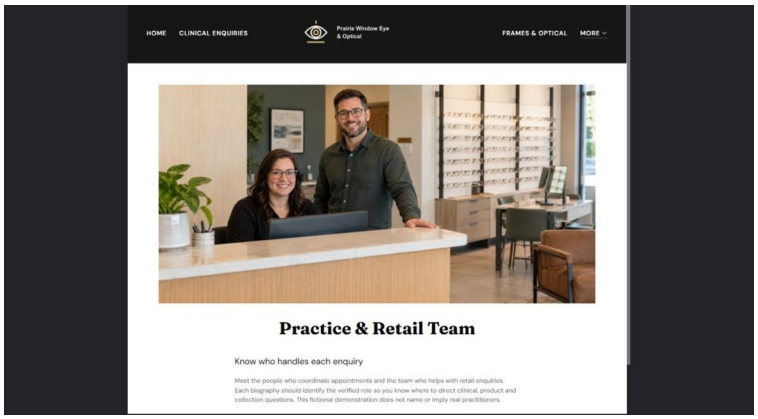
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Practice & Retail Team

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Practice & Retail Team

Meet the people who coordinate appointments and the team who helps with retail enquiries.

Each biography should identify the verified role so you know where to direct clinical, product and collection questions.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Identify verified clinical professionals and optical retail roles distinctly, without invented qualifications.

Your draft: Practice & Retail 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

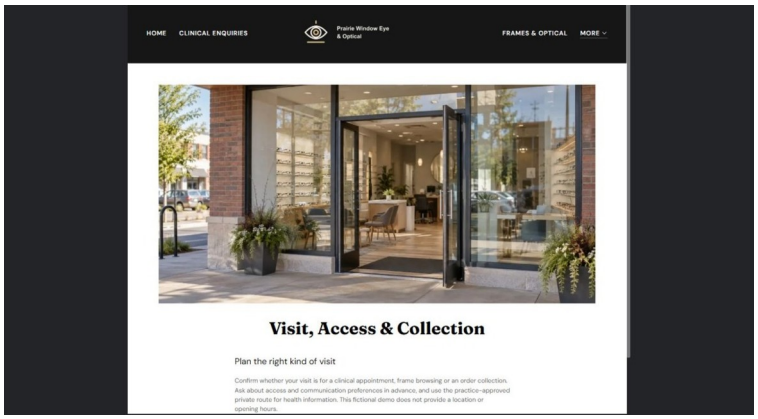
Button wording and destination

Photo choice, permission and facts still to confirm

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

06 Visit & Collection

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Sample wording — adapt and verify

Visit, Access & Collection

Confirm whether your visit is for a clinical appointment, frame browsing or an order collection.

Ask about access and communication preferences in advance, and use the practice-approved private route for health information.

Suggested button: Choose an appointment or eyewear enquiry

Website advice

Provide reviewed arrival details and separate practice visits from eyewear collection appointments.

Your draft: Visit & 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. The industry page pairs each desktop capture with its mobile preview and provides the complete sample page copy.

- □ Fictional practice and store demonstration. Verify professional registration, clinical services, retail scope and all product claims. No diagnosis, treatment, lens recommendation or outcome claim is provided; public forms must not collect symptoms, prescriptions or medical histories. Clinical and retail services are not interchangeable.
- □ 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