SaaSTech Servers

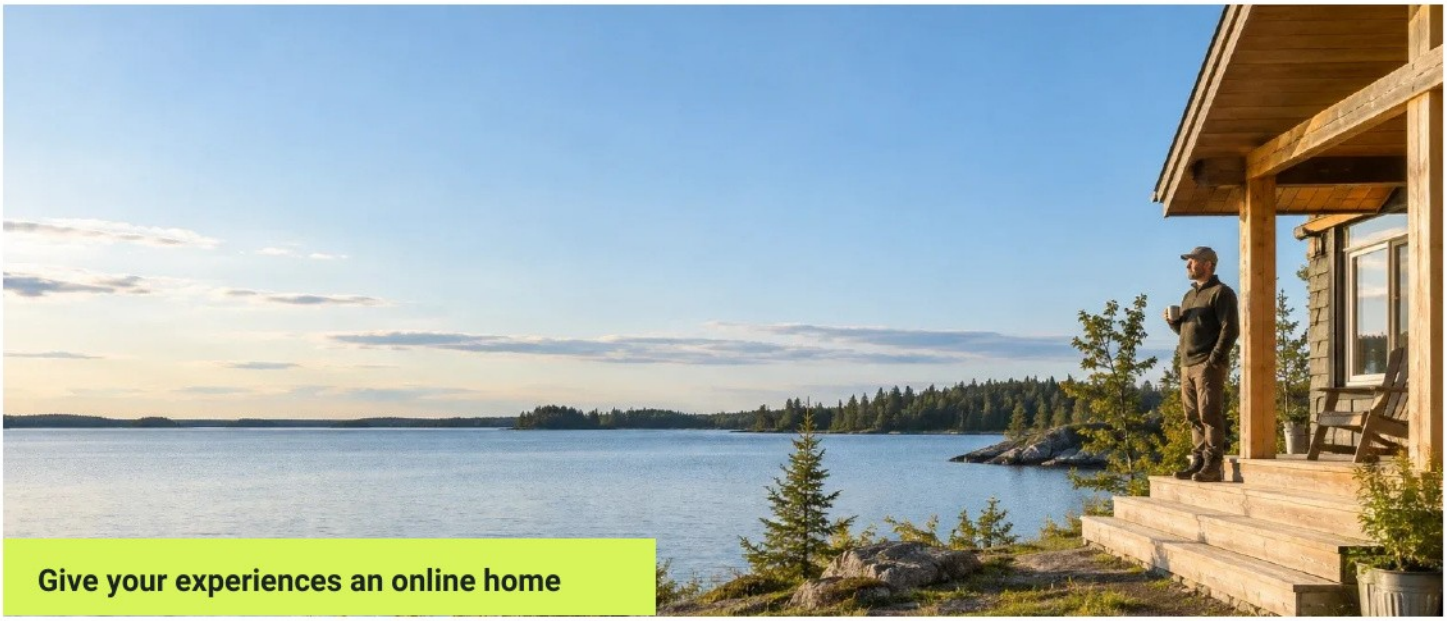
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Outdoor Outfitters & Guide Services



Choose an experience, then confirm the details together.



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

Microsoft 365 for your organization.

Make every page useful.

- Describe guided experiences and operating areas
- Explain participant and equipment questions
- Clarify trip enquiries and booking confirmation

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/outdoor-outfitters-guide-services

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.

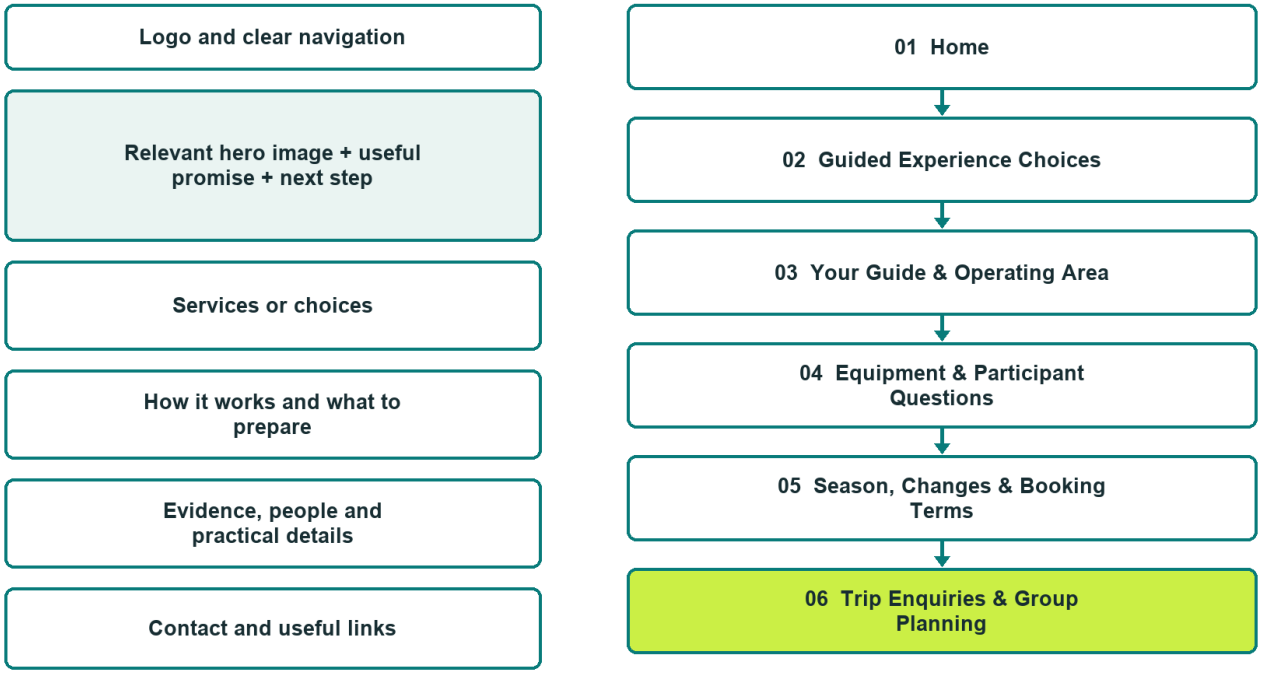
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Outdoor Outfitters & Guide Services 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

Captured demo edition. Study the unpublished six-page example. Desktop and mobile pairs, Editor Highlights, Themes and Paint settings appear in the industry gallery.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Horizon Outfitters is a fictional teaching example. Keep the demo unpublished, with no fabricated contact details, bookings or payments. Do not submit the demo form.



- ☐ Discuss a guided outing
- ☐ 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.

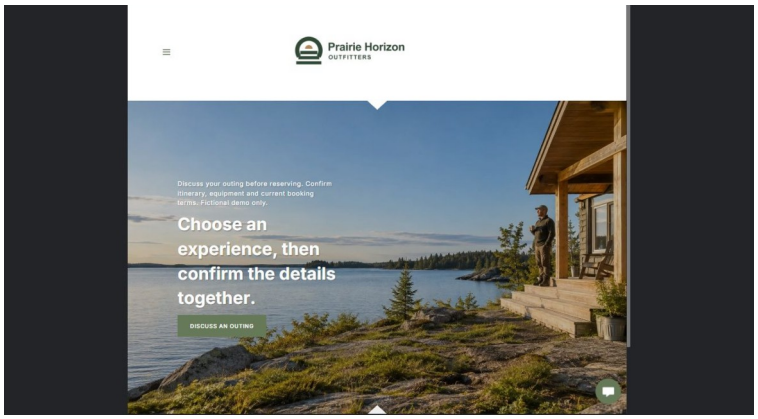
Your audience and the action you want them to take

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 Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Choose an experience, then confirm the details together.

Explore the types of outings the operator offers and the questions to ask before reserving.

The guide confirms the actual itinerary, suitability conversation, conditions-dependent arrangements and booking terms for each proposed experience.

Home button: Discuss an outing. Link to Trip Enquiries.

Website advice

Present operator-verified guided experiences, suitability conversations, equipment arrangements and booking steps without promising conditions or unverified permits.



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

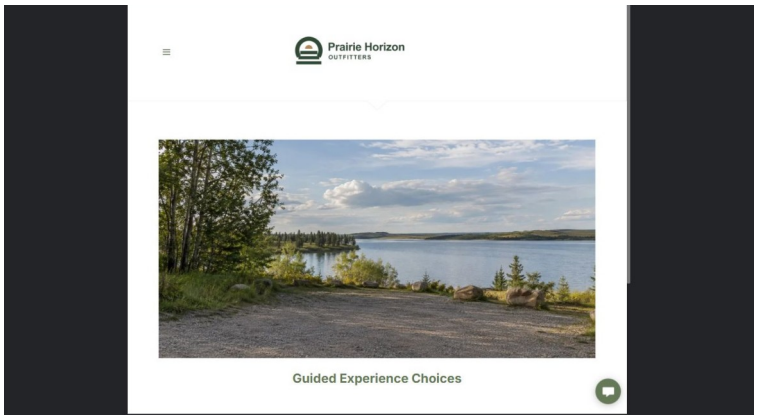
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Guided Experience Choices

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Guided Experience Choices

Compare the general setting, format and duration of the experiences you want to discuss.

The operator confirms which outings are currently offered and explains how an example differs from the itinerary proposed for your group.

Suggested button: Discuss a guided outing

Website advice

Describe distinct operator-approved outing categories and make itinerary examples explicitly illustrative.



Your draft: Guided Experience Choices

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

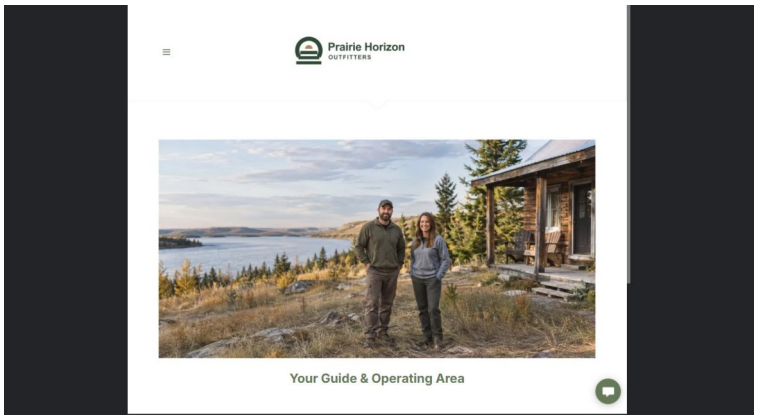
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Your Guide & Operating Area

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Your Guide & Operating Area

Meet the guides and ask about their role in your proposed outing.

Confirm the operating area and which permissions or arrangements apply to that experience rather than assuming public access from a landscape photograph.

Suggested button: Discuss a guided outing

Website advice

Publish verified guide identities and operating boundaries without invented qualifications or access rights.



Your draft: Your Guide & Operating Area

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

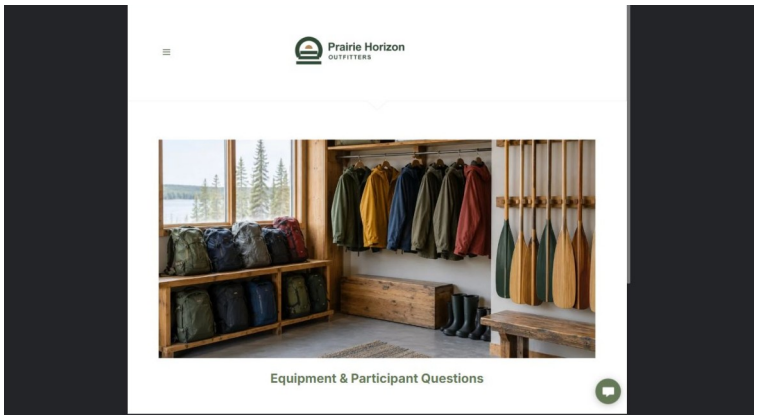
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Equipment & Participant Questions

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Equipment & Participant Questions

Ask for the outing-specific list of what is supplied and what participants are expected to arrange.

The guide handles suitability and any private participant questions directly before a place is confirmed.

Suggested button: Discuss a guided outing

Website advice

Separate supplied equipment, rental enquiries and participant requirements; do not give selection or use instructions.



Your draft: Equipment & Participant 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

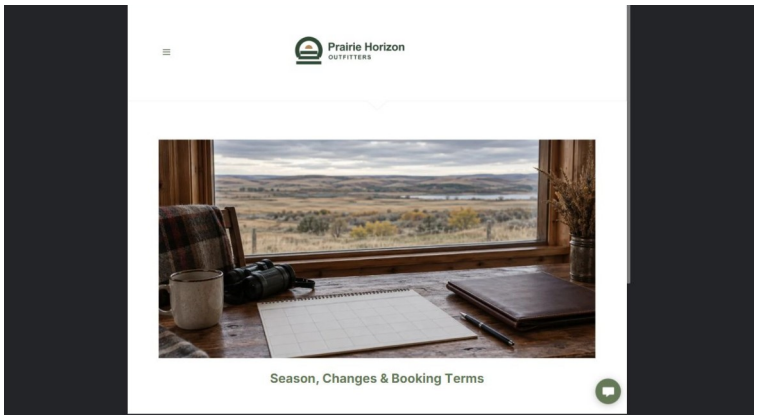
Photo choice, permission and facts still to confirm

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



05 Season, Changes & Booking Terms

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Season, Changes & Booking Terms

Discuss your preferred dates and ask how proposed plans may change with operating conditions.

Read the current change and cancellation terms before accepting, and confirm which details will appear in the final booking information.

Suggested button: Discuss a guided outing

Website advice

Explain requested dates, conditions-dependent plans, cancellation terms and written confirmation without weather assurances.



Your draft: Season, Changes & Booking Terms

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

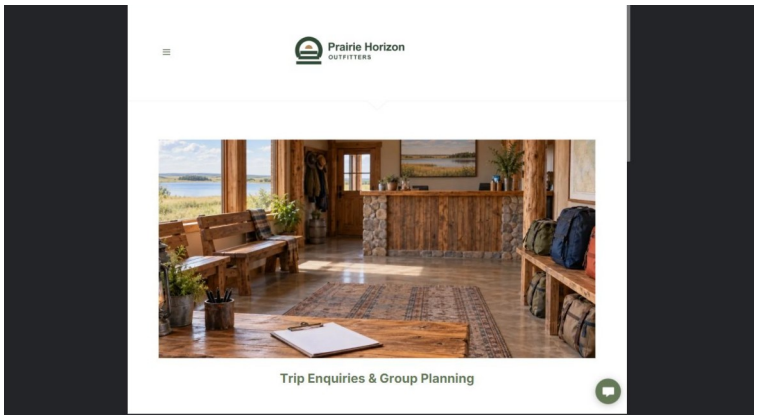
Button wording and destination

Photo choice, permission and facts still to confirm

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

06 Trip Enquiries & Group Planning

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. The industry gallery includes its paired mobile view.

Sample wording — adapt and verify

Trip Enquiries & Group Planning

Tell the coordinator the experience that interests you, approximate group size and preferred period.

Do not send health details, identity documents or children’s information through the public form; any necessary private intake follows the operator’s approved process.

Suggested button: Discuss a guided outing

Website advice

The demo form has Name, required Email, required Experience interest, and optional Group size & preferred period. Phone and attachments are off; the recipient is blank. No submission or delivery test was performed. Do not request health details, identity documents or private child information. An enquiry does not reserve an outing. Configure delivery and consent before any real launch.



Your draft: Trip Enquiries & Group Planning

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 captured journey on desktop and phone. This fictional demo is unpublished. Verify guide roles, operating permissions, booking terms and form delivery before a real launch.

□ Fictional demonstration only. Verify guide roles, permits, operating areas, season, equipment and booking policies before publication. No route, survival, medical, wildlife-handling or safety instructions; do not imply guaranteed wildlife sightings, conditions or accessibility. Private participant information must use an approved intake route.

□ Verify every service description, contact route and operating detail.

□ Replace fictional identity and example information before a live launch.

□ Visually check the demonstration form, links and downloads on desktop and mobile without submitting the form.

□ Keep confidential records in approved private systems.

□ Obtain operator approval for public wording and images.

□ Confirm the intended private form recipient before launch. Keep attachments off and review the confirmation message; an enquiry must not imply a booking or accepted order.

□ 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