SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

# Bars & Pubs



## Make the atmosphere, menu and visit details easy to understand before guests arrive.




Explore a practical example, watch the industry video and download the website planning workbook.

**Microsoft 365 for your organization.**

## Make every page useful.

- Show the atmosphere and current menu
- Keep events and visit information clear
- Explain group enquiries and confirmation

Register or transfer your domain to SaaSTech Servers.

**saastech.net/industry/bars-pubs**

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.**

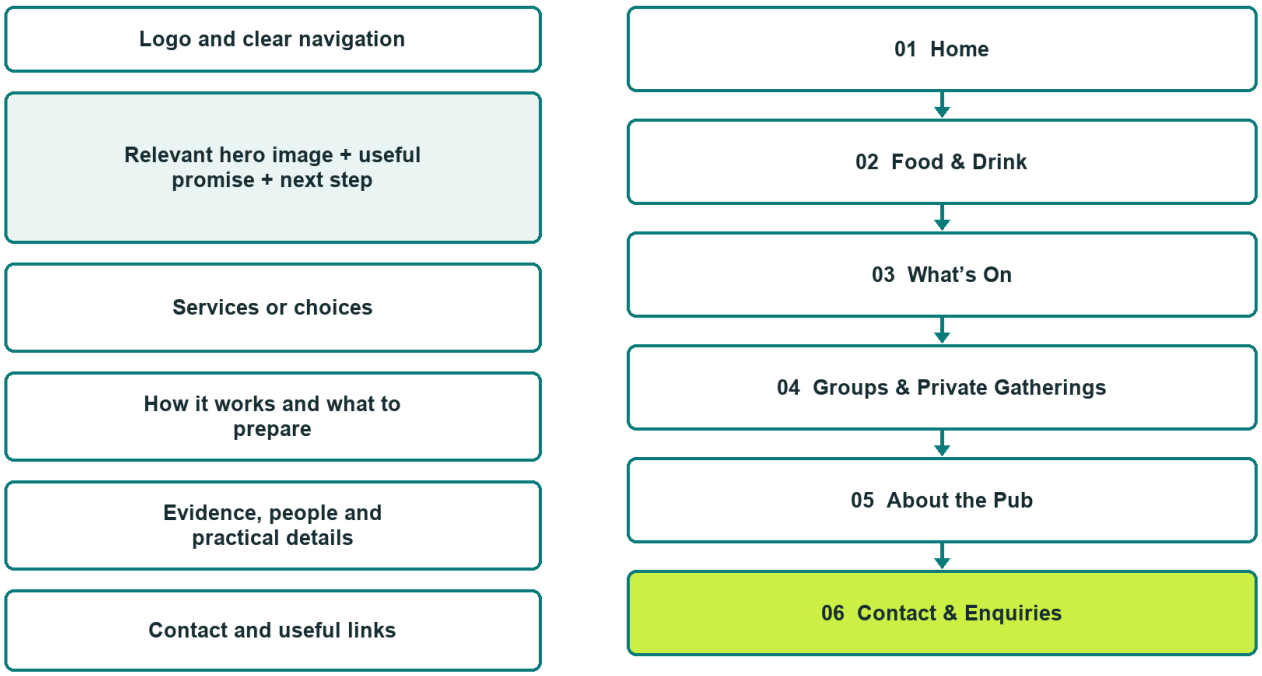
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

# Bars & Pubs
# 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 excerpts of the example wording. 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 Lantern Public House is a fictional teaching example, not a live service.



Prairie Lantern
PUBLIC HOUSE

- ☐ Plan a visit or ask about a group gathering
- ☐ Verified business identity and current contact information
- ☐ Clear request 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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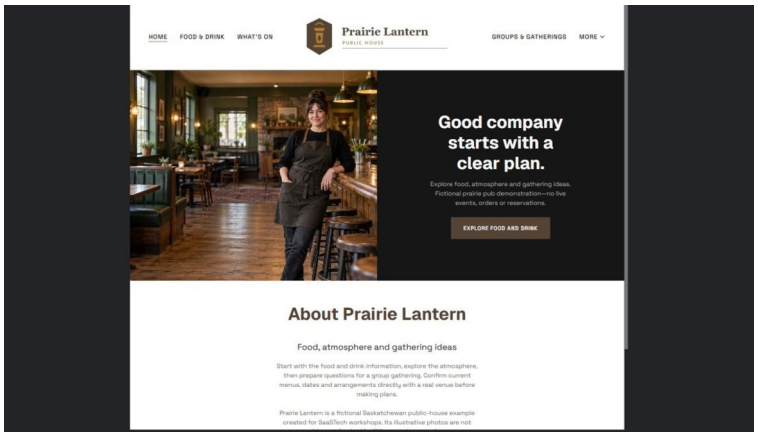
**Facts to verify and people who must approve them**

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Create your SaaSTech Servers account

# 01 Home

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**Good company starts with a clear plan.**

Explore food, atmosphere and gathering ideas. Fictional prairie pub demonstration—no live events, orders or reservations.

Start with the food and drink information, explore the atmosphere, then prepare questions for a group gathering. Confirm current menus, dates and arrangements directly with a real venue before making plans.

Prairie Lantern is a fictional Saskatchewan public-house example created for SaaSTech Servers workshops. Its illustrative photos are not evidence of actual facilities, events or services.

Suggested button: Explore food and drink

**Website advice**

Give visitors a clear view of the venue, food and drink information, current events and group-enquiry process. Keep hours, access and operator-approved house information current.




# 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**

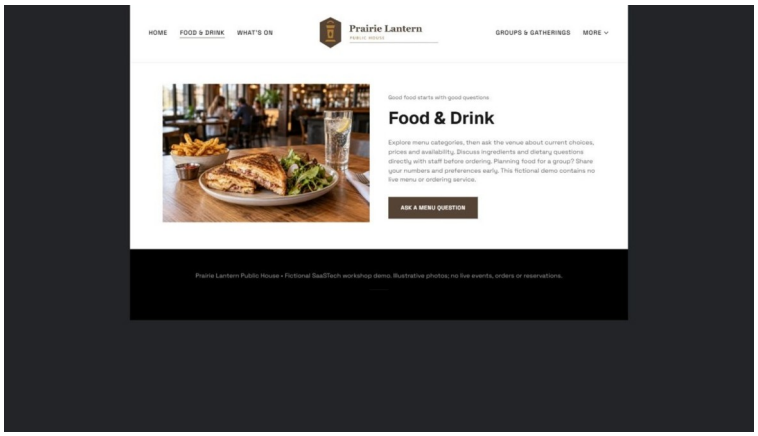
**Button wording and destination**

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

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

# 02 Food & Drink

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**Good food starts with good questions**

Explore menu categories, then ask the venue about current choices, prices and availability. Discuss ingredients and dietary questions directly with staff before ordering. Planning food for a group? Share your numbers and preferences early. This fictional demo contains no live menu or ordering service.

Suggested button: Ask a menu question

**Website advice**

Show current menu categories with readable prices and operator-approved descriptions. Do not invent dietary, allergen or availability assurances.




# Your draft: Food & Drink

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**

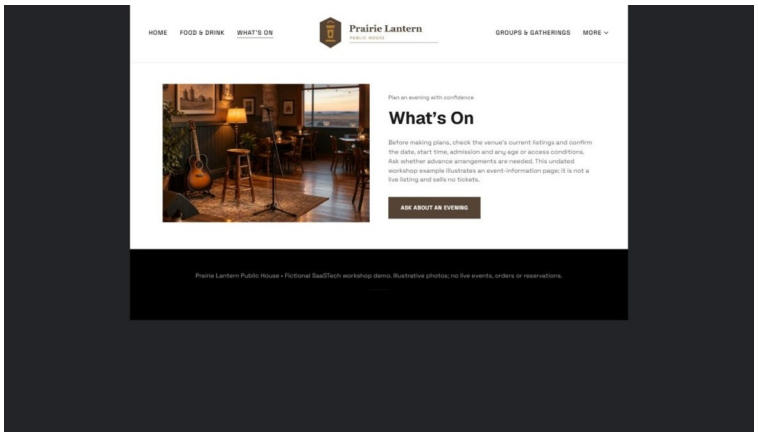
**Button wording and destination**

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

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

# 03 What's On

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**Plan an evening with confidence**

Before making plans, check the venue's current listings and confirm the date, start time, admission and any age or access conditions. Ask whether advance arrangements are needed. This undated workshop example illustrates an event-information page; it is not a live listing and sells no tickets.

Suggested button: Ask about an evening

**Website advice**

Show dated events with practical arrival details and genuine booking links. Assign someone to remove expired listings.




# Your draft: What's On

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**

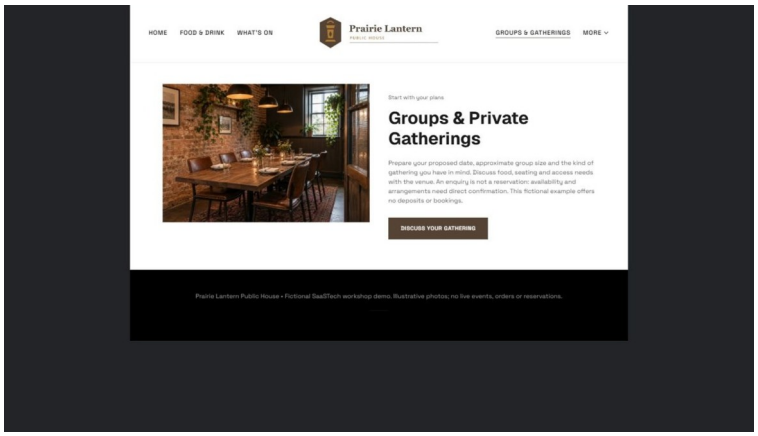
**Button wording and destination**

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

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

# 04 Groups & Private Gatherings

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**Start with your plans**

Prepare your proposed date, approximate group size and the kind of gathering you have in mind. Discuss food, seating and access needs with the venue. An enquiry is not a reservation: availability and arrangements need direct confirmation. This fictional example offers no deposits or bookings.

Suggested button: Discuss your gathering

**Website advice**

Explain group sizes and gathering options only where verified. Separate an enquiry from an accepted reservation or exclusive hire.




# Your draft: Groups & Private Gatherings

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**

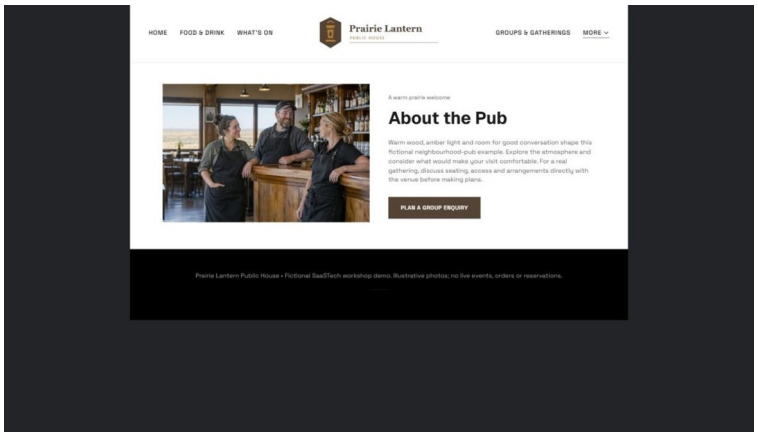
**Button wording and destination**

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

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

# 05 About the Pub

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**A warm prairie welcome**

Warm wood, amber light and room for good conversation shape this fictional neighbourhood-pub example. Explore the atmosphere and consider what would make your visit comfortable. For a real gathering, discuss seating, access and arrangements directly with the venue before making plans.

Suggested button: Plan a group enquiry

**Website advice**

Use distinct atmosphere and team photos that reflect the real venue. Only publish genuine testimonials with permission.




# Your draft: About the Pub

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**

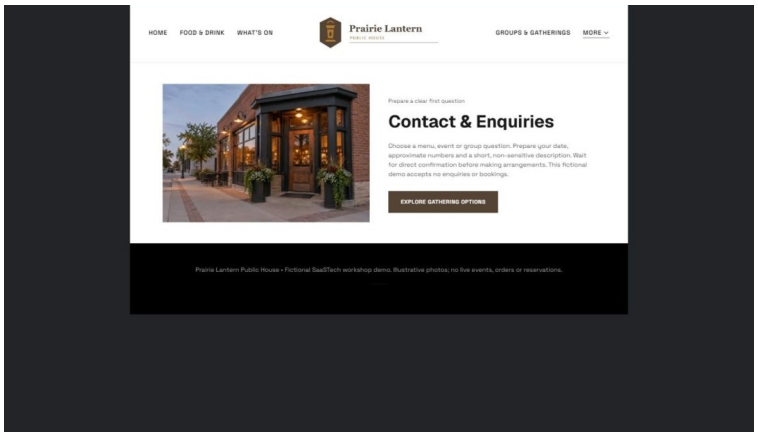
**Button wording and destination**

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

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

# 06 Contact & Enquiries

Give this page one clear job in the customer journey.




Actual desktop preview - unpublished fictional demonstration

**Demo wording excerpt to adapt and verify**

**Prepare a clear first question**

Choose a menu, event or group question. Prepare your date, approximate numbers and a short, non-sensitive description. Wait for direct confirmation before making arrangements. This fictional demo accepts no enquiries or bookings.

Suggested button: Explore gathering options

**Website advice**

Give the verified address, hours and correct contact path. Collect only the minimum information needed for a first response; make confirmation requirements clear.




# Your draft: Contact & 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?

# 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.

- □ Verify applicable age, service and advertising requirements with the operator before launch. No live event, reservation or alcohol sale is offered by this fictional example.
- □ Verify contact routes, hours, location and every offered service.
- □ Remove invented prices, claims, testimonials and availability.
- □ Keep sensitive records and payment details out of ordinary public forms.
- □ Check all image permissions, downloads and page links on a phone.
- □ 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