SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Car Dealerships



Help shoppers compare vehicles and arrange a useful conversation before visiting.



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

Microsoft 365 for your organization.

Make every page useful.

- Present vehicles with useful, current details
- Explain viewing and trade-in enquiries
- Clarify availability and visit confirmation

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/car-dealerships

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.

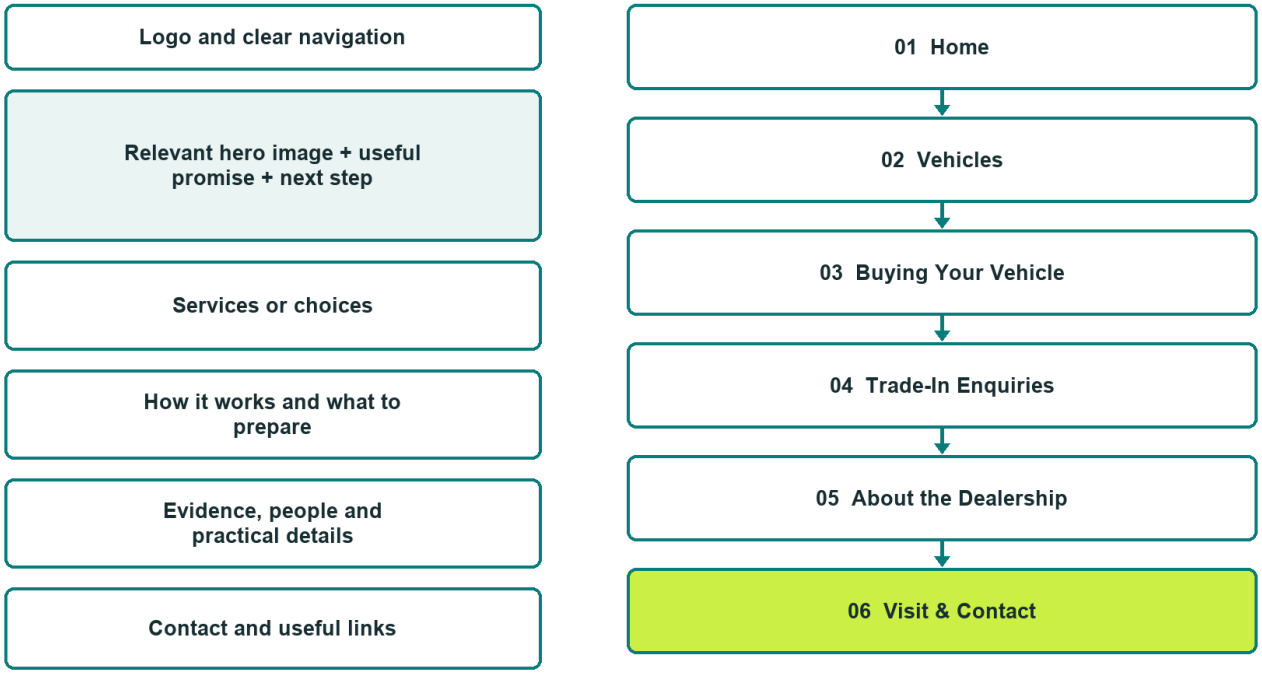
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Car Dealerships 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 Horizon Motors is a fictional teaching example, not a live service.



- ☐ Ask about a vehicle or request a viewing
- ☐ Current vehicle information and original photographs
- ☐ Transparent, verified price and purchase explanations
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

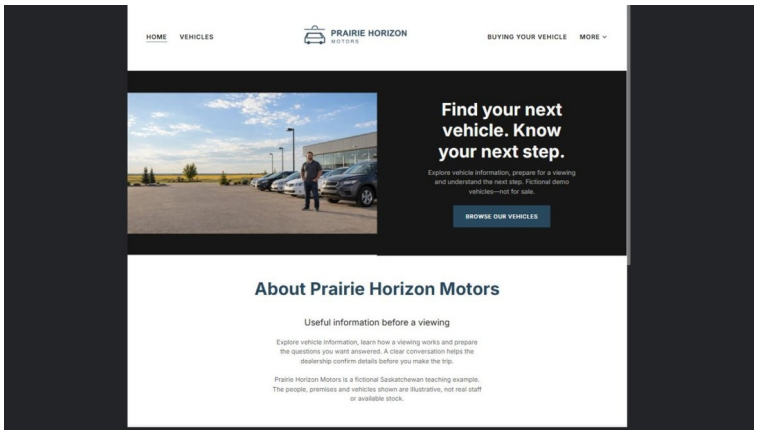
Your audience and the action you want them to take

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

Demo wording excerpt to adapt and verify

Find your next vehicle. Know your next step.

Explore vehicle information, prepare for a viewing and understand the next step. Fictional demo vehicles —not for sale.

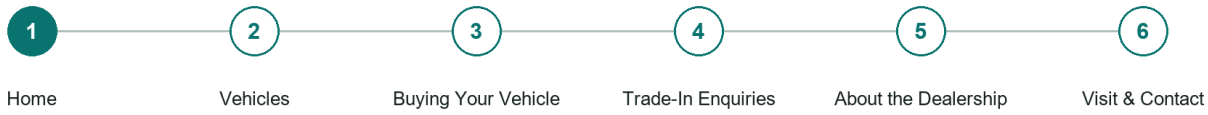
Explore vehicle information, learn how a viewing works and prepare the questions you want answered. A clear conversation helps the dealership confirm details before you make the trip.

Prairie Horizon Motors is a fictional Saskatchewan teaching example. The people, premises and vehicles shown are illustrative, not real staff or available stock.

Suggested button: Browse Our Vehicles

Website advice

Introduce fictional Prairie Horizon Motors, explain its independent-dealer approach and link to Vehicles and Buying Your Vehicle. Label every demonstration listing as sample stock, not an available vehicle.



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

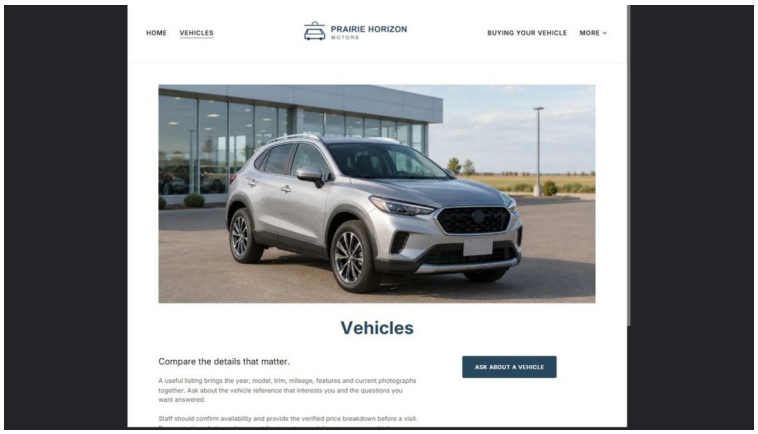
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Vehicles

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Compare the details that matter.

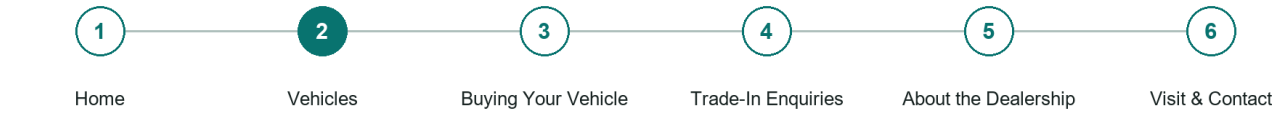
A useful listing brings the year, model, trim, mileage, features and current photographs together. Ask about the vehicle reference that interests you and the questions you want answered.

Staff should confirm availability and provide the verified price breakdown before a visit. Demonstration photographs are not live inventory and do not reserve a vehicle.

Suggested button: Ask about a vehicle

Website advice

Use a consistent detail layout with year, make, model, trim, mileage, key features, actual photos and a verified price breakdown. Add an availability timestamp and enquiry action. Do not show invented vehicles as live stock or imply automated inventory updates.



Your draft: Vehicles

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

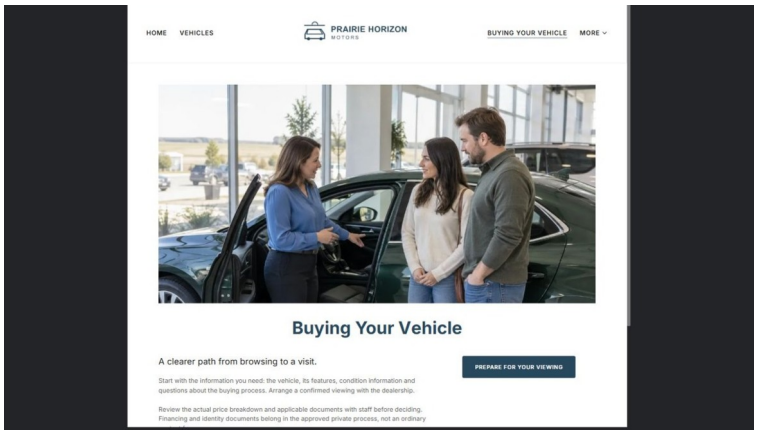
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Buying Your Vehicle

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

A clearer path from browsing to a visit.

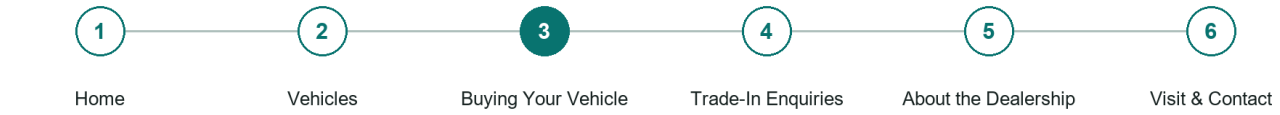
Start with the information you need: the vehicle, its features, condition information and questions about the buying process. Arrange a confirmed viewing with the dealership.

Review the actual price breakdown and applicable documents with staff before deciding. Financing and identity documents belong in the approved private process, not an ordinary contact form.

Suggested button: Prepare for your viewing

Website advice

Explain viewing, questions, inspection information, pricing review and next steps. Have the dealer verify all advertising, disclosure and sales wording before launch. Avoid invented warranties, approval promises or finance rates.



Your draft: Buying Your Vehicle

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

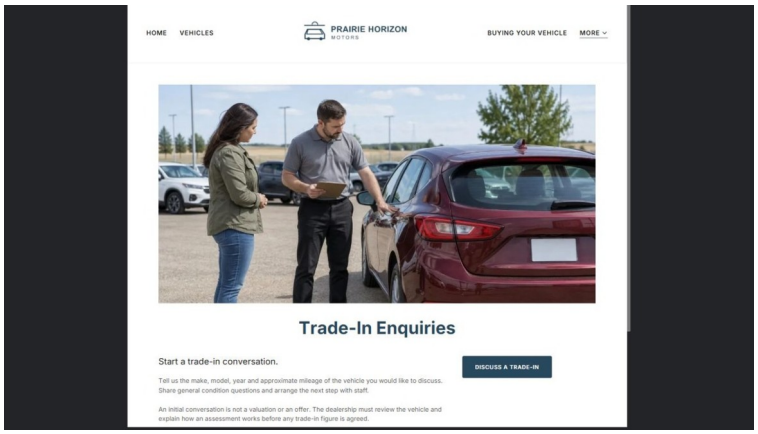
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Trade-In Enquiries

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Start a trade-in conversation.

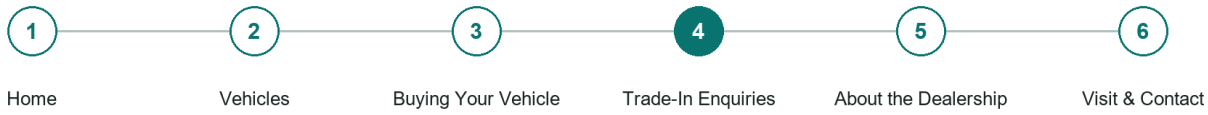
Tell us the make, model, year and approximate mileage of the vehicle you would like to discuss. Share general condition questions and arrange the next step with staff.

An initial conversation is not a valuation or an offer. The dealership must review the vehicle and explain how an assessment works before any trade-in figure is agreed.

Suggested button: Discuss a trade-in

Website advice

Explain that a preliminary conversation is not a binding valuation. Ask for basic vehicle details and arrange an assessment; keep ownership documents, identification and financial records out of the general website form.



Your draft: Trade-In 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

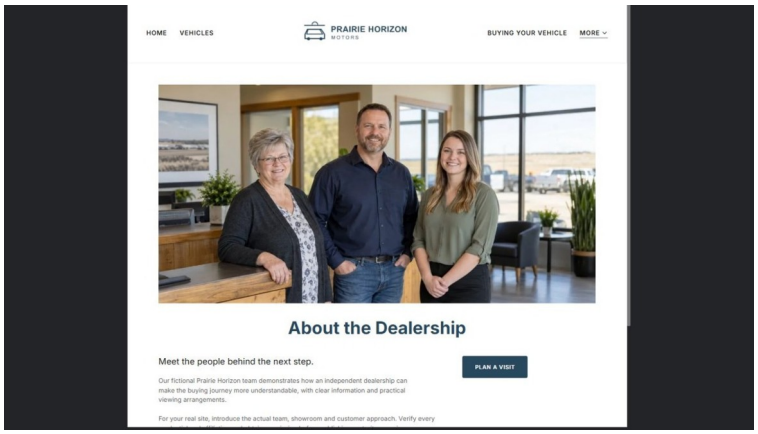
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 About the Dealership

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Meet the people behind the next step.

Our fictional Prairie Horizon team demonstrates how an independent dealership can make the buying journey more understandable, with clear information and practical viewing arrangements.

For your real site, introduce the actual team, showroom and customer approach. Verify every credential and affiliation and obtain permission before publishing portraits or reviews.

Suggested button: Plan a visit

Website advice

Introduce the real team, showroom and customer approach using verified business details and permission-cleared portraits. Only publish genuine reviews and confirmed affiliations.

Your draft: About the Dealership

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

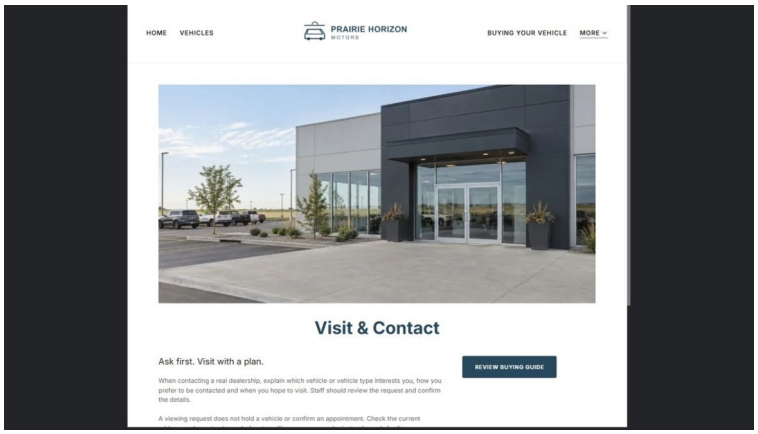
Button wording and destination

Photo choice, permission and facts still to confirm

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

06 Visit & Contact

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Ask first. Visit with a plan.

When contacting a real dealership, explain which vehicle or vehicle type interests you, how you prefer to be contacted and when you hope to visit. Staff should review the request and confirm the details.

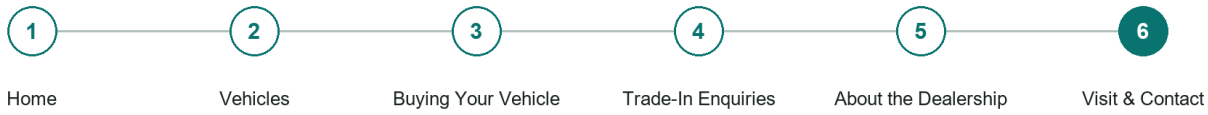
A viewing request does not hold a vehicle or confirm an appointment. Check the current address and opening hours before travelling; use approved private channels for finance and identification.

This fictional workshop demo has no operating showroom, contact form or booking service. No enquiries or payments are accepted.

Suggested button: Review buying guide

Website advice

Show confirmed location, accessibility, opening hours and viewing-request options. Ask which vehicle interests the visitor and preferred timing. State that availability and appointments require staff confirmation.



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

- □ Check every sample listing is visibly marked as fictional and not for sale.
- □ Have the dealer review price, disclosure, warranty and financing statements before a real launch.
- □ Test viewing requests without claiming a vehicle is held or an appointment confirmed.
- □ Keep credit applications, identity documents, banking data and payments out of ordinary enquiry forms.
- □ Assign responsibility for sold-vehicle updates and confirm the inventory source before claiming live availability.
- □ 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