SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Caterers & Food Trucks



Help customers understand the menu, capacity, location, and booking process before they enquire.



Get your food business online

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

Microsoft 365 for your organization.

Make every page useful.

- Show menus and the service styles you offer
- Keep truck stops and event information current
- Help customers prepare a useful catering brief

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/catering-food-trucks

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.

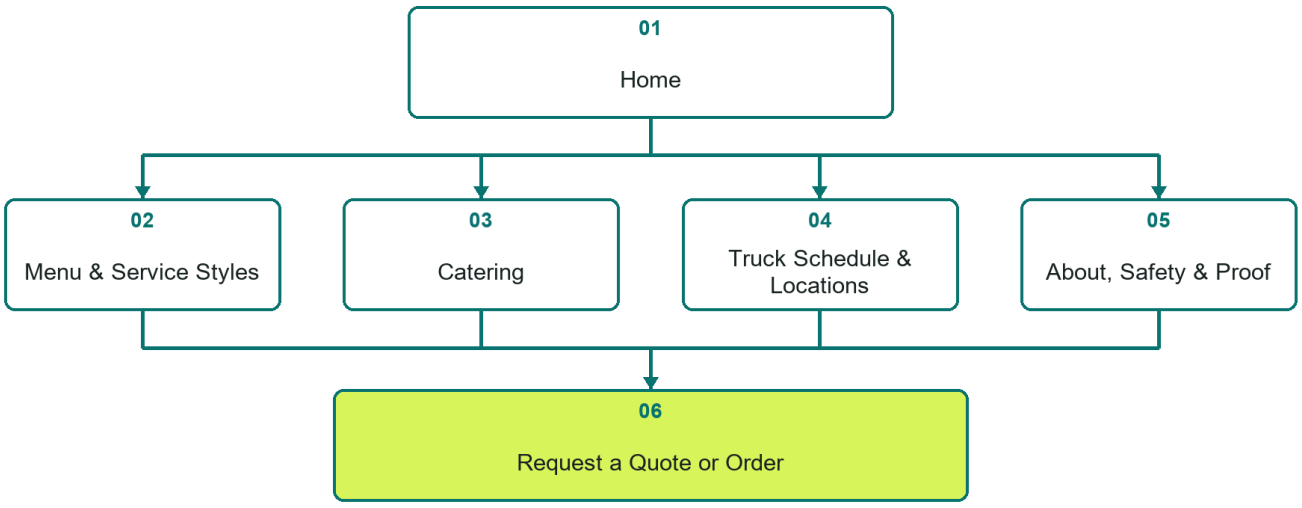
Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

WEBSITE PLANNING WORKSHOP

Caterers & Food Trucks Website workbook

Plan a clear website for caterers & food trucks. Explore a worked example, shape your own message and prepare to build with SaaSTech Servers.



Your recommended pages at a glance

Inside this workbook

Six page examples • Practical writing exercises • A launch review

Use it in a workshop or at your own pace. Write by hand or complete the response fields in Word. The final page links to Website Builder, plans and account signup.

Example business Prairie Ember Catering

CATERERS & FOOD TRUCKS

Your website brief

A SaaSTech Servers workshop for caterers & food trucks. Plan your website, learn from the Prairie Ember Catering example and draft content for your own business.

Each page has a reference sheet followed by a writing sheet. Demo excerpts are labelled separately from new sample wording, which may differ from the screenshot. Click a blank response line to type; longer answers may add pages. Replace fictional details and verify every claim before publishing.

Your business or organization and workshop date

Who should visit your site and what do they need

The main action you want a visitor to take

What you offer and where or how you provide it

Facts photos and permissions to gather before publishing

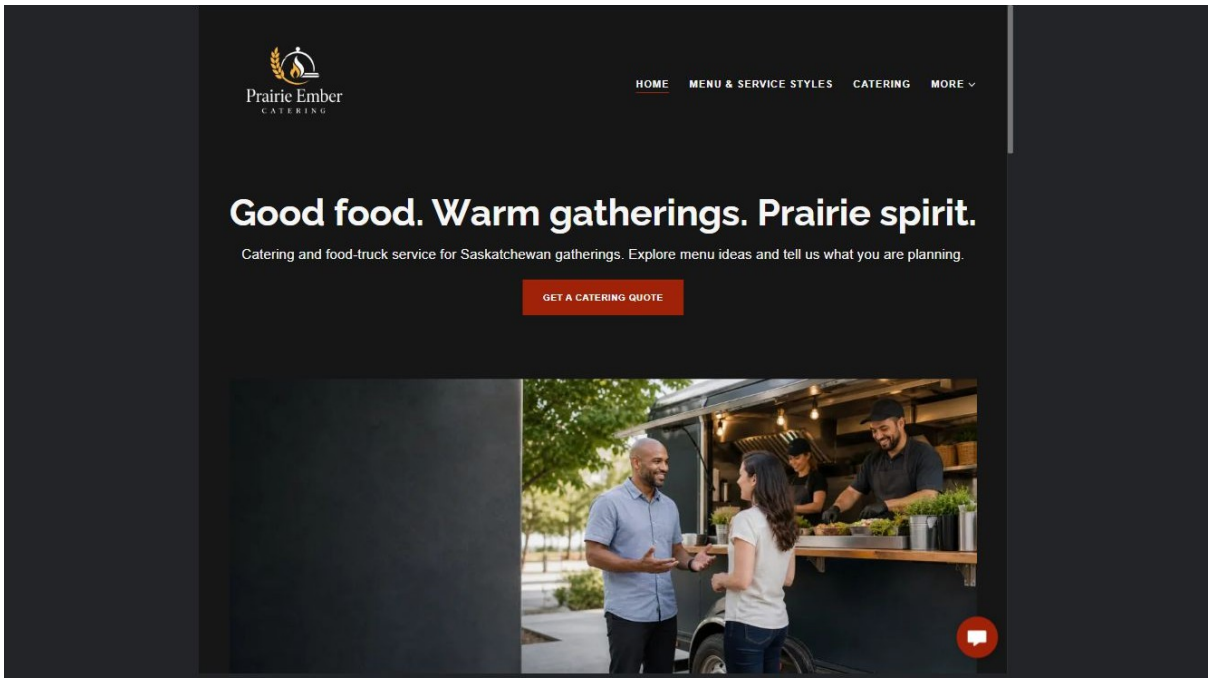
Workshop rhythm: review the example, write your draft and exchange feedback. Use the final review to choose your next changes. Website Builder and account links are on the last page.

LOOK AND LEARN

Home

The job of this page

State whether the business offers catering, public food-truck stops, or both. Lead with the service area, the strongest customer action, representative food imagery, and direct paths to the menu, schedule, and event enquiry.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Good food. Warm gatherings. Prairie spirit.

Catering and food-truck service for Saskatchewan gatherings. Explore menu ideas and tell us what you are planning.

Pause and plan

Could a first-time visitor explain what you do and who it is for after one glance? Choose one main action and the strongest truthful detail that gives them confidence to continue.



WRITE YOUR PAGE

Home

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

Your offer audience location and most useful supporting details

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

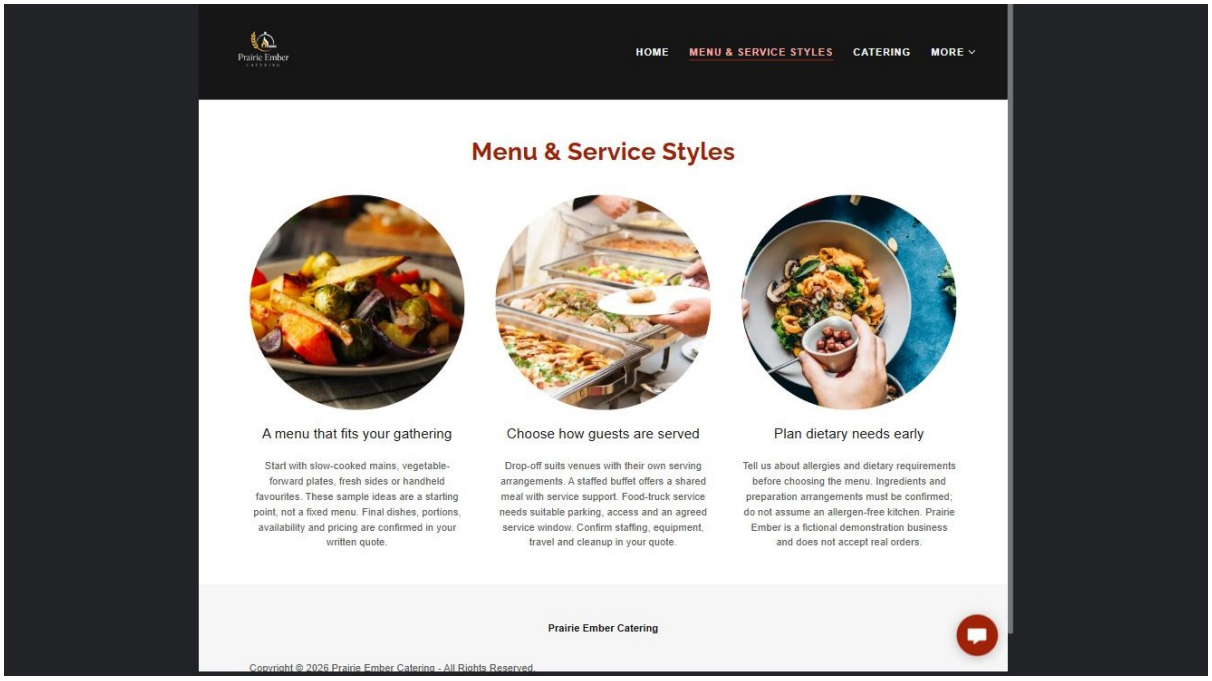
Facts to verify or questions to resolve

LOOK AND LEARN

Menu Service Styles

The job of this page

Publish current items, packages, serving formats, price guidance, dietary information, and availability boundaries.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

A menu that fits your gathering

These sample ideas are a starting point, not a fixed menu. Final dishes, portions, availability and pricing belong in your written quote.

Pause and plan

What is included and what needs separate confirmation? Make quantities, timing, exclusions and price conditions understandable. Avoid implying that an example price or image guarantees availability.



WRITE YOUR PAGE

Menu Service Styles

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

Options inclusions price conditions and availability details

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

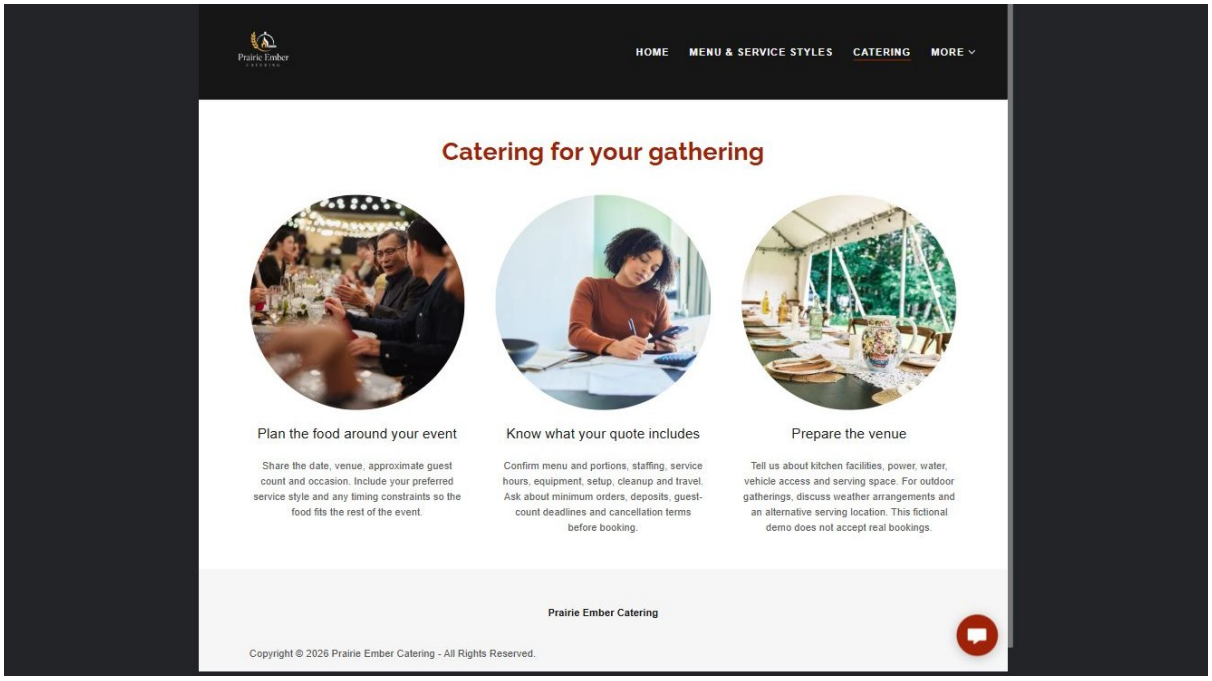
Facts to verify or questions to resolve

LOOK AND LEARN

Catering

The job of this page

Explain event types, guest ranges, minimums, staffing, rentals, setup, travel, lead times, deposits, and the quote process.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Plan the food around your event

Share the date, venue, approximate guest count and occasion. Include your preferred service style and any timing constraints so the plan fits the rest of the event.

Pause and plan

What question brings a visitor to this page? List the details they need, the evidence you can provide and the next useful action. Remove content that does not help them decide or proceed.



WRITE YOUR PAGE

Catering

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

Key sections visitor questions and supporting details

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

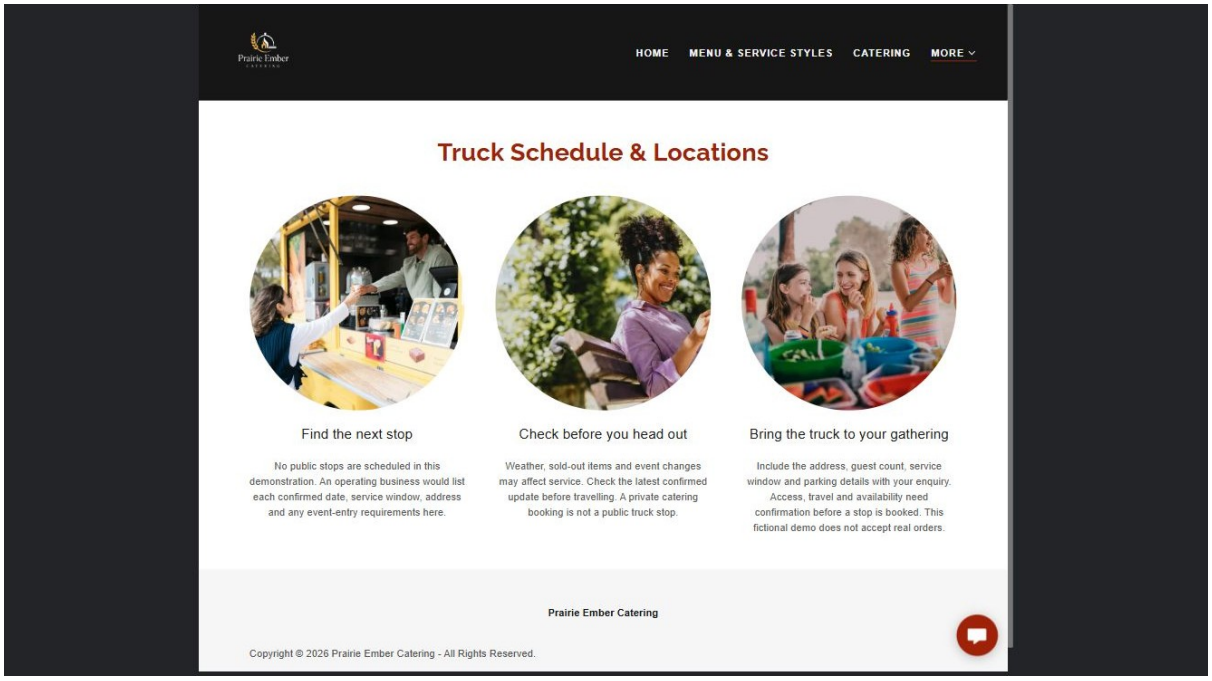
Facts to verify or questions to resolve

LOOK AND LEARN

Truck Schedule Locations

The job of this page

Show dated public stops, events, service area, weather changes, and the best live-update channel.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Find the next stop

Check the confirmed date, location and service window before travelling. Weather, sold-out items and event changes may affect service. A private catering booking is not a public truck stop.

Pause and plan

Which dates and locations need to stay current? Decide who will update changes and where visitors should check before travelling. Separate archived information and illustrative schedules from current availability.



WRITE YOUR PAGE

Truck Schedule Locations

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

Dates locations update process and participation details

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

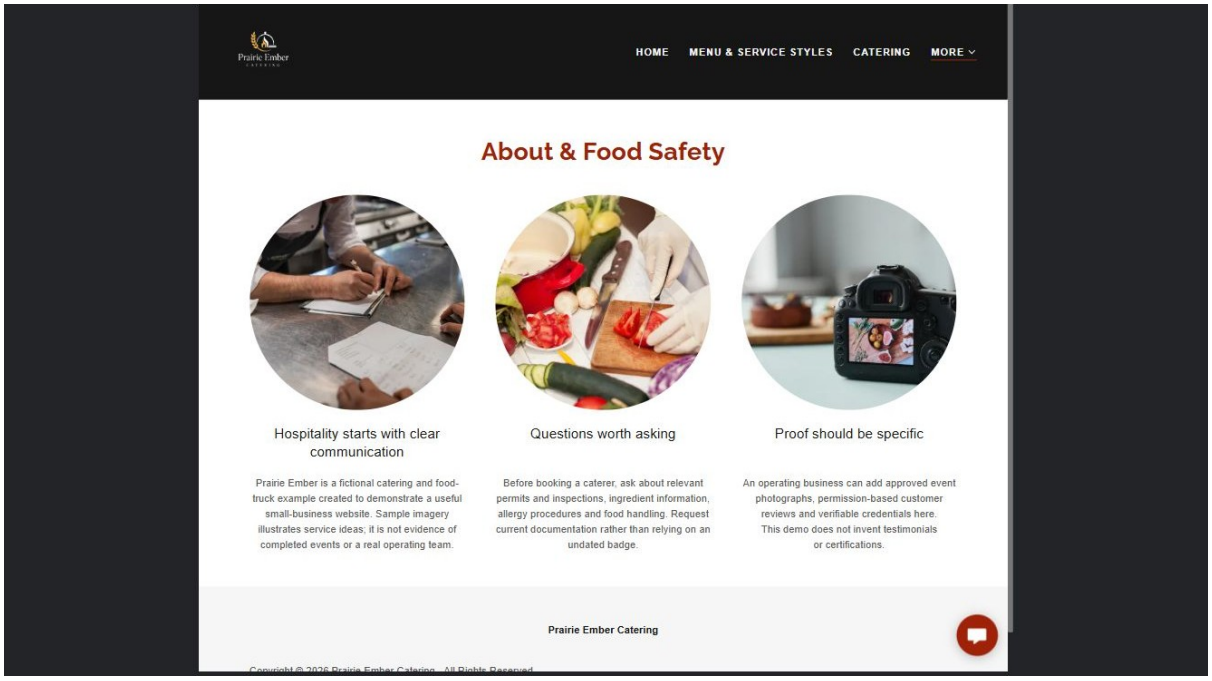
Facts to verify or questions to resolve

LOOK AND LEARN

About Safety Proof

The job of this page

Share the food story, team, permits or inspection information that can be verified, event examples, and reviews.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Hospitality starts with clear communication

Ask about the permits, ingredient information and food-handling arrangements relevant to your event. Request current information rather than relying on an undated badge or an illustrative photograph.

Pause and plan

Which names, roles and qualifications can you verify? What would help a visitor feel comfortable contacting you? Obtain permission for portraits and describe actual experience without unsupported claims.



WRITE YOUR PAGE

About Safety Proof

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

People roles approach and verified credentials to introduce

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

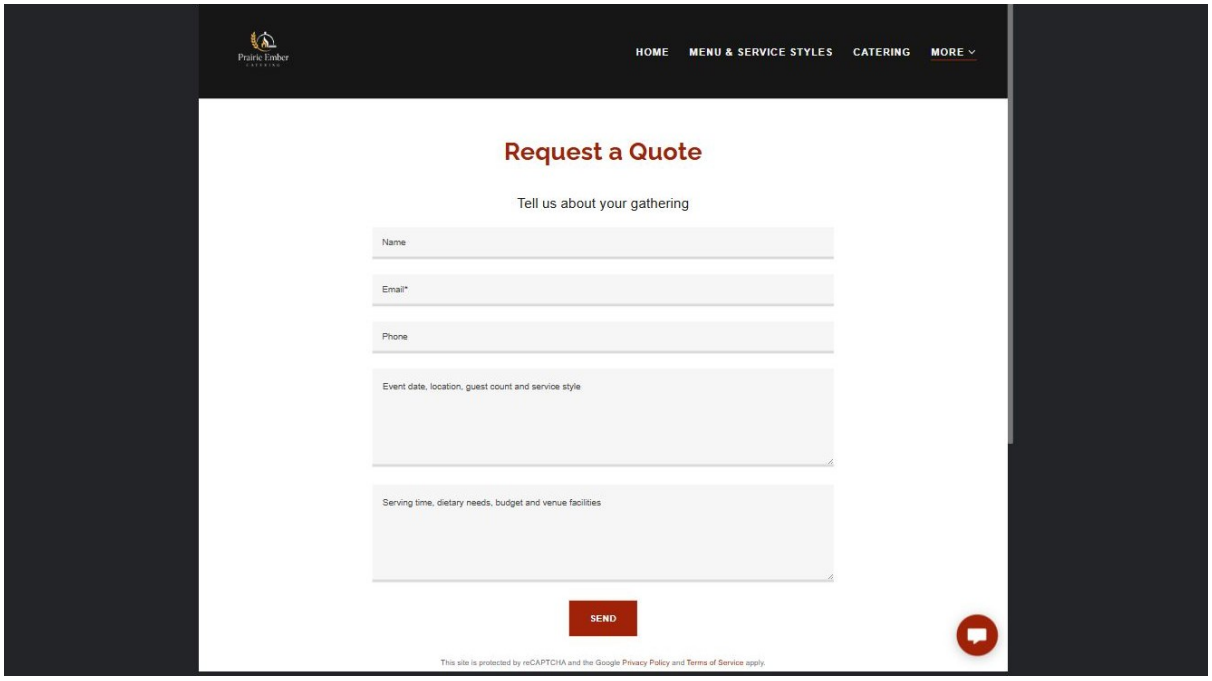
Facts to verify or questions to resolve

LOOK AND LEARN

Request a Quote or Order

The job of this page

Collect date, venue, location, guest count, service type, timing, menu interests, dietary needs, facilities, and contact details.



Prairie Ember Catering example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Tell us about your gathering

Include the date, venue, guest count, service style and dietary requirements. Mention available facilities and access. Availability, scope and pricing must be agreed before a booking is accepted.

Pause and plan

What must someone provide, and what happens after they send it? Separate a request from a confirmed booking, order or place. Decide what information should stay out of a public form.



WRITE YOUR PAGE

Request a Quote or Order

Write for your visitor. Be specific about what they need to know and what happens next. You can revise the wording after the workshop.

Your page headline

Your opening paragraph

Information to request and how you will reply or confirm

Button or link wording and where it should lead

Photo idea caption and permission or credit needed

Facts to verify or questions to resolve

WORKSHOP CLOSE

Review and next steps

Ask a partner to read your draft as a first-time visitor. Can they explain what you offer, who it is for and the next step without extra help?

Before you publish

[ ] Every page has a clear purpose and a useful next step.

[ ] Headlines are specific and the wording sounds like your business.

[ ] Names, service areas, prices, dates and policies have been checked.

[ ] Credentials, testimonials and results are genuine and permission-cleared.

[ ] Photos support the text, do not repeat needlessly and have appropriate permissions.

[ ] Forms ask only for necessary information and explain what happens next.

[ ] Links, downloads and the main visitor task work on a phone.

The most useful feedback from your workshop partner

First change to make and who will do it

Information or photographs still needed

Target review date and who will approve the final content

Keep sensitive customer, patient, employee and payment information out of this workbook. Completing it does not publish a website or connect to Website Builder.

BUILD WITH SAASTECH SERVERS

Put your draft into Website Builder

Use the content you have written to build your own site. Keep the caterers & food trucks demo as a reference, and replace its company name, images and claims with your verified business information.

Explore the builder

See the editor, compare available plans and decide which features your business needs. Confirm current pricing and terms before purchasing.

Website Builder overview

Create your account

Set up your SaaSTech Servers customer account using your own details. Creating an account is separate from purchasing a Website Builder plan.

Create your SaaSTech Servers account

Choose your plan

Open the secure shop to review the plan, subscription term and final total. Use the account connected to your purchase when you open your service.

View Website Builder plans

Build and check your pages

Add the pages from this workbook. Transfer your approved wording, upload permission-cleared photos and review each page on desktop and mobile before publishing.

Return to the Website Builder guide

Using a printed workbook

Type these short addresses into your browser. The account guide includes the Create My Account button.

www.saastech.net/products/website-builder

www.saastech.net/create-account

This workbook does not create an account, purchase a plan or publish your website. Keep passwords, payment details and confidential customer information out of your draft.