SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Clothing Boutiques & Apparel Stores



Turn a distinctive collection into an easy path from discovery to purchase or pickup.



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

Microsoft 365 for your organization.

Make every page useful.

- Organize collections and outfit inspiration
- Explain sizing questions and product details
- Make visits, pickup and returns clear

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/clothing-boutiques

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.

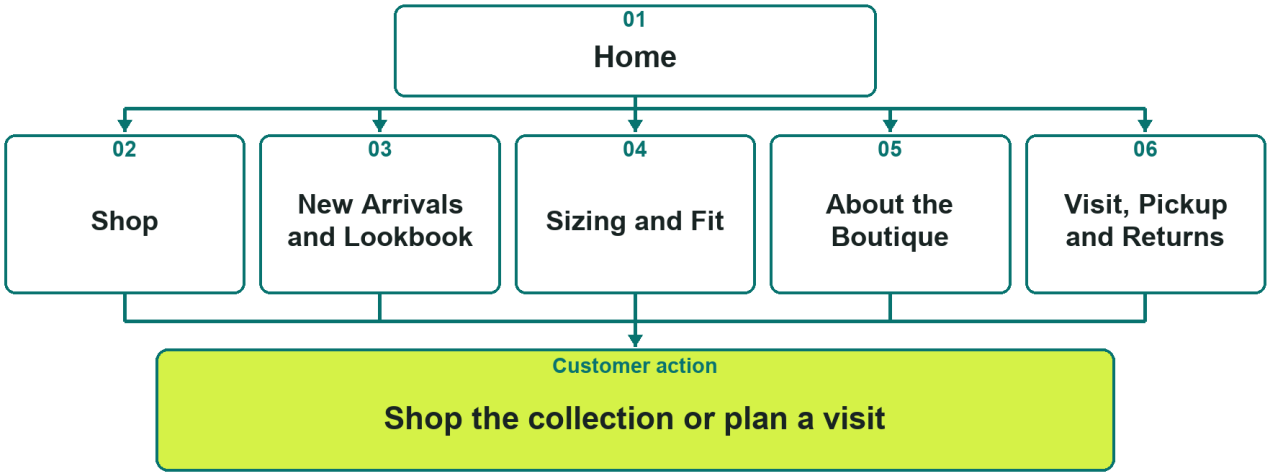
Use a secure password manager for passwords and recovery information.

Clothing Boutique Website Workbook

A printable SaaSTech Servers workshop guide for planning a useful boutique website

Use this workbook to plan each customer-facing page before building. The Prairie Thread example shows one possible approach. Write your own wording in the draft space and confirm every operational detail before publishing.

Website flow

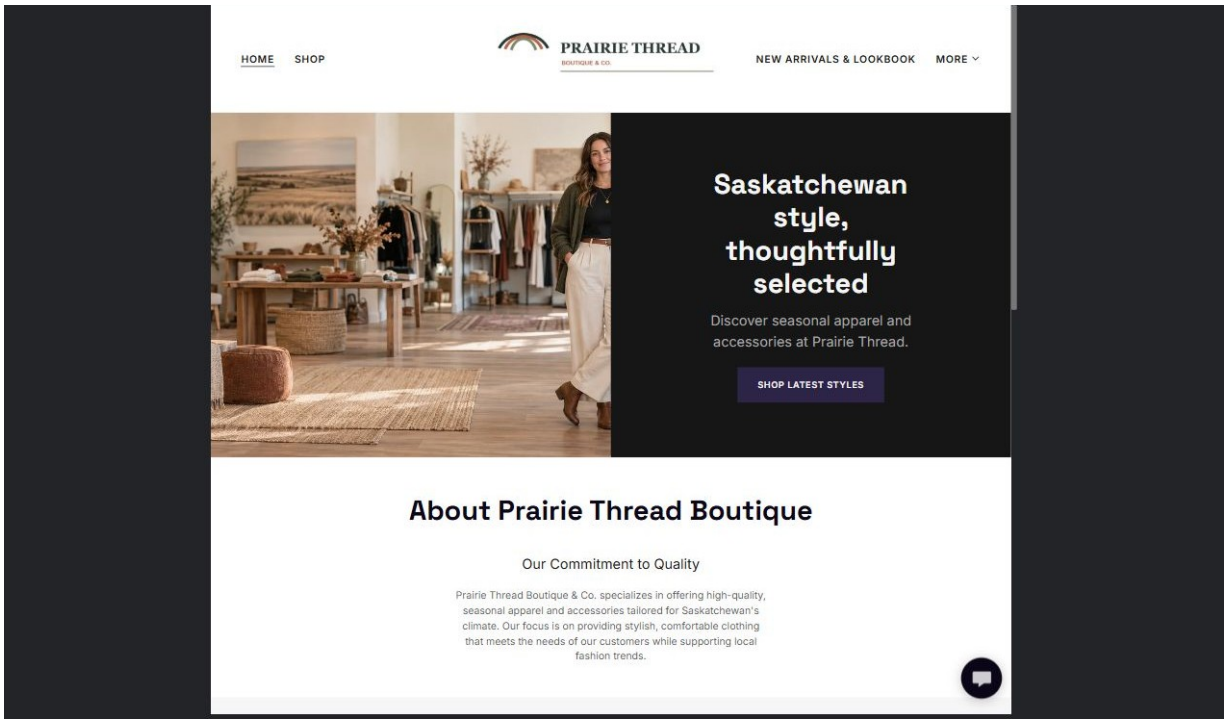


Your pages guide visitors toward a clear next step.

Open SaaSTech Servers Website Builder View the Clothing Boutiques guide

1 Home
2 Shop
3 New Arrivals & Lookbook
4 Sizing & Fit
5 About the Boutique
6 Visit, Pickup & Returns

Home



Website advice

Lead with the boutique's point of view and one clear shopping action.

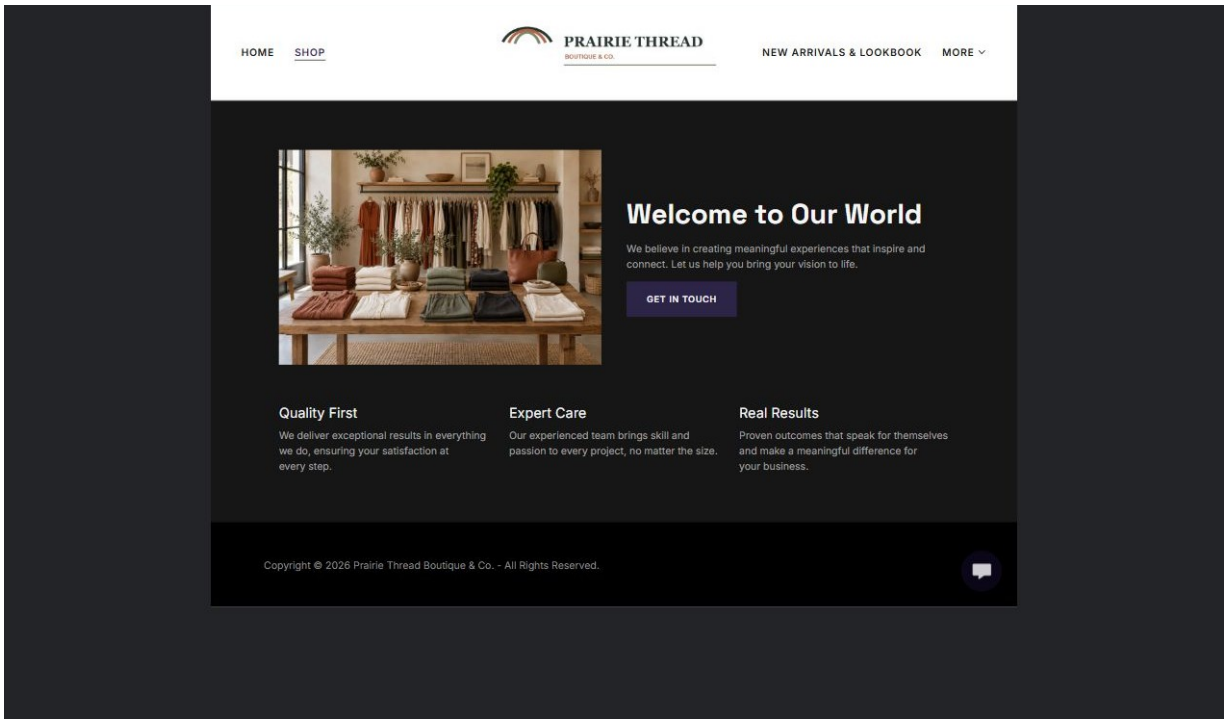
Prairie Thread example

Saskatchewan style, thoughtfully selected. Discover seasonal apparel and accessories at Prairie Thread.

Your draft

Write the headline, key information and next step for this page

Shop



Website advice

Group products by the way customers browse. Keep prices, availability and fulfilment expectations current.

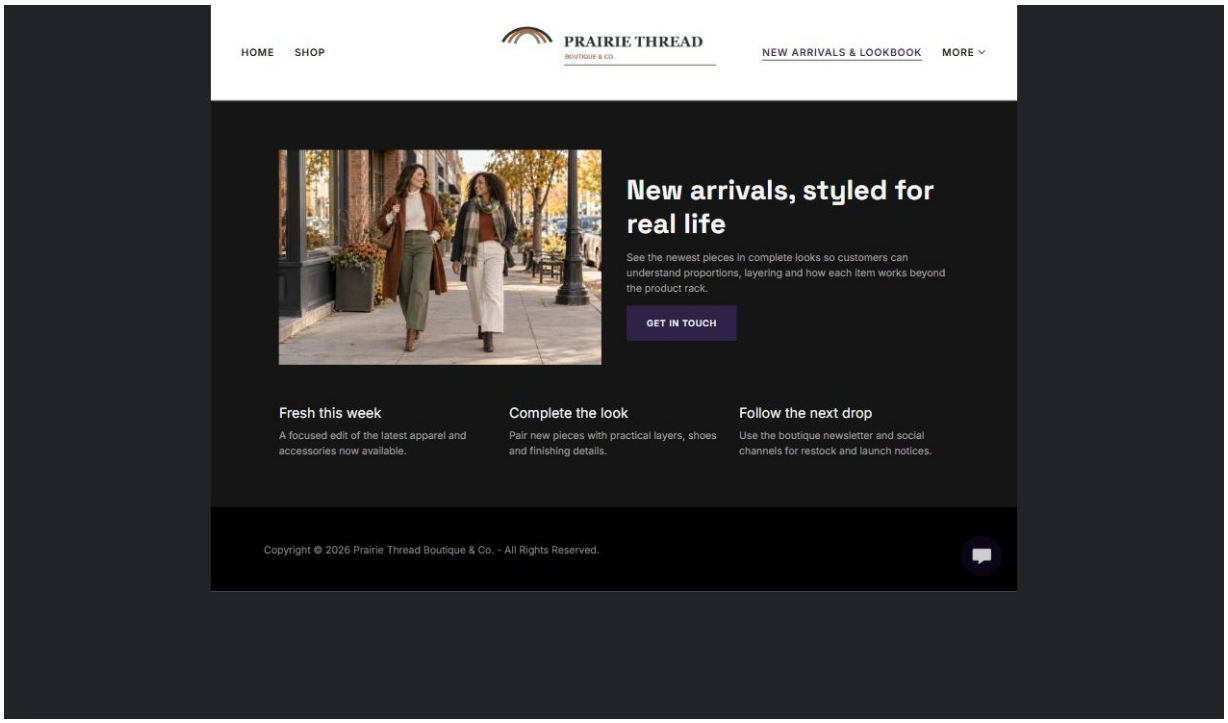
Prairie Thread example

Shop the Prairie Thread collection. Browse seasonal apparel and accessories selected for Saskatchewan life.

Your draft

Write the headline, key information and next step for this page

New Arrivals and Lookbook



Website advice

Use distinct styled images to help shoppers see complete looks without repeating the same photograph elsewhere.

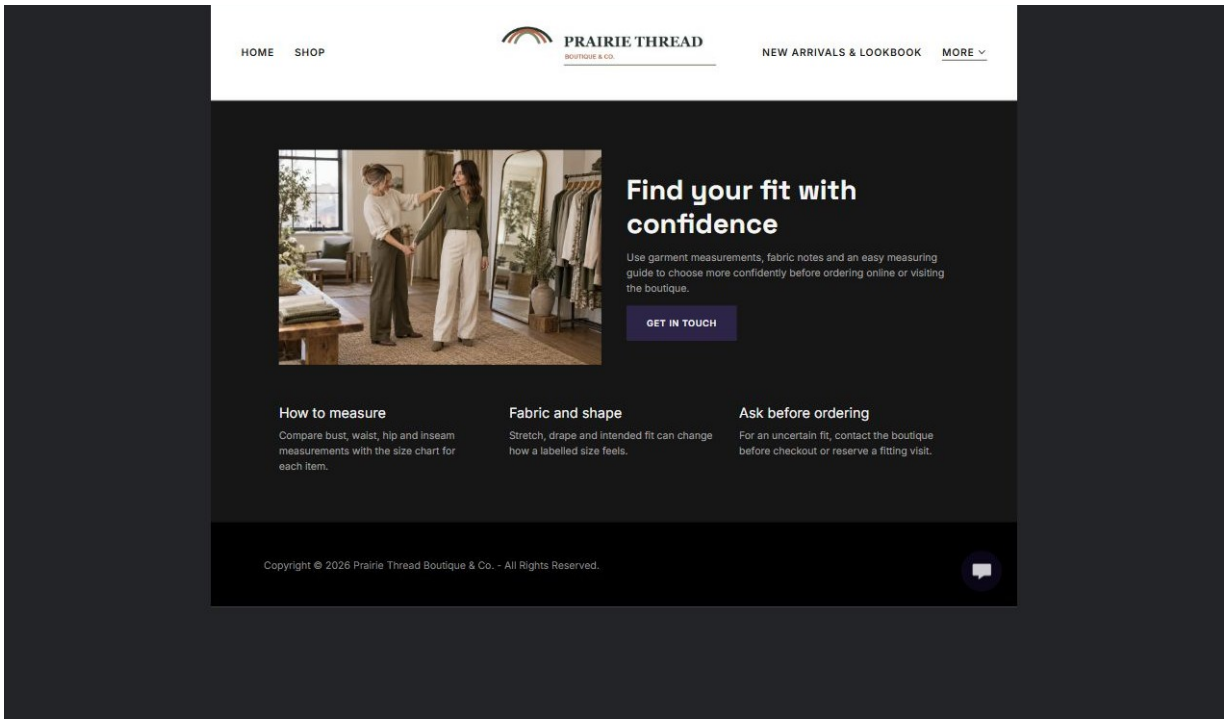
Prairie Thread example

See what is new and how the pieces work together. Each look links back to practical product and fit information.

Your draft

Write the headline, key information and next step for this page

Sizing and Fit



Website advice

Answer measurement and fit questions before checkout. Explain how customers can ask for help without making promises about every garment.

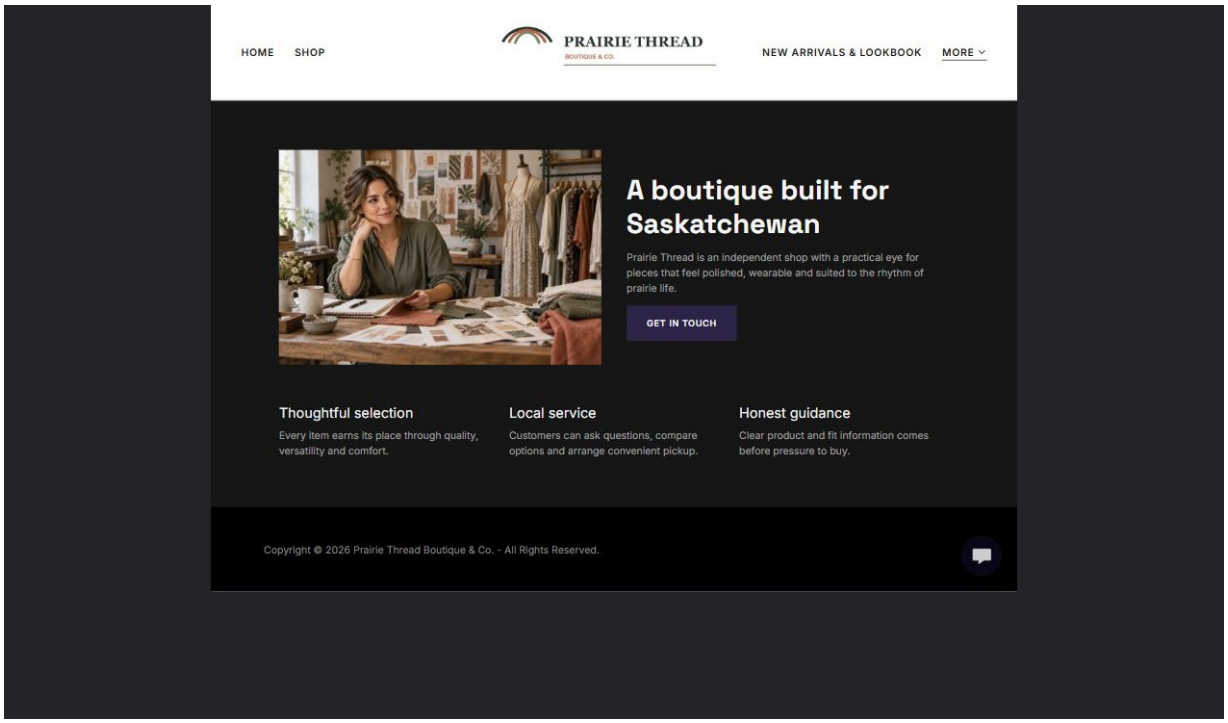
Prairie Thread example

Start with your measurements, compare them with the product notes and contact us when you need a second opinion on fit.

Your draft

Write the headline, key information and next step for this page

About the Boutique



Website advice

Introduce the owner, selection approach and service style. Use a real team or owner image when available.

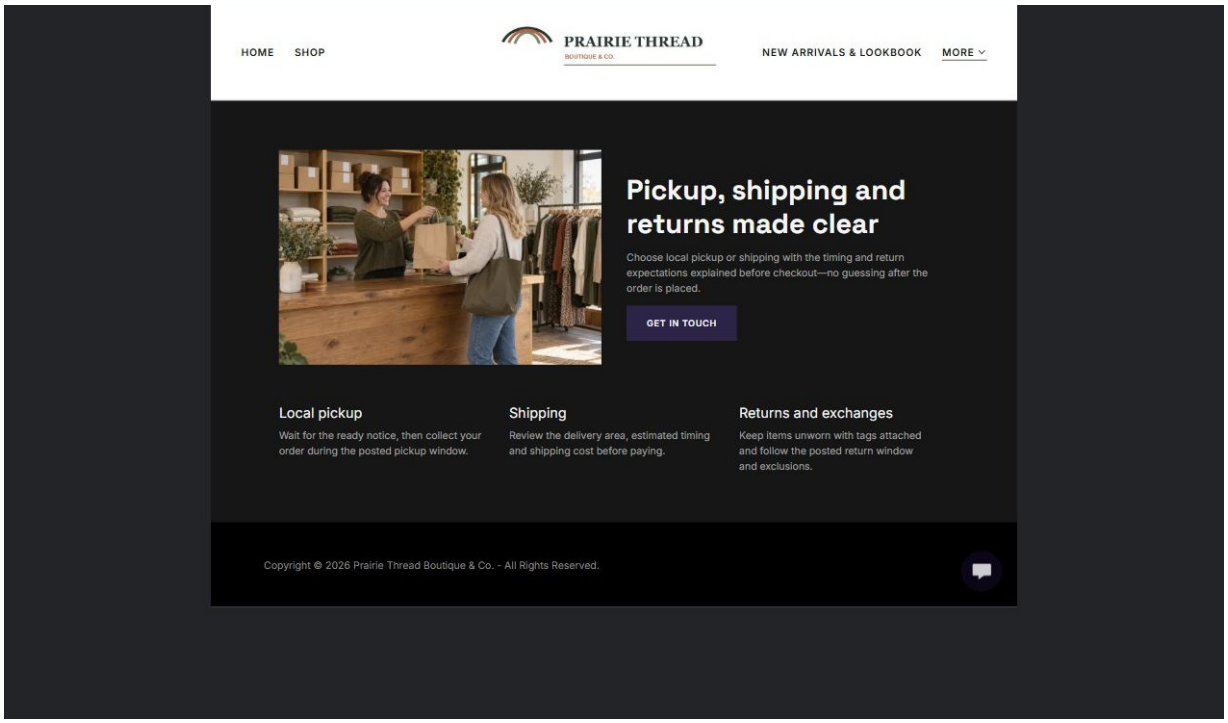
Prairie Thread example

Prairie Thread selects practical layers and polished everyday pieces for Saskatchewan seasons, with personal help when fit or styling is uncertain.

Your draft

Write the headline, key information and next step for this page

Visit, Pickup and Returns



Website advice

Put location, hours, pickup timing, shipping boundaries and return rules together so customers know what happens after purchase.

Prairie Thread example

Choose local pickup or shipping where available. Review the current return window and item condition requirements before ordering.

Your draft

Write the headline, key information and next step for this page

Final website review

Review	Complete	Notes
Every page has one clear visitor job	☐	
Desktop and mobile views keep people, products and logos visible	☐	
No supporting photograph is repeated without a reason	☐	
Product, size, price and availability details are current	☐	
Pickup, shipping and return information matches operations	☐	
Buttons and navigation lead to the intended destination	☐	
Contact details and hours are accurate	☐	
The site has been reviewed by the person responsible for fulfilment	☐	

Workshop notes and launch actions