SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

# Concrete Companies



## Help customers picture the project and request a useful estimate.




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

**Microsoft 365 for your organization.**

## Make every page useful.

- Explain the concrete work you actually offer
- Show project examples with useful captions
- Outline site review and quote-request steps

Register or transfer your domain to SaaSTech Servers.

**saastech.net/industry/concrete**

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.

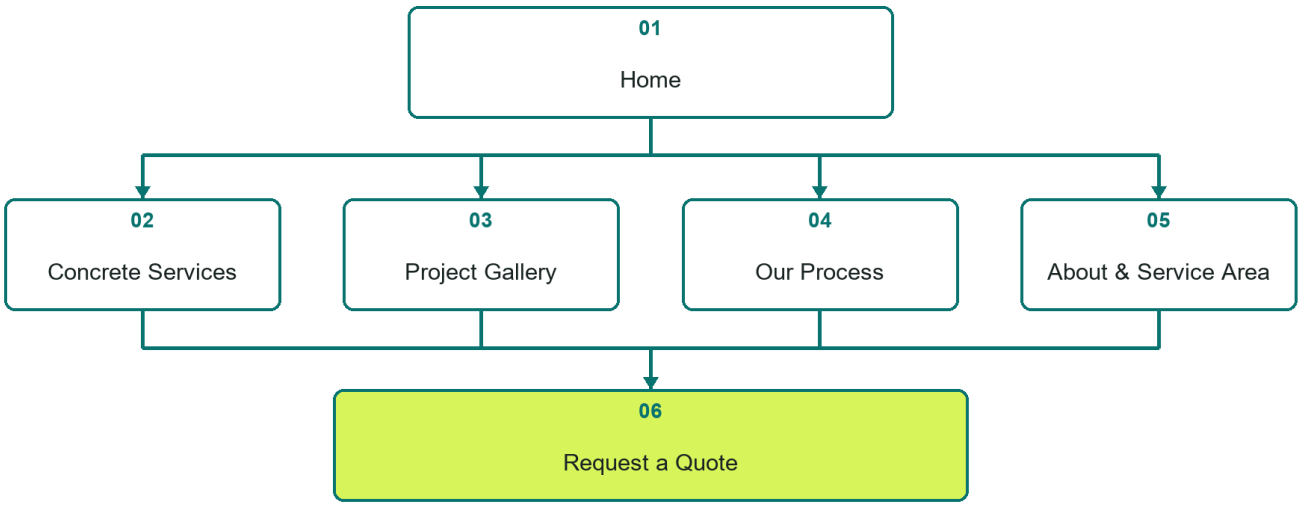
Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

WEBSITE PLANNING WORKSHOP

# Concrete Companies Website workbook

Plan a clear website for concrete companies. 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 Stone Concrete

CONCRETE COMPANIES

# Your website brief

A SaaSTech Servers workshop for concrete companies. Plan your website, learn from the Prairie Stone Concrete 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.

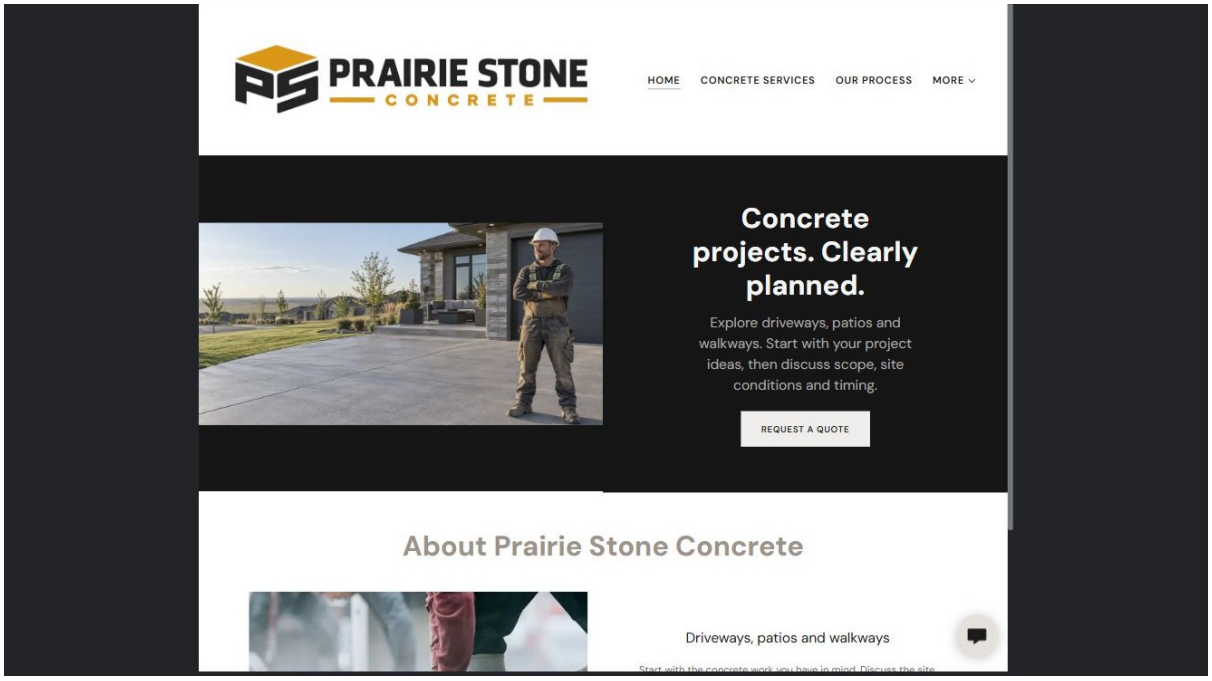
1 Home | 2 Concrete Services | 3 Project Gallery | 4 Our Process | 5 About & Service Area | 6 Request a Quote

LOOK AND LEARN

# Home

## The job of this page

Introduce the crew with a contractor-led hero, the actual service area and one quote-request action.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Demo text example

## Concrete projects. Clearly planned.

Explore driveways, patios and walkways. Start with your project ideas, then discuss scope, site conditions and timing.

## 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.

1 Home
2 Concrete Services
3 Project Gallery
4 Our Process
5 About & Service Area
6 Request a Quote

**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

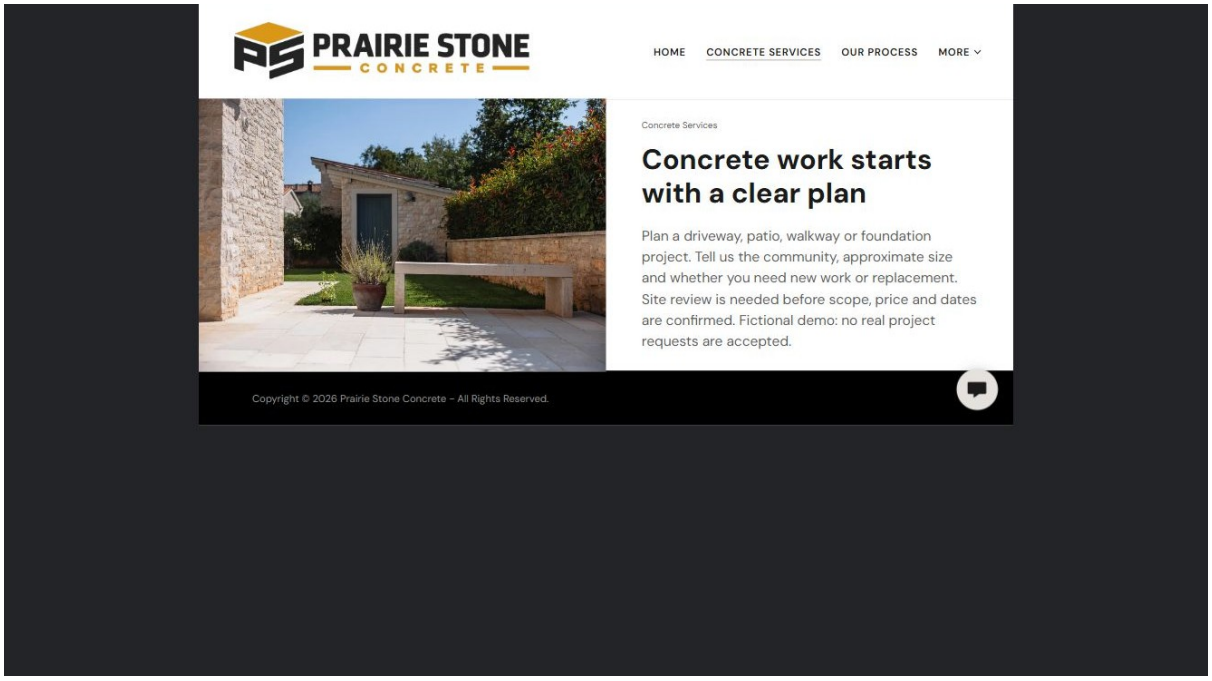
### Facts to verify or questions to resolve

LOOK AND LEARN

# Concrete Services

## The job of this page

Explain driveways, patios, walkways and foundation work actually offered. Distinguish new work, replacement and specialist work that requires assessment.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Demo text example

## Concrete work starts with a clear plan

Plan a driveway, patio, walkway or foundation project. Tell us the community, approximate size and whether you need new work or replacement.

## Pause and plan

Who is each option for, what does it include and where are its limits? Describe the information needed to check fit. Make the next step clear without promising an outcome before assessment.




**WRITE YOUR PAGE**

# Concrete Services

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

### Service options who they suit and what each includes

### Button or link wording and where it should lead

### Photo idea caption and permission or credit needed

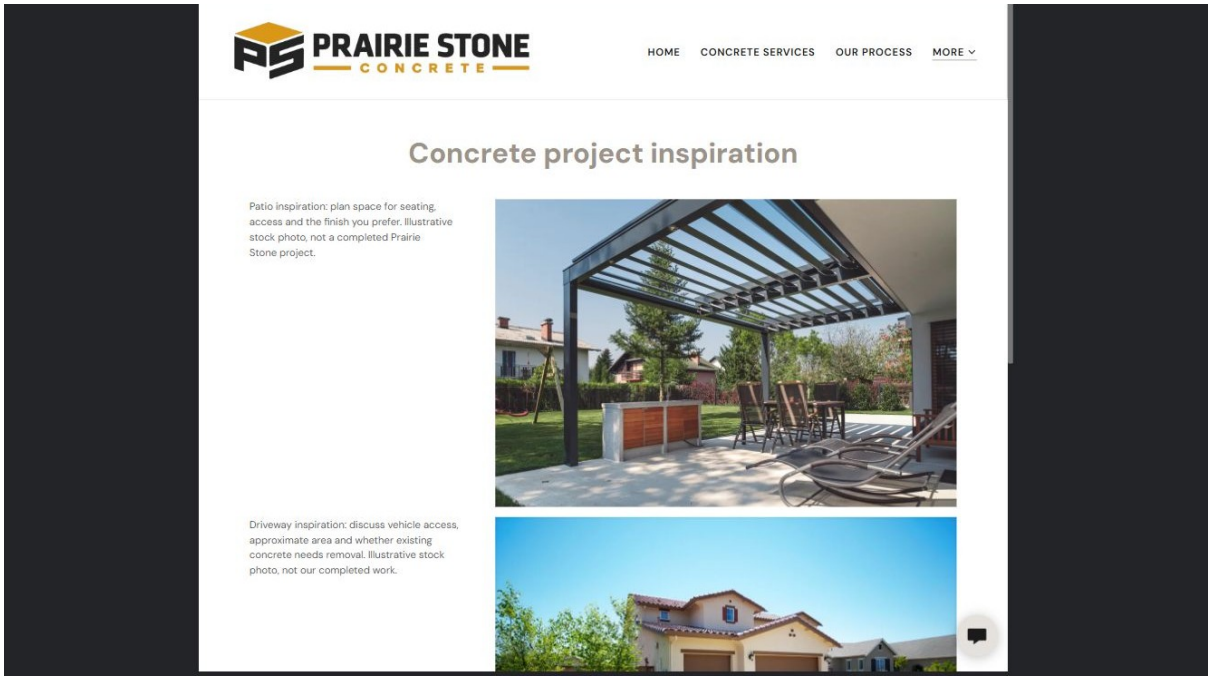
### Facts to verify or questions to resolve

LOOK AND LEARN

# Project Gallery

## The job of this page

Show distinct examples with captions describing the work and finish. Label illustrative images; use genuine completed-project photos only with permission.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Demo text example

## Concrete project inspiration

Patio inspiration: plan space for seating, access and the finish you prefer.

## Pause and plan

Which examples best support this page? Explain the context, your contribution and the permissions or credits needed. Label illustrative work and distinguish it from genuine completed projects or customer results.




WRITE YOUR PAGE

# Project Gallery

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**

**Examples captions context and evidence to include**

**Button or link wording and where it should lead**

**Photo idea caption and permission or credit needed**

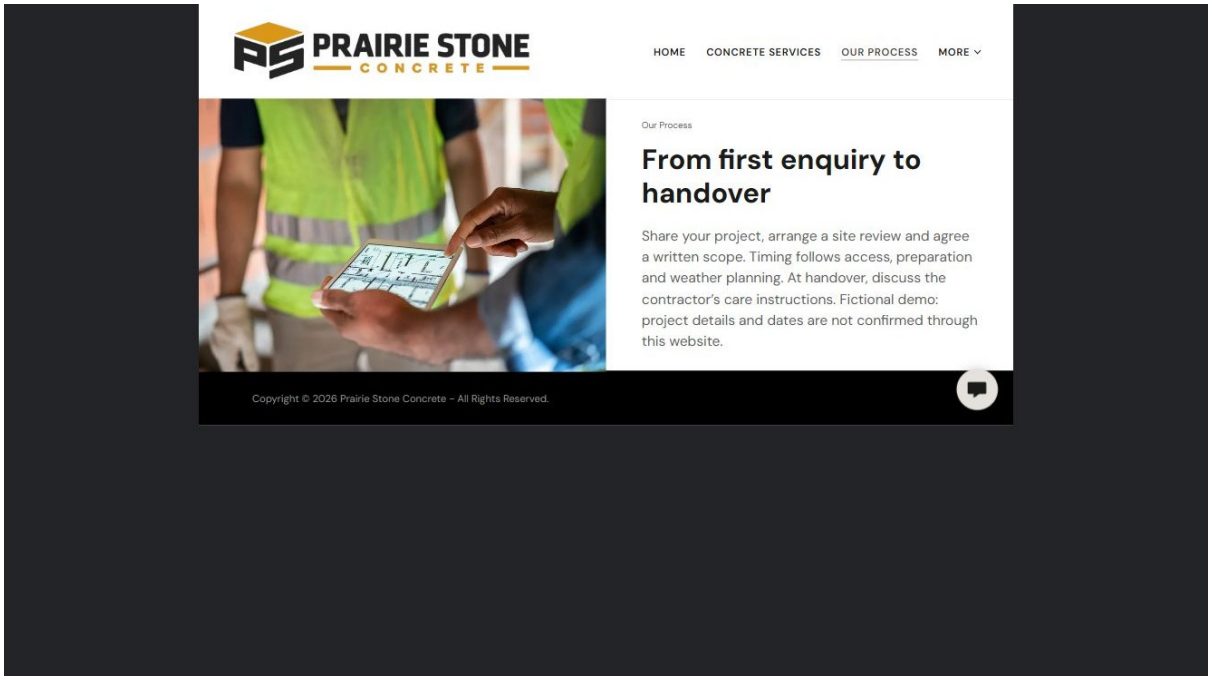
**Facts to verify or questions to resolve**

LOOK AND LEARN

# Our Process

## The job of this page

Explain enquiry, site review, written scope, scheduling and handover. Confirm site access, preparation and care instructions with the contractor rather than offering generic technical advice.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Demo text example

## From first enquiry to handover

Share your project, arrange a site review and agree a written scope.

## 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**

# Our Process

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**

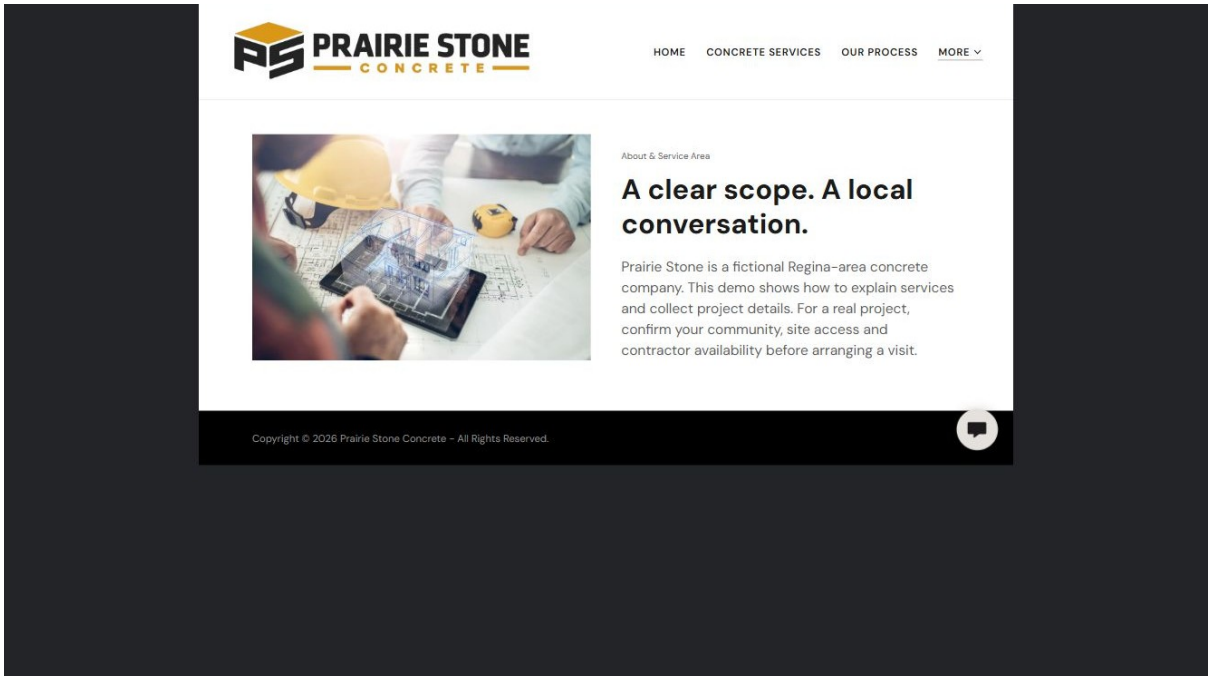
**Facts to verify or questions to resolve**

LOOK AND LEARN

# About Service Area

## The job of this page

Introduce the team and communities served. Publish only verified qualifications, insurance, experience and customer feedback.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Demo text example

## A clear scope. A local conversation.

Prairie Stone is a fictional Regina-area concrete company. This demo shows how to explain services and collect project details.

## 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 Service Area

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**

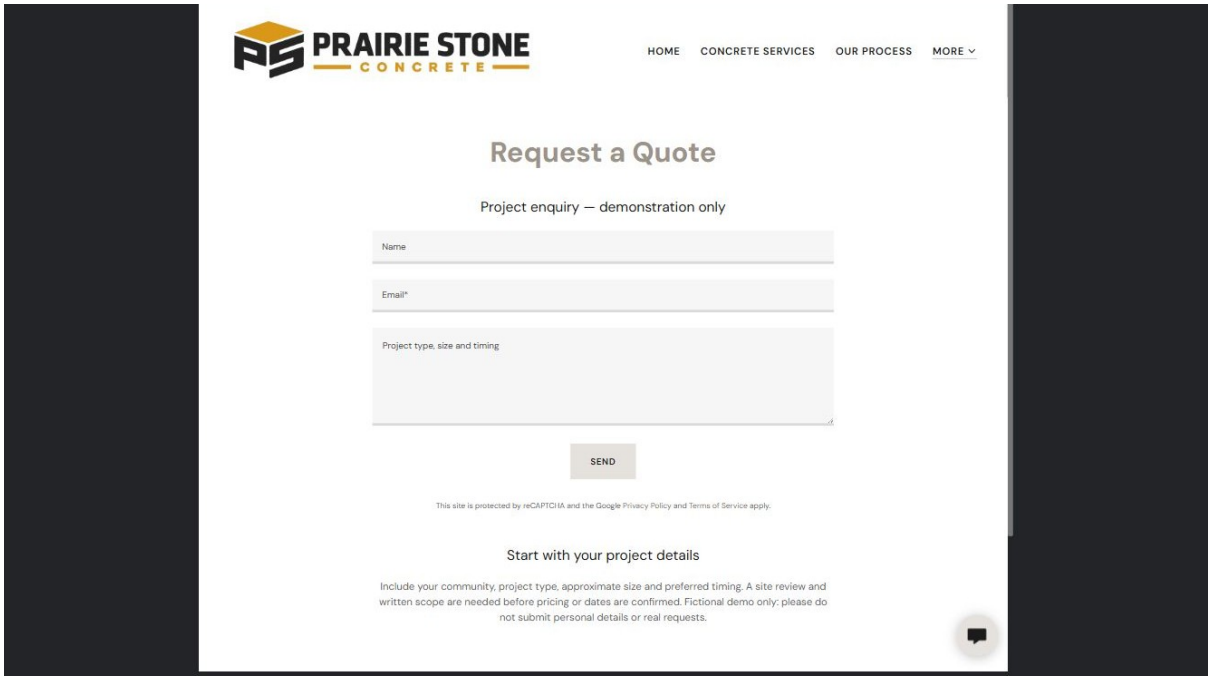



LOOK AND LEARN

# Request a Quote

## The job of this page

Ask for contact details, community, project type, approximate dimensions, existing surface, access considerations and preferred timing. Explain that scope, price and scheduling require confirmation.




Prairie Stone Concrete example | Explore SaaSTech Servers Website Builder

## Sample wording to adapt

## Start with your project details

Tell us your community, approximate area, existing surface and preferred timing. We will discuss site access and the next assessment step before confirming scope, price or a construction date.

## 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

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 concrete companies 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.