SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Gas Stations & Highway Service Centres



Make current hours, fuel services and roadside essentials easy to confirm before the drive.



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

Microsoft 365 for your organization.

Make every page useful.

- Make current hours and location easy to find
- Show verified fuel services and amenities
- Keep fleet enquiries and traveller updates clear

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/gas-stations

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.

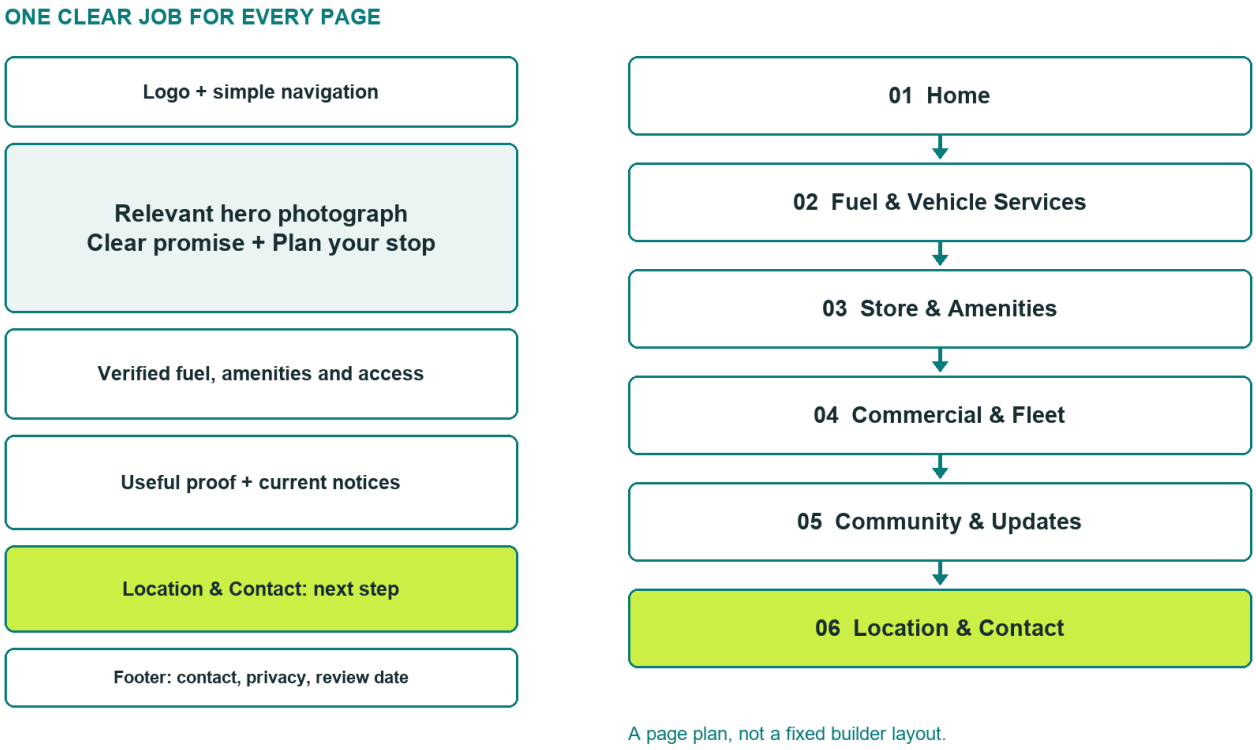
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

Gas Stations & Highway Service Centres Website workbook

A practical SaaSTech Servers workshop: learn from the Prairie Junction demo, plan six useful pages and draft your own website.



A page plan, not a fixed builder layout.

Learn → plan → draft → build → test

Bring verified business details, distinct photos and a clear customer action. This guide is editable in Word and printable for handwritten workshop notes.

Explore Website Builder and compare plans

BEFORE YOU BUILD

Plan a useful stop

Work as the owner of your real business. Prairie Junction is a fictional teaching example, not a real station or an operating-services promise.

Prairie Junction
FUEL & SERVICE

- □ Decide who the website serves: local drivers, highway travellers or working vehicles.
- □ Confirm actual location, hours, fuel/service availability and contact responsibility.
- □ Choose Business as a starting point for an information-led site; compare current plan features before buying.
- □ Keep card numbers, credentials and account applications out of public forms.
- □ Prepare six different photos, with permission to use people and branding.

Your audience and primary customer action

Verified facts, sources and person responsible

View the industry guide and recommended plan

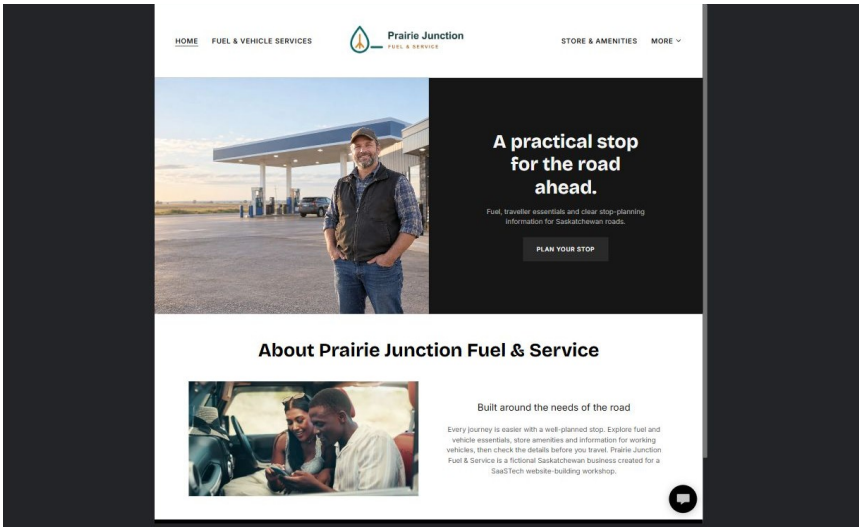
Create your SaaSTech Servers account

PAGE 1 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Home

Give a traveller a clear reason to stop, then direct them to confirmed visiting details.



Actual Prairie Junction demo wording

A practical stop for the road ahead.
Fuel, traveller essentials and clear stop-planning information for Saskatchewan roads.

Built around the needs of the road
Every journey is easier with a well-planned stop. Explore fuel and vehicle essentials, store amenities and information for working vehicles, then check the details before you travel. Prairie Junction Fuel & Service is a fictional Saskatchewan business created for a SaaSTech Servers website-building workshop.

Website advice

Use a wide photograph of your own station and leave room for the headline. Publish only verified services; do not imply 24-hour operation.

PAGE 1 · YOUR WORKSHOP DRAFT

1 Home · 2 Fuel & Vehicle Services · 3 Store & Amenities · 4 Commercial & Fleet · 5 Community & Updates · 6 Location & Contact

Draft: Home

What is the most useful reason to choose your stop?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

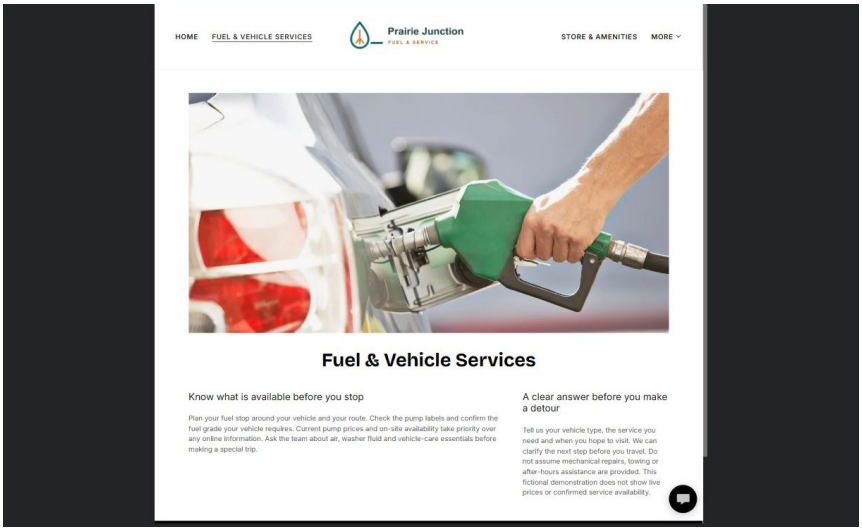
Partner check: can someone unfamiliar with the business identify this page's job and next step?

PAGE 2 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Fuel & Vehicle Services

Help customers check vehicle fit and service availability before making a detour.



Actual Prairie Junction demo wording

Know what is available before you stop
Plan your fuel stop around your vehicle and your route. Check the pump labels and confirm the fuel grade your vehicle requires. Current pump prices and on-site availability take priority over any online information. Ask the team about air, washer fluid and vehicle-care essentials before making a special trip.

A clear answer before you make a detour
Tell us your vehicle type, the service you need and when you hope to visit. We can clarify the next step before you travel. Do not assume mechanical repairs, towing or after-hours assistance are provided. This fictional demonstration does not show live prices or confirmed service availability.

Website advice

Use an actual pump or service-area photo. Identify who updates availability. Do not invent fuel grades, repair services or prices.

PAGE 2 · YOUR WORKSHOP DRAFT



Draft: Fuel & Vehicle Services

Which vehicle needs can you confidently support?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

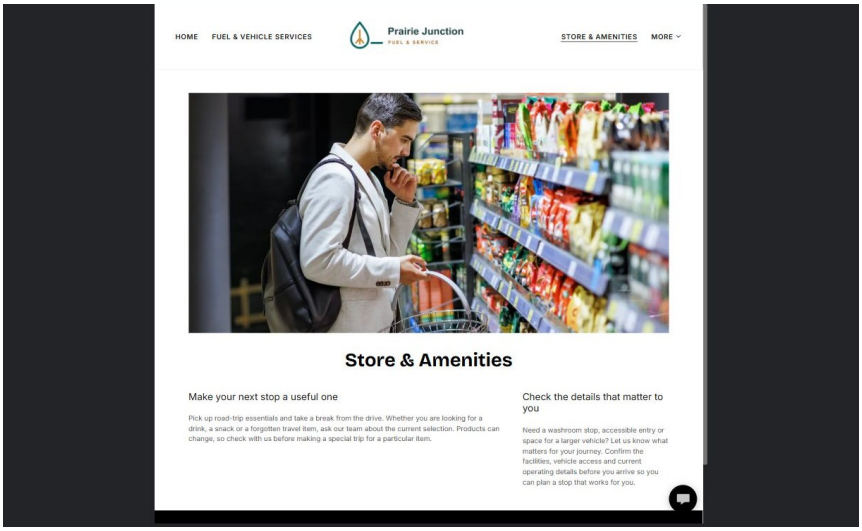
Partner check: can someone unfamiliar with the business identify this page's job and next step?

PAGE 3 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Store & Amenities

Make it easy to judge whether this stop meets the needs of a traveller or family.



Actual Prairie Junction demo wording

Make your next stop a useful one
Pick up road-trip essentials and take a break from the drive. Whether you are looking for a drink, a snack or a forgotten travel item, ask our team about the current selection. Products can change, so check with us before making a special trip for a particular item.

Check the details that matter to you
Need a washroom stop, accessible entry or space for a larger vehicle? Let us know what matters for your journey. Confirm the facilities, vehicle access and current operating details before you arrive so you can plan a stop that works for you.

Website advice

Photograph a distinct store or amenity view. Verify accessibility details directly; do not describe a facility as accessible from a photo alone.

PAGE 3 · YOUR WORKSHOP DRAFT



Draft: Store & Amenities

Which amenities most affect a customer's decision to stop?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

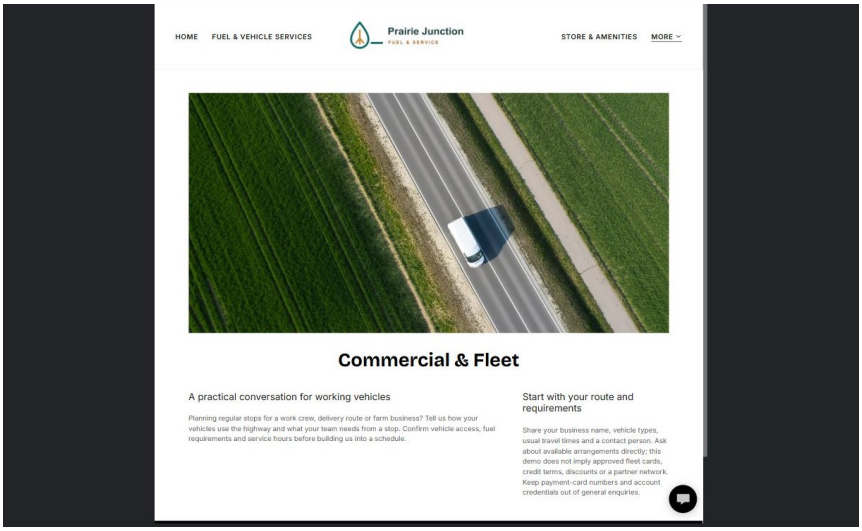
Partner check: can someone unfamiliar with the business identify this page's job and next step?

PAGE 4 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Commercial & Fleet

Invite a useful business conversation without implying credit approval or a fleet-card partnership.



Actual Prairie Junction demo wording

A practical conversation for working vehicles
Planning regular stops for a work crew, delivery route or farm business? Tell us how your vehicles use the highway and what your team needs from a stop. Confirm vehicle access, fuel requirements and service hours before building us into a schedule.

Start with your route and requirements
Share your business name, vehicle types, usual travel times and a contact person. Ask about available arrangements directly; this demo does not imply approved fleet cards, credit terms, discounts or a partner network. Keep payment-card numbers and account credentials out of general enquiries.

Website advice

Show relevant working vehicles without suggesting they are customers. Confirm arrangements privately; collect only initial enquiry information online.

PAGE 4 · YOUR WORKSHOP DRAFT



Draft: Commercial & Fleet

What information helps you assess a commercial enquiry?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

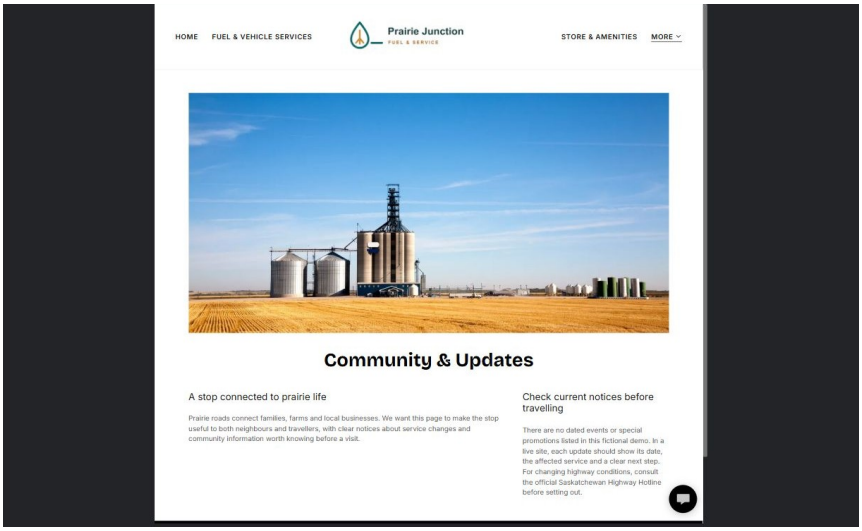
Partner check: can someone unfamiliar with the business identify this page's job and next step?

PAGE 5 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Community & Updates

Keep notices useful, dated and easy to remove when they expire.



Actual Prairie Junction demo wording

A stop connected to prairie life
Prairie roads connect families, farms and local businesses. We want this page to make the stop useful to both neighbours and travellers, with clear notices about service changes and community information worth knowing before a visit.

Check current notices before travelling
There are no dated events or special promotions listed in this fictional demo. In a live site, each update should show its date, the affected service and a clear next step. For changing highway conditions, consult the official Saskatchewan Highway Hotline before setting out.

Website advice

Use a local landscape or permission-cleared community photo. Assign a notice owner and expiry date. Link to the appropriate official road-condition service.

PAGE 5 · YOUR WORKSHOP DRAFT



Draft: Community & Updates

Which changes should customers know before they travel?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

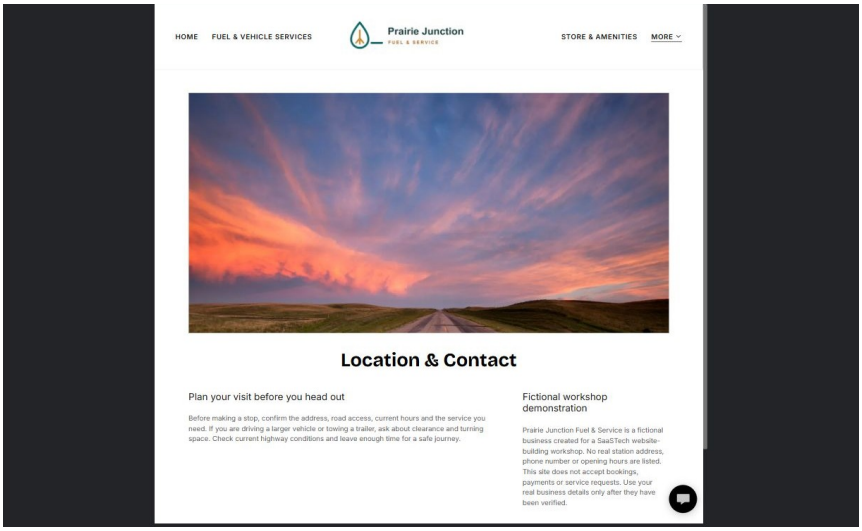
Partner check: can someone unfamiliar with the business identify this page's job and next step?

PAGE 6 · STUDY THE EXAMPLE

1 Home | 2 Fuel & Vehicle Services | 3 Store & Amenities | 4 Commercial & Fleet | 5 Community & Updates | 6 Location & Contact

Location & Contact

Bring the journey to a clear next step with verified directions, operating details and contact options.



Actual Prairie Junction demo wording

Plan your visit before you head out
Before making a stop, confirm the address, road access, current hours and the service you need. If you are driving a larger vehicle or towing a trailer, ask about clearance and turning space. Check current highway conditions and leave enough time for a safe journey.

Fictional workshop demonstration
Prairie Junction Fuel & Service is a fictional business created for a SaaSTech Servers website-building workshop. No real station address, phone number or opening hours are listed. This site does not accept bookings, payments or service requests. Use your real business details only after they have been verified.

Website advice

Test map pins, phone links and enquiry delivery on a real phone. Never use an invented address for a live business. Remove the fictional-demo notice only when your real site is ready.

PAGE 6 · YOUR WORKSHOP DRAFT



Draft: Location & Contact

What must a driver confirm before arriving?

Headline and short introduction

Main content: the facts and benefits customers need

Button wording and destination

Unique photo, factual checks and approvals

Partner check: can someone unfamiliar with the business identify this page's job and next step?

READY TO BUILD AND LAUNCH

Check the complete journey

Use this checklist after building. A named backup is a recovery point, not a substitute for testing the published site.

- □ Desktop and mobile: text, menus, buttons and photos are readable.
- □ Every page has distinct, relevant imagery and correct light/dark logo contrast.
- □ Address, map, hours, services and access details have an owner and review date.
- □ Phone links and any configured form reach the right person; no sensitive information is requested.
- □ Each notice has a date and expiry plan; no unsupported prices or availability promises remain.
- □ Downloads open correctly; privacy and other required business policies are reviewed before publishing.
- □ A clearly named final backup is saved before major future changes.

Changes to finish, owner and target date

Final approval and next review date

Compare Website Builder plans and follow the shop signup links