SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

HVAC, Air Conditioning & Refrigeration



Start with the system. Confirm the service scope.



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

Microsoft 365 for your organization.

Make every page useful.

- Separate HVAC, cooling and refrigeration
- Explain assessments and maintenance enquiries
- Make service scope and work approval clear

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/hvac-air-conditioning-refrigeration

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.

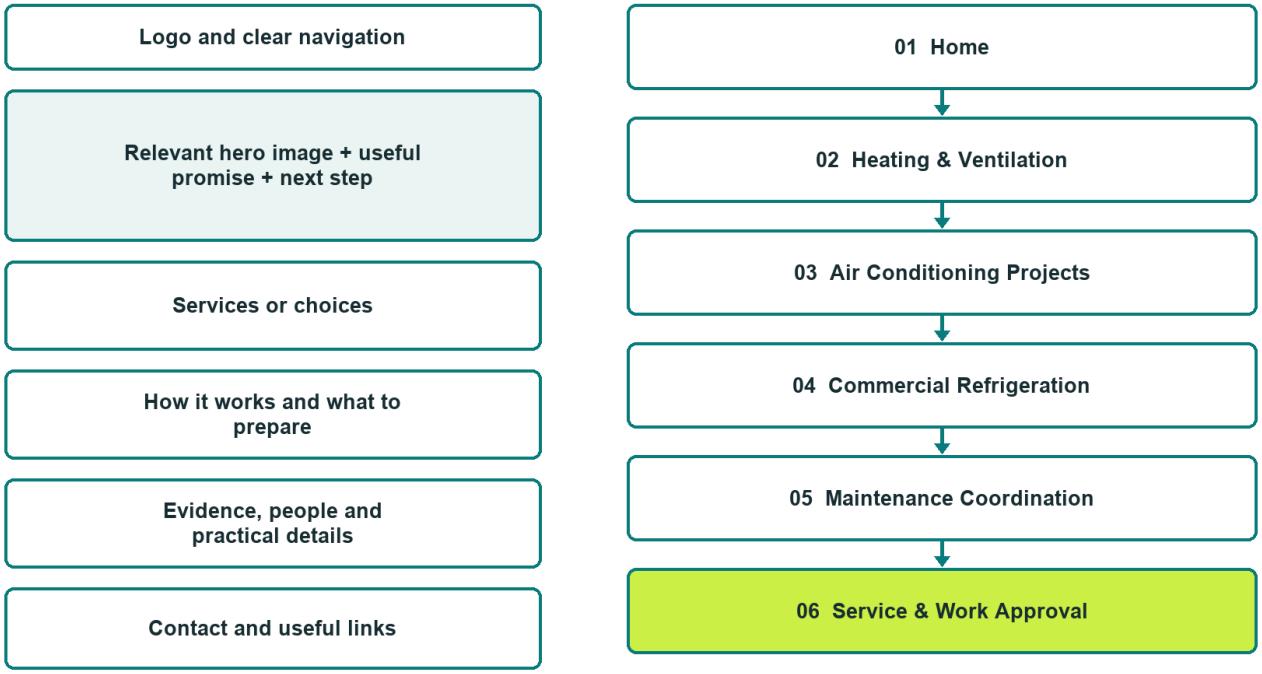
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

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.

HVAC, Air Conditioning & Refrigeration 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 Airfield Mechanical is a fictional teaching example, not a live service.



Prairie Airfield Mechanical

- ☐ Describe a system service enquiry
- ☐ Verified business identity, services and current contact information
- ☐ A clear enquiry, review and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

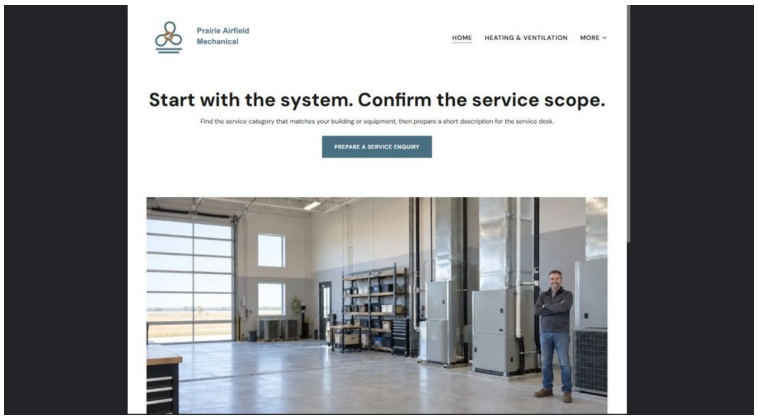
Your audience and the action you want them to take

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

Start with the system. Confirm the service scope.

Find the service category that matches your building or equipment, then prepare a short description for the service desk.

Staff confirms accepted systems, assessment arrangements and the approval process before work is scheduled. This fictional Saskatchewan demo shows how to prepare a useful service enquiry without sharing access codes or requesting repair instructions.

Suggested button: Prepare a service enquiry

Website advice

Separate building HVAC, cooling installations and commercial refrigeration, with equipment acceptance, assessment and maintenance-coordination information.



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

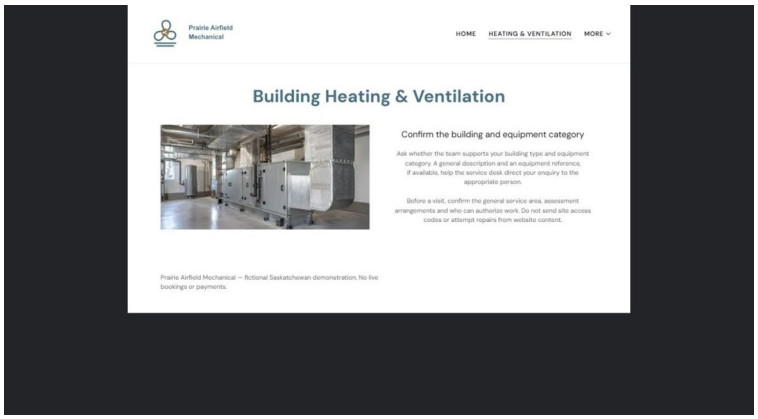
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Heating & Ventilation

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Confirm the building and equipment category

Ask whether the team supports your building type and equipment category. A general description and an equipment reference, if available, help the service desk direct your enquiry to the appropriate person.

Before a visit, confirm the general service area, assessment arrangements and who can authorize work. Do not send site access codes or attempt repairs from website content.

Navigation: guide visitors to the next relevant page; this demo page has no separate enquiry button.

Website advice

Describe accepted residential and light-commercial system categories, excluding unverified specialisms.

Your draft: Heating & Ventilation

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

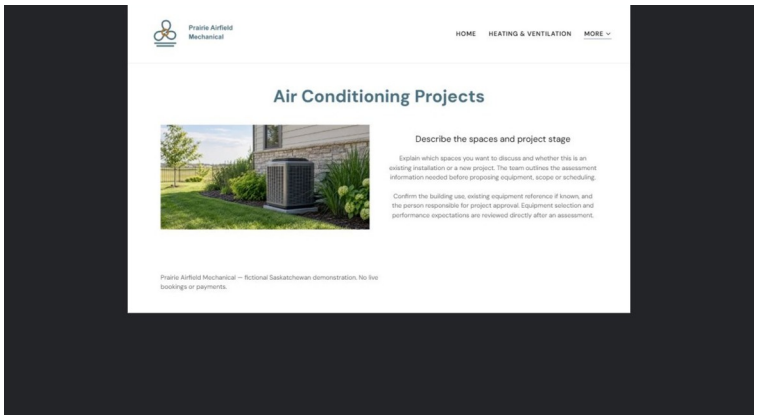
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Air Conditioning Projects

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Describe the spaces and project stage

Explain which spaces you want to discuss and whether this is an existing installation or a new project. The team outlines the assessment information needed before proposing equipment, scope or scheduling.

Confirm the building use, existing equipment reference if known, and the person responsible for project approval. Equipment selection and performance expectations are reviewed directly after an assessment.

Navigation: guide visitors to the next relevant page; this demo page has no separate enquiry button.

Website advice

Present replacement and new-cooling enquiries as assessment-led projects rather than instant equipment recommendations.

Your draft: Air Conditioning Projects

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

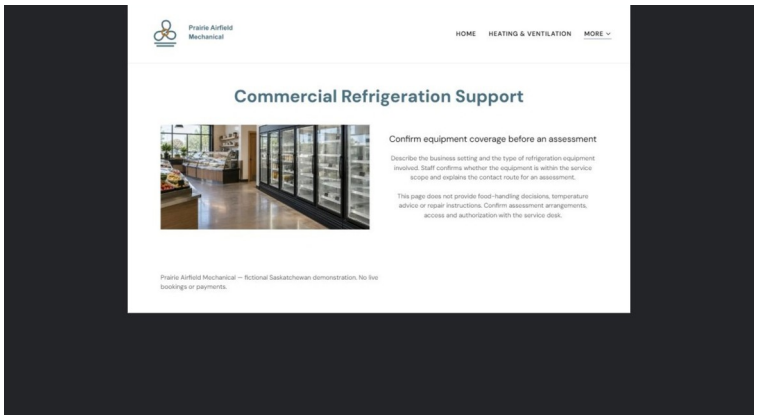
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Commercial Refrigeration

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Confirm equipment coverage before an assessment

Describe the business setting and the type of refrigeration equipment involved. Staff confirms whether the equipment is within the service scope and explains the contact route for an assessment.

This page does not provide food-handling decisions, temperature advice or repair instructions. Confirm assessment arrangements, access and authorization with the service desk.

Navigation: guide visitors to the next relevant page; this demo page has no separate enquiry button.

Website advice

Keep cold-room and display-refrigeration enquiries distinct from household appliance service.



Your draft: Commercial Refrigeration

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

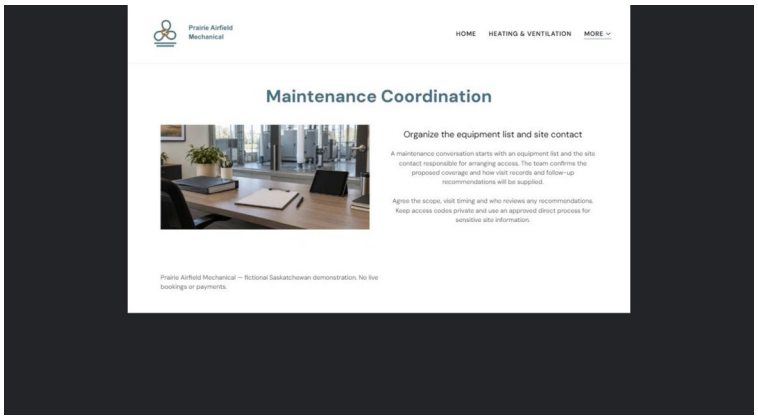
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Maintenance Coordination

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Organize the equipment list and site contact

A maintenance conversation starts with an equipment list and the site contact responsible for arranging access. The team confirms the proposed coverage and how visit records and follow-up recommendations will be supplied.

Agree the scope, visit timing and who reviews any recommendations. Keep access codes private and use an approved direct process for sensitive site information.

Navigation: guide visitors to the next relevant page; this demo page has no separate enquiry button.

Website advice

Explain equipment registers, site contacts, proposed visits and service-record handover at an administrative level.

Your draft: Maintenance Coordination

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

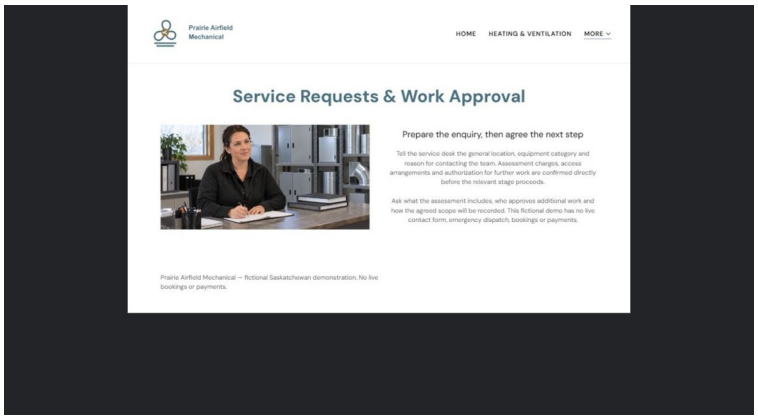
Button wording and destination

Photo choice, permission and facts still to confirm

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

06 Service & Work Approval

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Prepare the enquiry, then agree the next step

Tell the service desk the general location, equipment category and reason for contacting the team. Assessment charges, access arrangements and authorization for further work are confirmed directly before the relevant stage proceeds.

Ask what the assessment includes, who approves additional work and how the agreed scope will be recorded. This fictional demo has no live contact form, emergency dispatch, bookings or payments.

Navigation: guide visitors to the next relevant page; this demo page has no separate enquiry button.

Website advice

Set out request review, assessment terms, proposed work and explicit approval without promising response times.

Your draft: Service & Work Approval

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.

- □ Fictional demonstration only. Verify trade qualifications, equipment coverage, dispatch hours and service areas. No diagnosis, repair instructions, refrigerant handling guidance, performance guarantees or emergency-response promises; do not collect site access codes.
- □ Verify every service description, contact route and operating detail.
- □ Replace fictional identity and example information before a live launch.
- □ Test enquiries, links and downloads on desktop and mobile.
- □ Keep confidential records in approved private systems.
- □ Obtain operator approval for public wording and images.
- □ 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