SaaSTech Servers

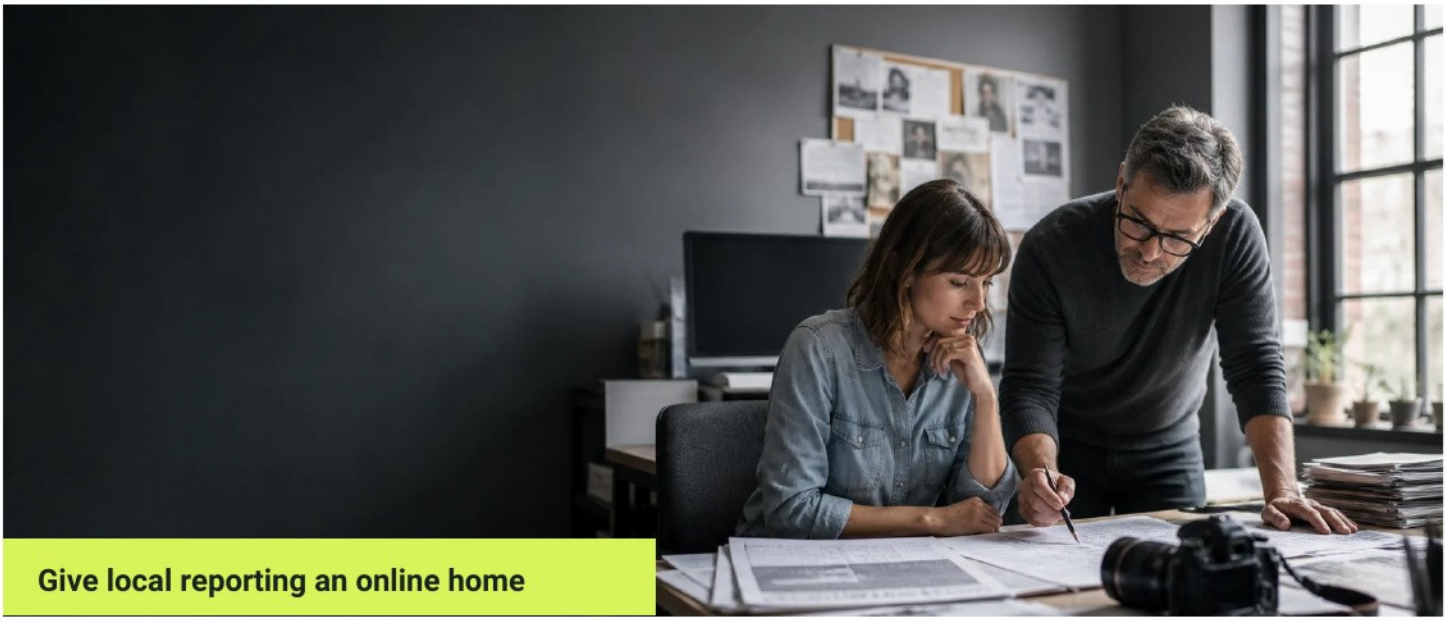
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Newspapers & Media



Make trusted local reporting easy to discover, support, and share.



Give local reporting an online home

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

Microsoft 365 for your organization.

Make every page useful.

- Organize news by topic and community
- Explain subscriptions and advertising enquiries
- Make newsroom standards and contacts visible

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/newspapers-media

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.

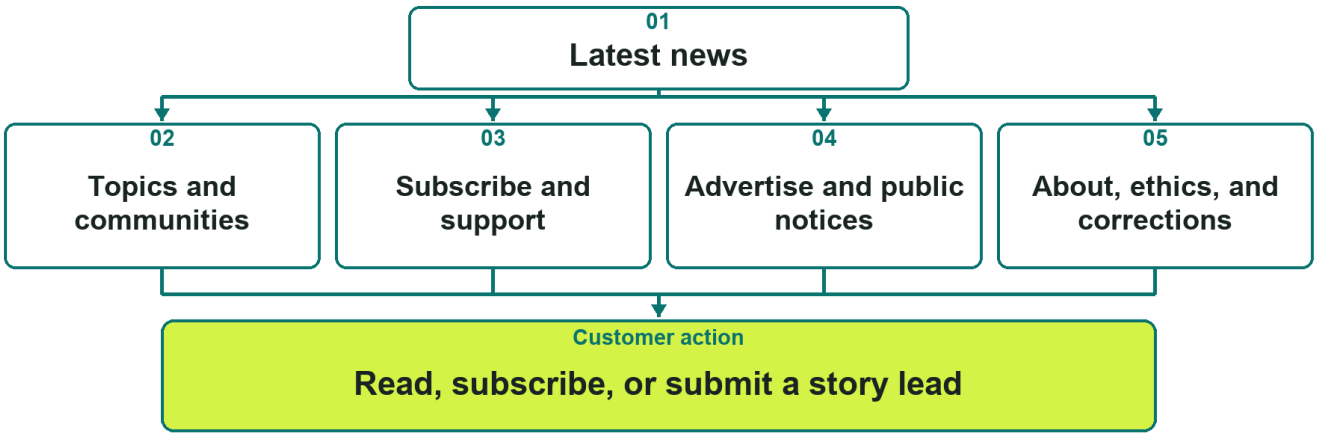
Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

WEBSITE PLANNING WORKSHOP

Newspapers & Media Website workbook

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



Your pages guide visitors toward a clear next step.

Inside this workbook

Five 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 Beacon News

NEWSPAPERS & MEDIA

Your website brief

A SaaSTech Servers workshop for newspapers & media. Plan your website, learn from the Prairie Beacon News 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

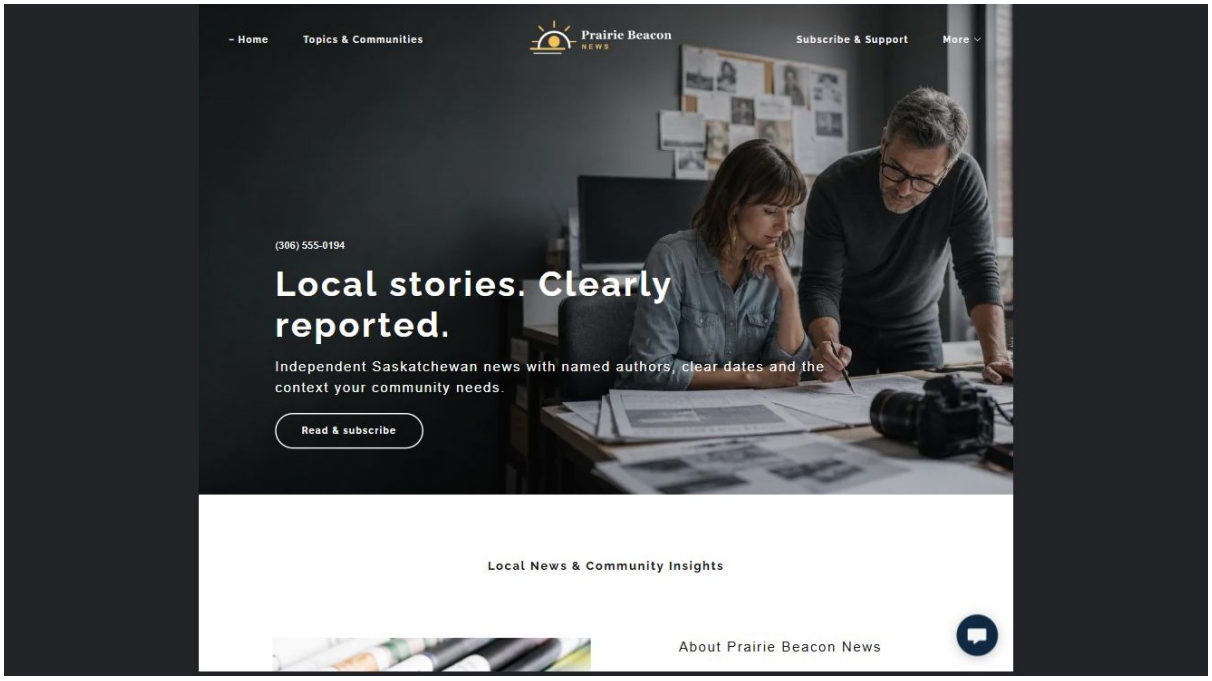
Workshop rhythm: review the example, write your draft and exchange feedback. Use the final review to choose your next changes. Website Builder and account links are on the last page.

LOOK AND LEARN

Latest news

The job of this page

Lead with current reporting and make publication time, author, category, and updates immediately clear.



Prairie Beacon News example | Explore SaaSTech Servers Website Builder

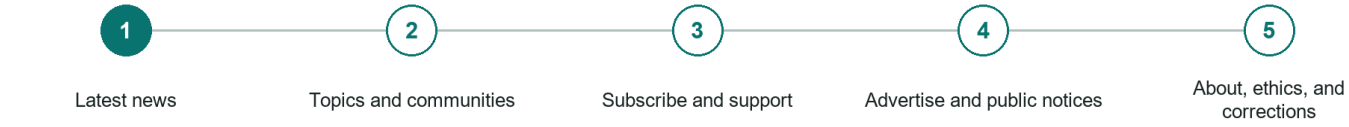
Sample wording to adapt

Follow the stories that affect your community

Browse the latest reporting by topic and location. Check the publication date and any updates. News, opinion and sponsored material should be clearly distinguished.

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

Latest news

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

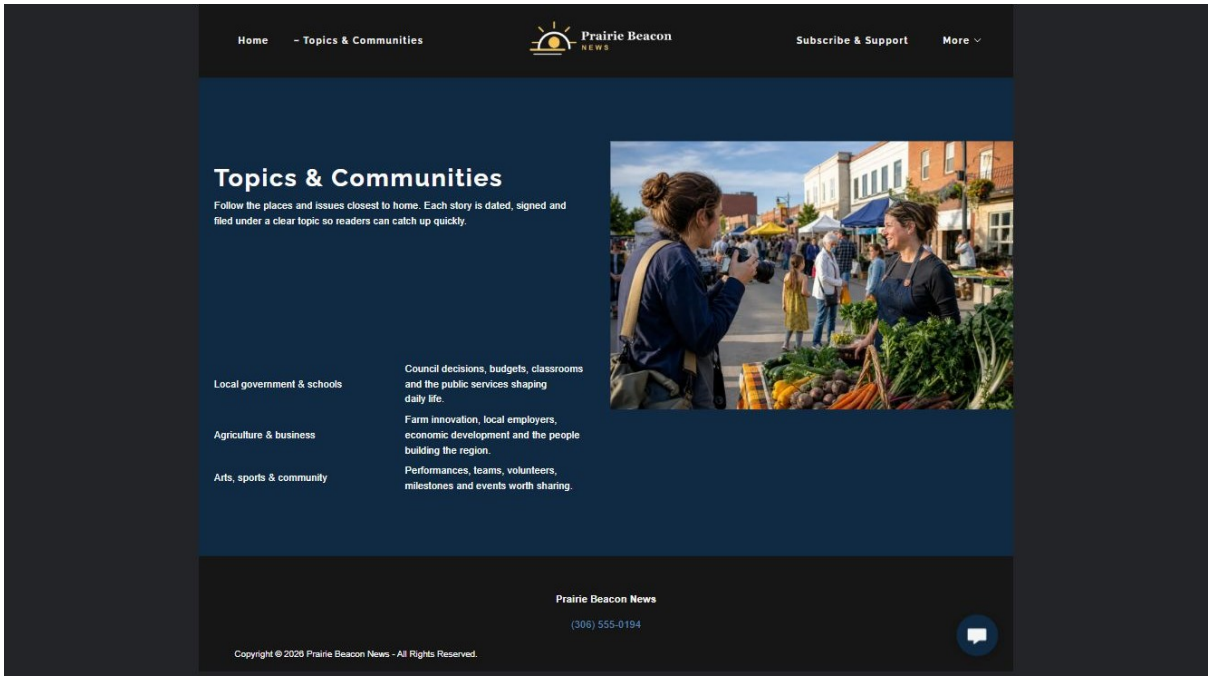
Facts to verify or questions to resolve

LOOK AND LEARN

Topics and communities

The job of this page

Organize coverage by beat, location, and ongoing issue so reporting remains useful after the front page changes.



Prairie Beacon News example | Explore SaaSTech Servers Website Builder

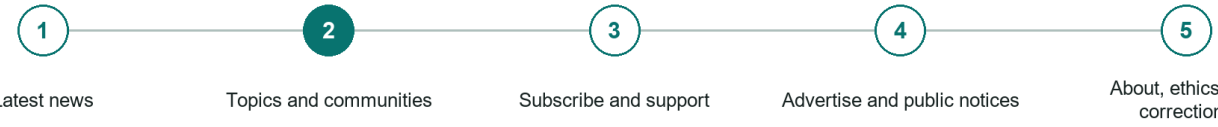
Sample wording to adapt

Find coverage close to your interests

Choose a community or topic to browse related reporting. Use descriptive article titles and publication dates to find the right story. Older coverage remains part of the archive, not a current notice.

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

Topics and communities

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

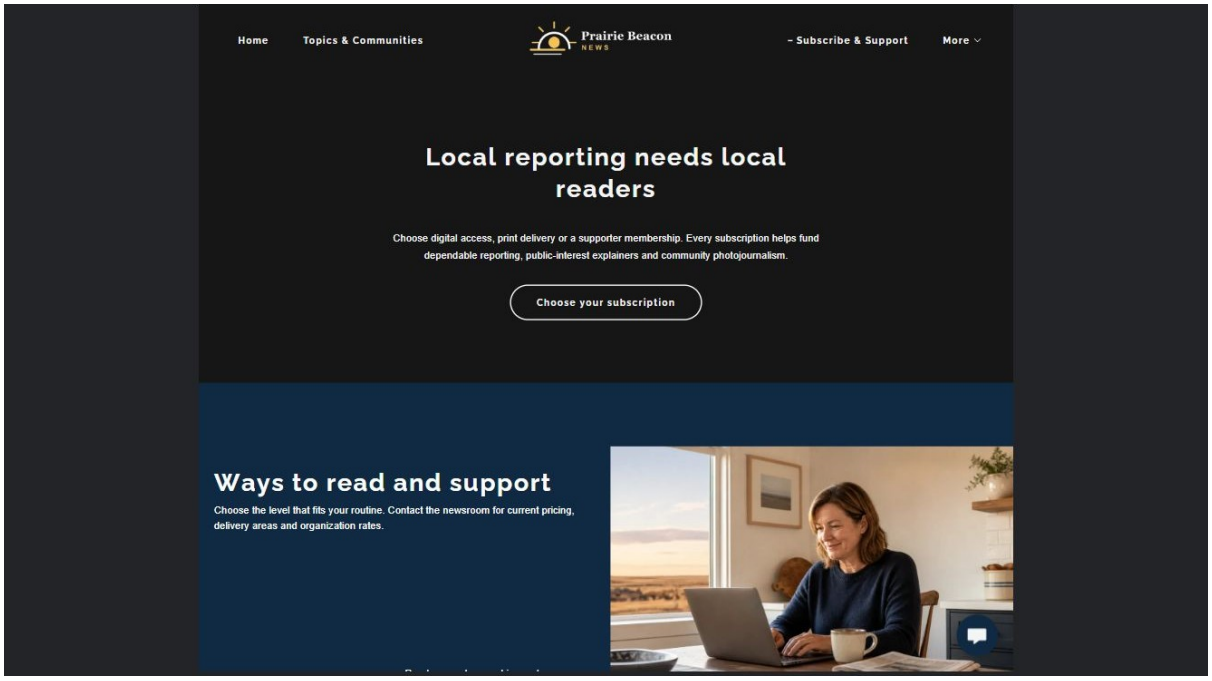
Facts to verify or questions to resolve

LOOK AND LEARN

Subscribe and support

The job of this page

Explain free and paid options, delivery, renewal, cancellation, donations, and what reader support funds.



Prairie Beacon News example | Explore SaaSTech Servers Website Builder

Sample wording to adapt

Choose how to support local reporting

Review subscription options, what each includes and how renewal works. Confirm the price and cancellation terms before paying. This demonstration does not accept real subscriptions.

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

Subscribe and support

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

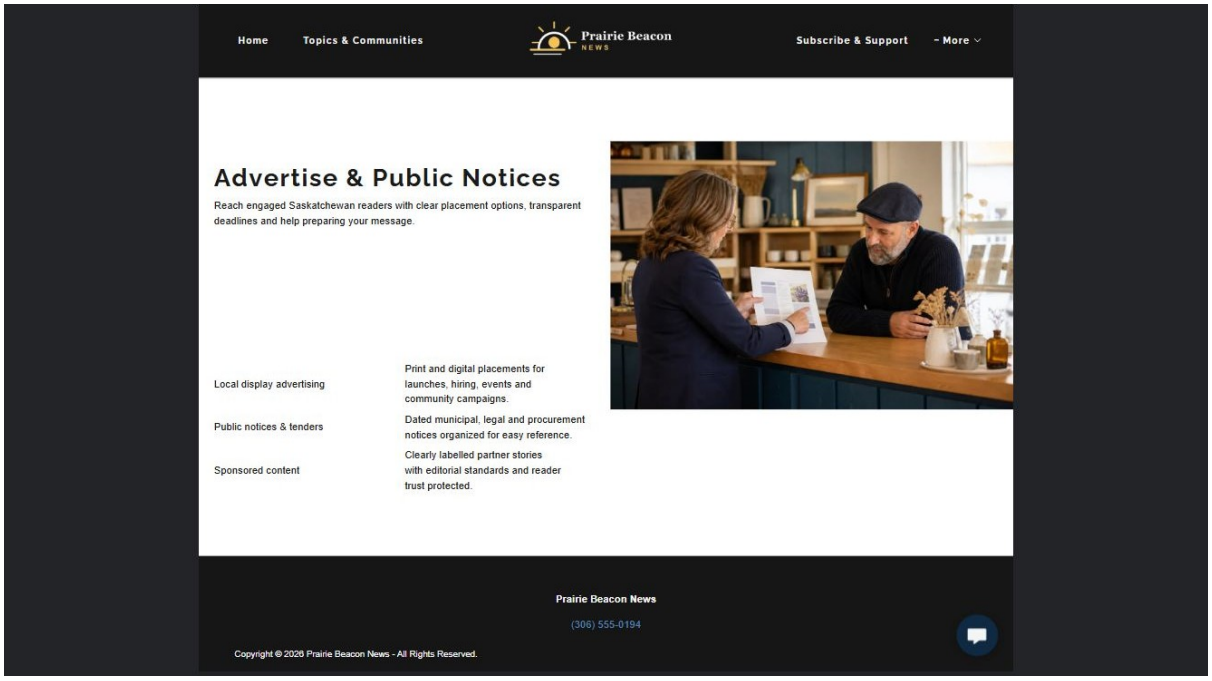
Facts to verify or questions to resolve

LOOK AND LEARN

Advertise and public notices

The job of this page

Publish formats, audience information, deadlines, labelling standards, contacts, and submission requirements.



Prairie Beacon News example | Explore SaaSTech Servers Website Builder

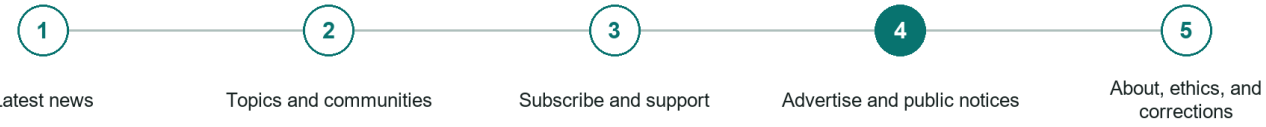
Sample wording to adapt

Plan an advertisement or public notice

Share the intended publication date, format and enquiry details. Confirm specifications, deadlines and approval requirements with the publication. An enquiry is not acceptance or a guarantee of placement.

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

Advertise and public notices

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

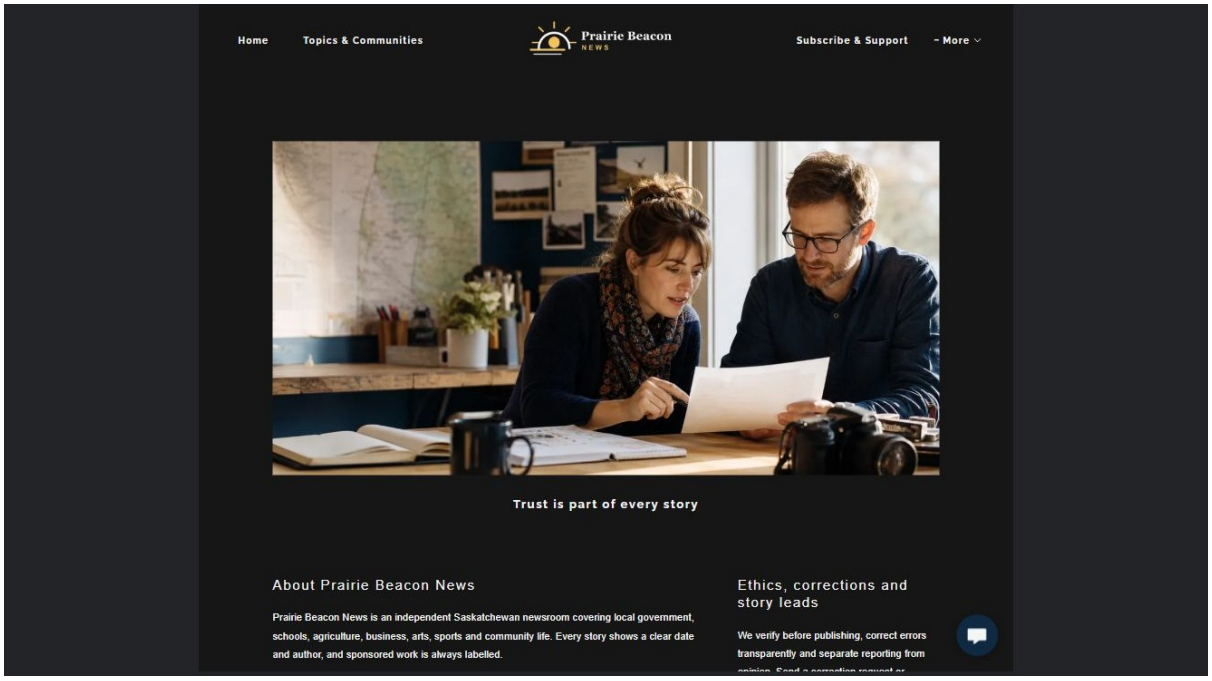
Facts to verify or questions to resolve

LOOK AND LEARN

About ethics and corrections

The job of this page

Identify ownership, newsroom contacts, editorial standards, corrections, privacy, and how to submit a confidential lead.



Prairie Beacon News example | Explore SaaSTech Servers Website Builder

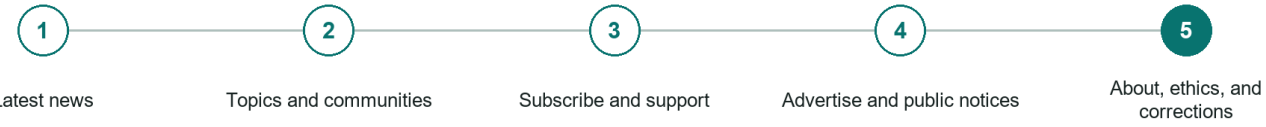
Sample wording to adapt

Ask a question or request a correction

Identify the article, publication date and the issue you want reviewed. Explain the concern clearly and provide a reply address. Use the publication's approved channel for sensitive material.

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 ethics and corrections

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

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 newspapers & media 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.