SaaSTech Servers

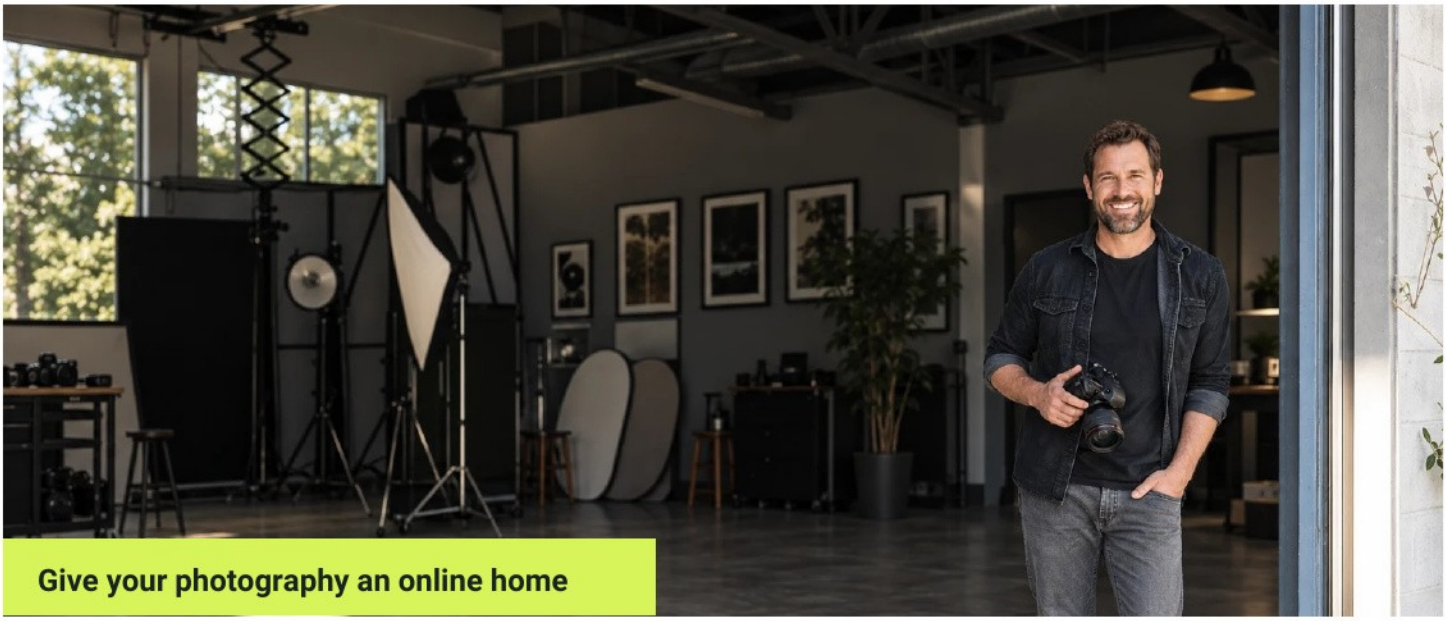
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL



# Photographers

## Let the right clients see your style, understand the experience, and enquire confidently.



**Give your photography an online home**

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

**Microsoft 365 for your organization.**

## Make every page useful.

- Show a focused portfolio that reflects your style
- Explain the experience and package options
- Make availability enquiries useful and clear

Register or transfer your domain to SaaSTech Servers.

**saastech.net/industry/photography**

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.

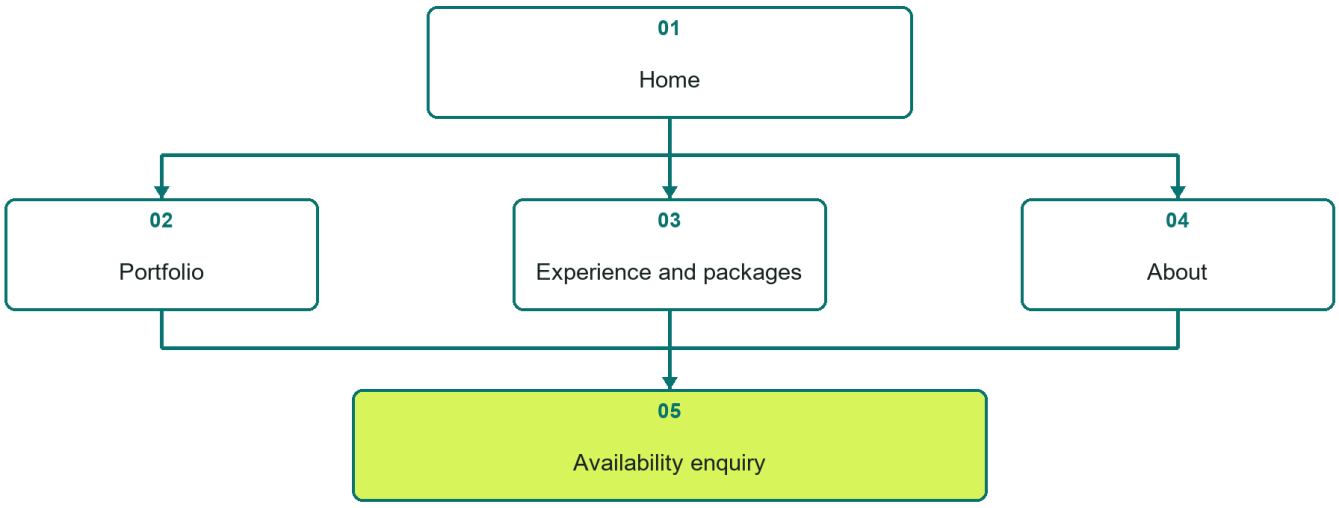
Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

WEBSITE PLANNING WORKSHOP

# Photographers Website workbook

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




Your recommended pages at a glance

## 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 Northglass Photography

PHOTOGRAPHERS

# Your website brief

A SaaSTech Servers workshop for photographers. Plan your website, learn from the Northglass Photography 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 Portfolio — 3 Experience and packages — 4 About — 5 Availability enquiry

LOOK AND LEARN

# Home

## The job of this page

Show a small number of defining images, location or specialty, and the availability action.




Northglass Photography example | Explore SaaSTech Servers Website Builder

## Demo text example

## Photography that feels like you

Natural portraits, polished events, and commercial stories across Saskatchewan.

## 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 Portfolio
3 Experience and packages
4 About
5 Availability enquiry

**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

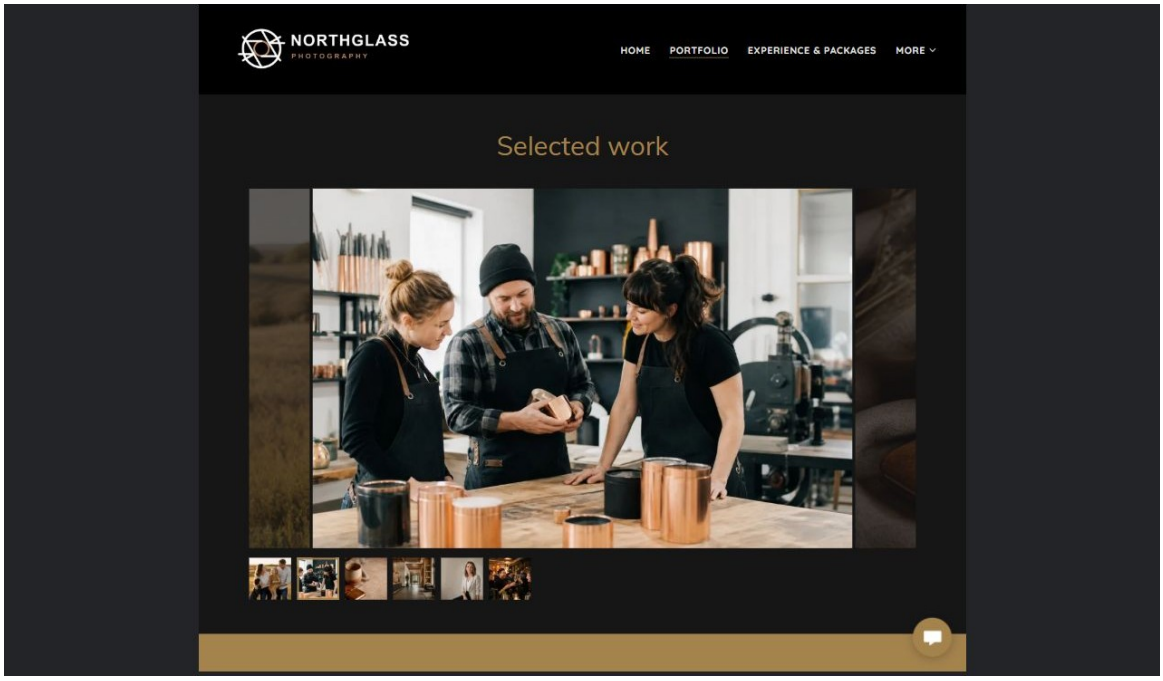
### Facts to verify or questions to resolve

LOOK AND LEARN

# Portfolio

## The job of this page

Organize only the strongest relevant work into a few clear categories.




Northglass Photography example | Explore SaaSTech Servers Website Builder

## Sample wording to adapt

## Explore the work by purpose

Browse portraits, event coverage and brand imagery. Look for the approach that fits your people, setting and intended use. Every published photograph should have the necessary permissions.

## 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.

1 Home — 2 Portfolio — 3 Experience and packages — 4 About — 5 Availability enquiry

WRITE YOUR PAGE

# Portfolio

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**

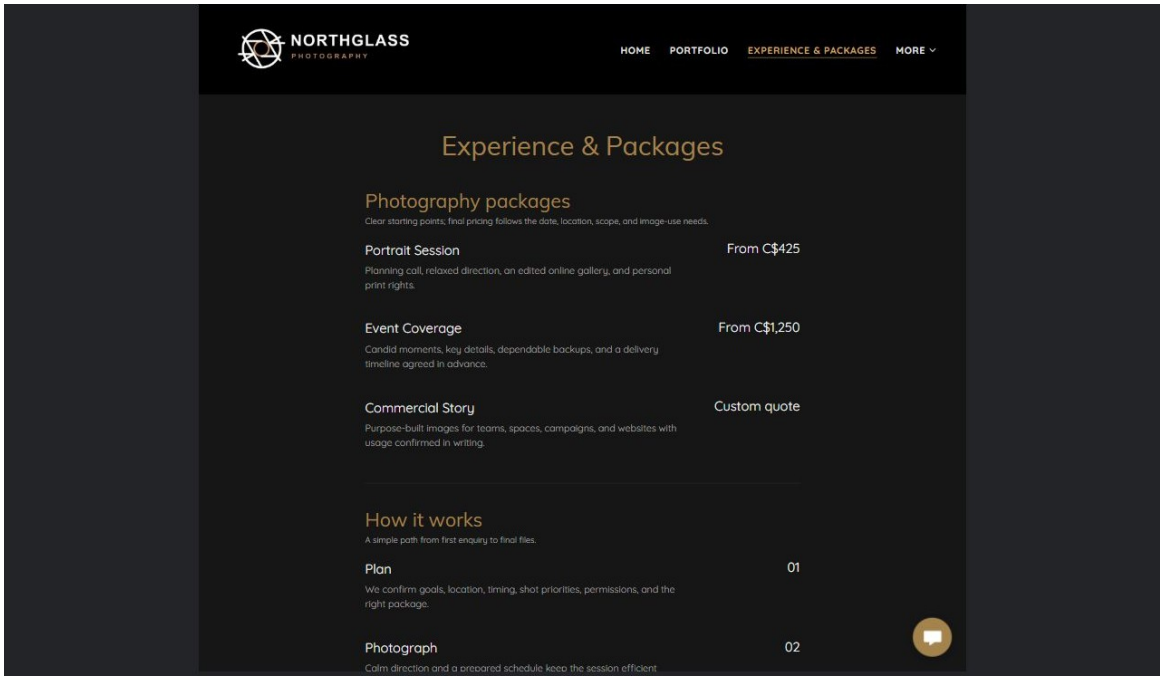
**Facts to verify or questions to resolve**

LOOK AND LEARN

# Experience and packages

## The job of this page

Explain the process, what is included, starting price guidance, and delivery expectations.




Northglass Photography example | Explore SaaSTech Servers Website Builder

## Sample wording to adapt

## Plan the session and delivery together

Discuss the location, timing, image priorities and intended use. Confirm the package, editing, delivery schedule and usage rights in writing. A starting price is not a final quote for every brief.

## Pause and plan

What is included and what needs separate confirmation? Make quantities, timing, exclusions and price conditions understandable. Avoid implying that an example price or image guarantees availability.

1 Home — 2 Portfolio — 3 Experience and packages — 4 About — 5 Availability enquiry

WRITE YOUR PAGE

# Experience and packages

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**

**Options inclusions price conditions and availability 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**

1 Home — 2 Portfolio — 3 Experience and packages — 4 About — 5 Availability enquiry

LOOK AND LEARN

# About

## The job of this page

Help clients understand the person, approach, and working style behind the camera.




Northglass Photography example | Explore SaaSTech Servers Website Builder

## Sample wording to adapt

### Calm direction and clear expectations

A planning conversation helps everyone know what to expect before the camera comes out. Ask about the photographer's approach, delivery process and permissions. Choose a style that suits the people and purpose.

### 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

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

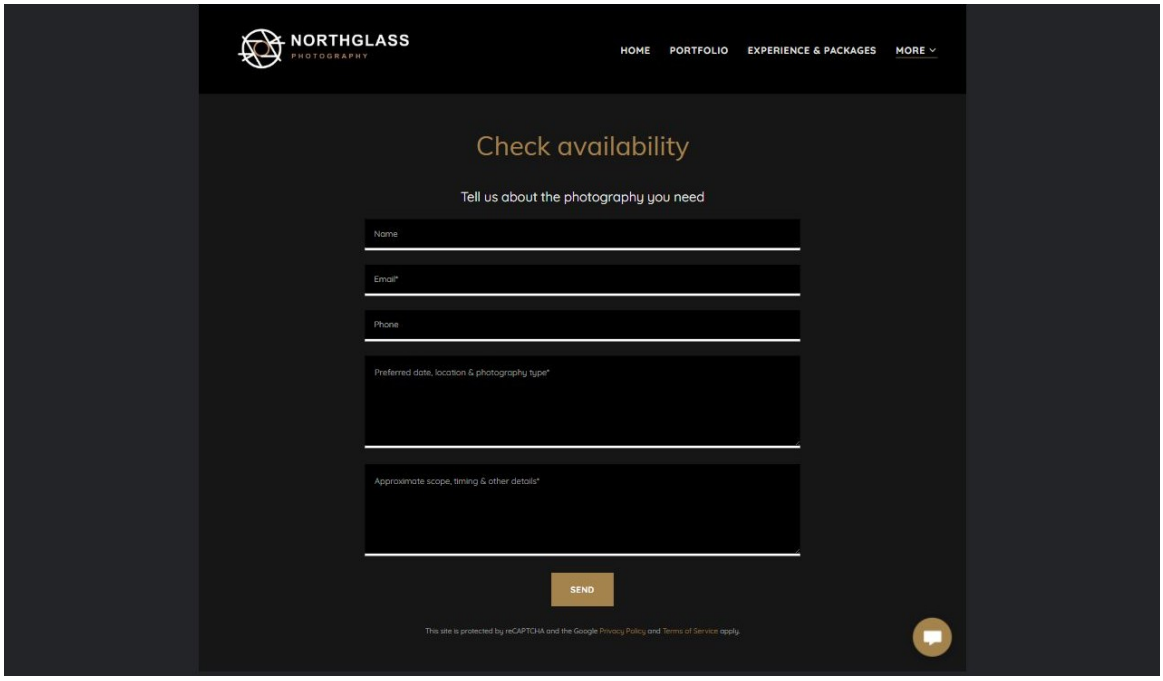
### Facts to verify or questions to resolve

LOOK AND LEARN

# Availability enquiry

## The job of this page

Ask for date, location, photography type, approximate scope, and contact details.




Northglass Photography example | Explore SaaSTech Servers Website Builder

## Sample wording to adapt

## Check availability for your session

Share the date, location, type of photography and intended use. Add your preferred contact details. The photographer will confirm availability, scope and pricing before the session is booked.

## 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.

1 Home — 2 Portfolio — 3 Experience and packages — 4 About — 5 Availability enquiry

WRITE YOUR PAGE

# Availability enquiry

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 photographers 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.