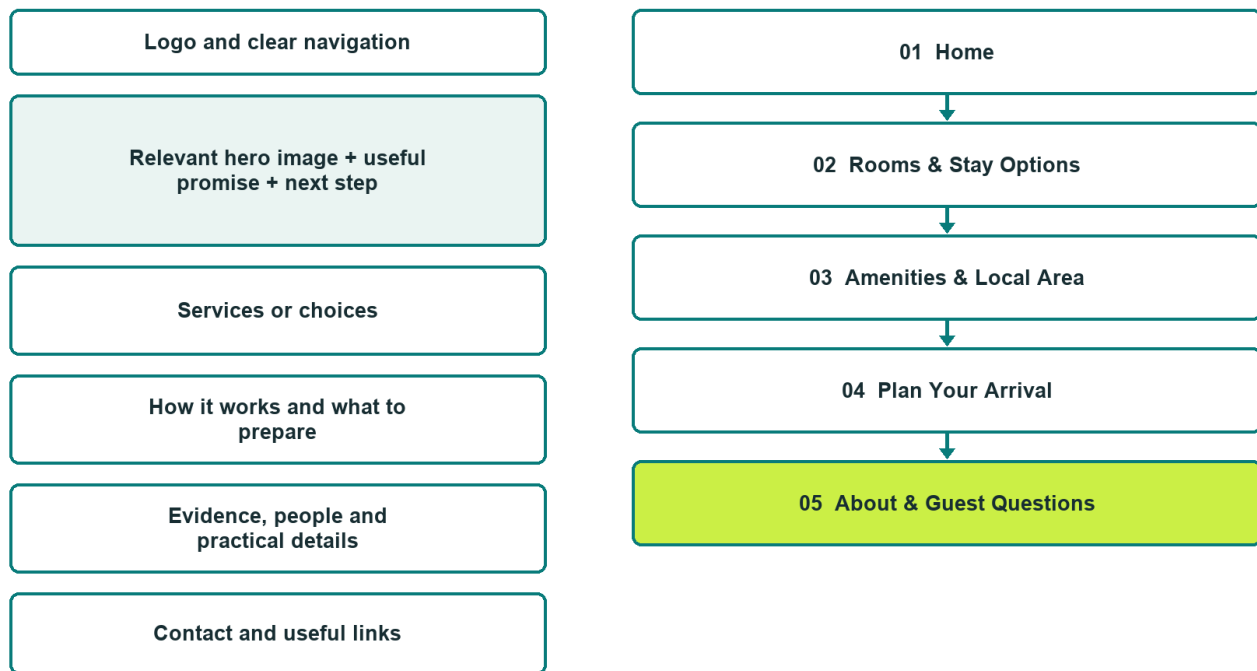




Hotels, Motels & Bed and Breakfasts

Website workbook

A practical workshop for a 5-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 Lantern Lodge is a fictional teaching example, not a live service.



- ☐ Check stay options and request availability
- ☐ Verified business identity and current contact information
- ☐ Clear request and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

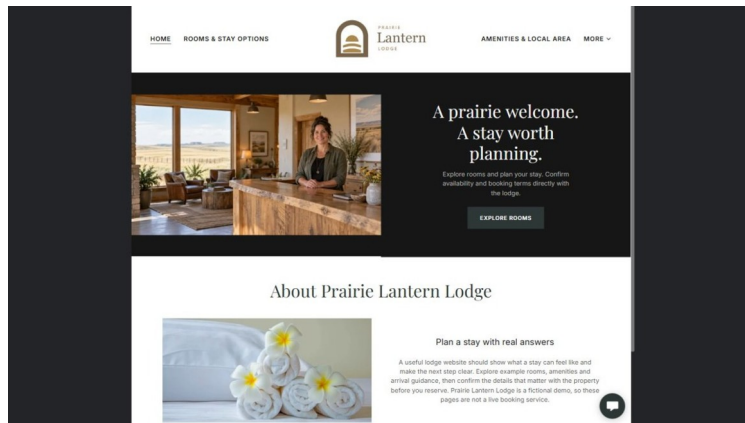
Your audience and the action you want them to take

Facts to verify and people who must approve them

[Create your SaaS Tech 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Actual desktop preview - unpublished fictional demonstration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

A prairie welcome. A stay worth planning.

Explore rooms and plan your stay. Confirm availability and booking terms directly with the lodge.

A useful lodge website should show what a stay can feel like and make the next step clear. Explore example rooms, amenities and arrival guidance, then confirm the details that matter with the property before you reserve. Prairie Lantern Lodge is a fictional demo, so these pages are not a live booking service.

Suggested button: Explore Rooms

Website advice

Show distinct rooms, verified amenities, arrival information and a trustworthy booking handoff. Keep example availability separate from actual inventory.

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

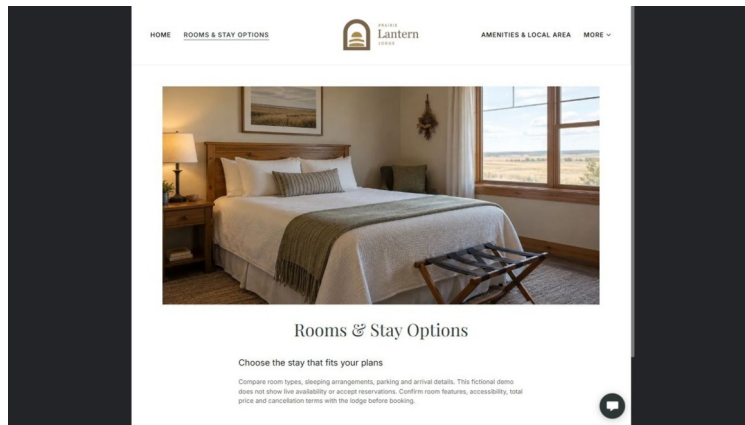
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Rooms & Stay Options

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Choose the stay that fits your plans

Compare room types, sleeping arrangements, parking and arrival details. This fictional demo does not show live availability or accept reservations. Confirm room features, accessibility, total price and cancellation terms with the lodge before booking.

Suggested button: Ask about availability

Website advice

Use a distinct photo per actual room category. List confirmed capacity and amenities without inventing availability.

Your draft: Rooms & Stay Options

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 Amenities & Local Area

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

The details that make a stay easier

Plan beyond the room: review parking, check-in, Wi-Fi, breakfast, accessibility and nearby sights. The photos illustrate a possible guest experience. Confirm which amenities are available for your dates and room type with the lodge.

Suggested button: Confirm amenities

Website advice

Separate on-property amenities from nearby attractions. Verify access, opening times and seasonal limitations.

Your draft: Amenities & Local Area

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

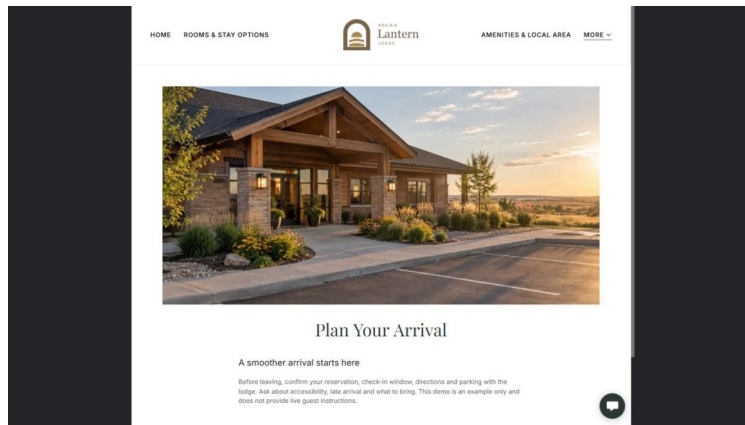
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Plan Your Arrival

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

A smoother arrival starts here

Before leaving, confirm your reservation, check-in window, directions and parking with the lodge. Ask about accessibility, late arrival and what to bring. This demo is an example only and does not provide live guest instructions.

Suggested button: Confirm arrival details

Website advice

Explain check-in, parking, late arrival and accessibility using operator-approved details.

Your draft: Plan Your Arrival

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 About & Guest Questions

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Meet the people behind the welcome

Prairie Lantern Lodge is a fictional example of an independent lodging business. This page shows how to introduce the hosts and answer questions before guests inquire. Ask about room types, step-free access, pets, quiet hours, check-in, parking and cancellation. Confirm every detail directly before booking; this demo takes no reservations or payments.

Suggested button: Ask a guest question

Website advice

Introduce the hosts and explain how booking questions and changes are handled. Publish genuine reviews only.

Your draft: About & Guest Questions

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.

- ❑ No rooms can be booked through this fictional example. Verify rates, availability, accessibility, amenities and terms with the operator before launch.
- ❑ Verify contact routes, hours, location and every offered service.
- ❑ Remove invented prices, claims, testimonials and availability.
- ❑ Keep sensitive records and payment details out of ordinary public forms.
- ❑ Check all image permissions, downloads and page links on a phone.
- ❑ 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](#)