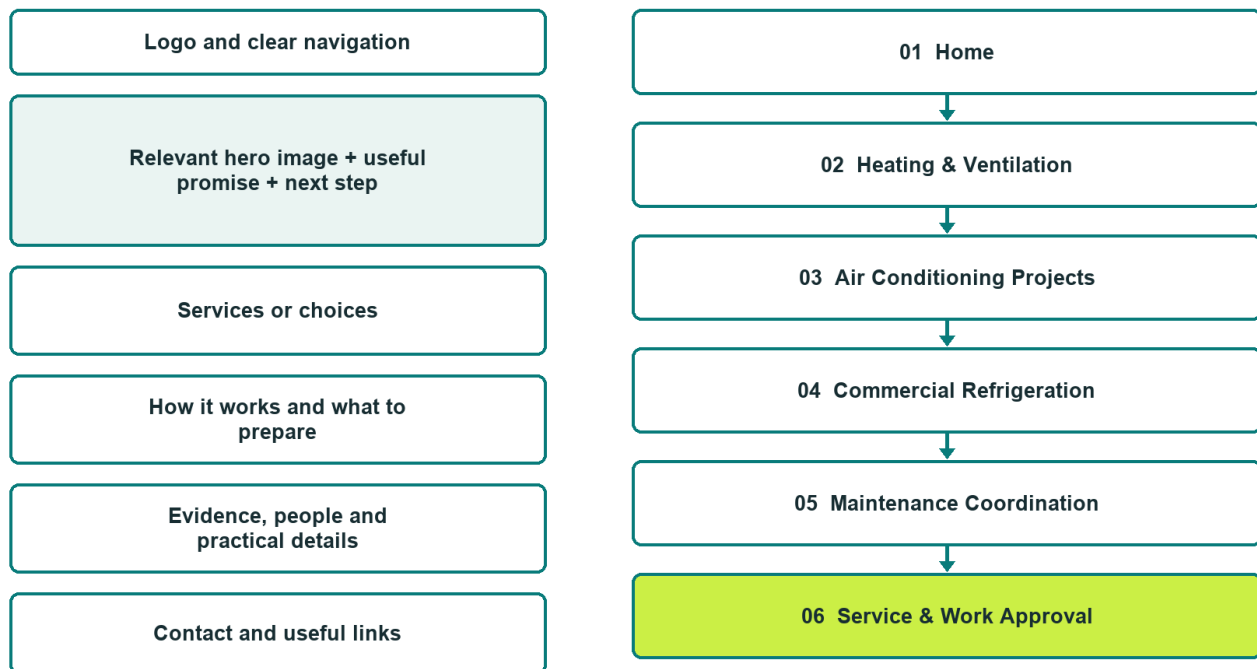




HVAC, Air Conditioning & Refrigeration Website workbook

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.

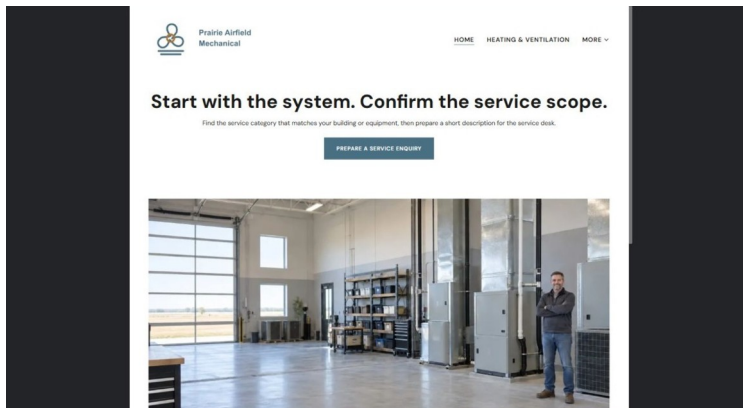
Your audience and the action you want them to take

Facts to verify and people who must approve them

[Create your 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Actual desktop preview - unpublished fictional demonstration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

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

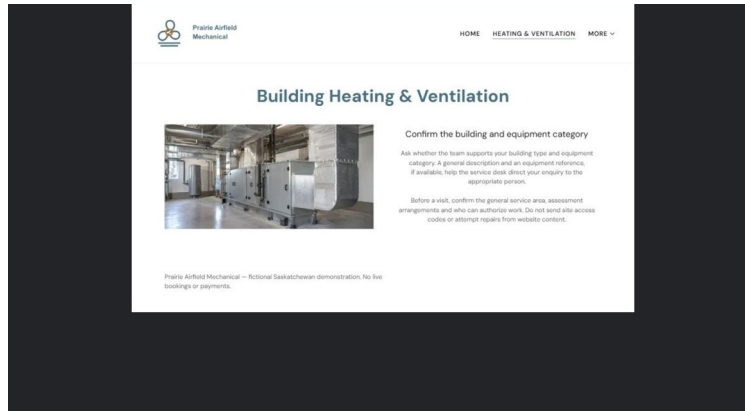
Button wording and destination

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

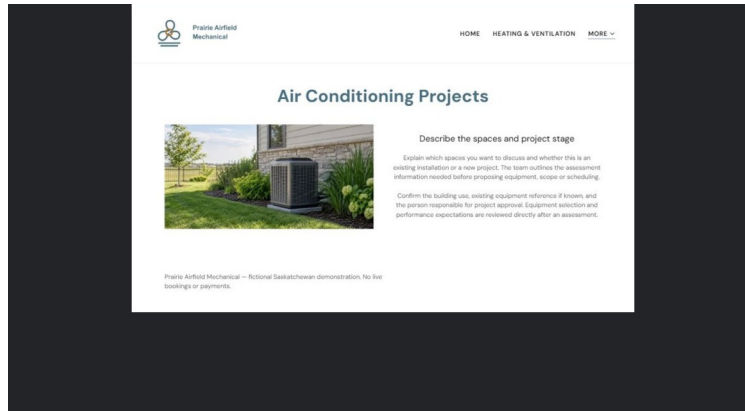
Button wording and destination

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

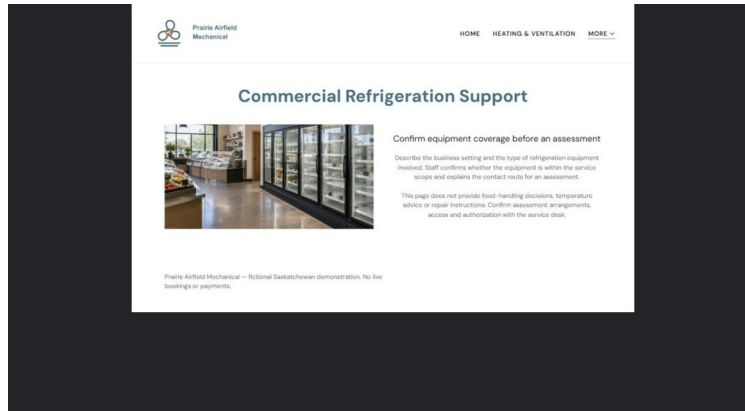
Button wording and destination

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

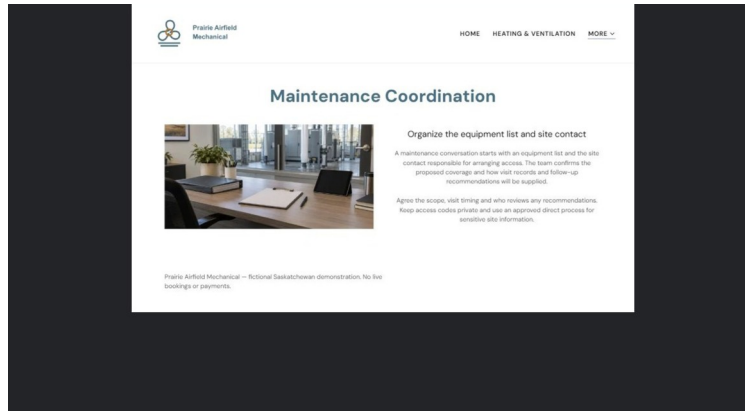
Button wording and destination

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

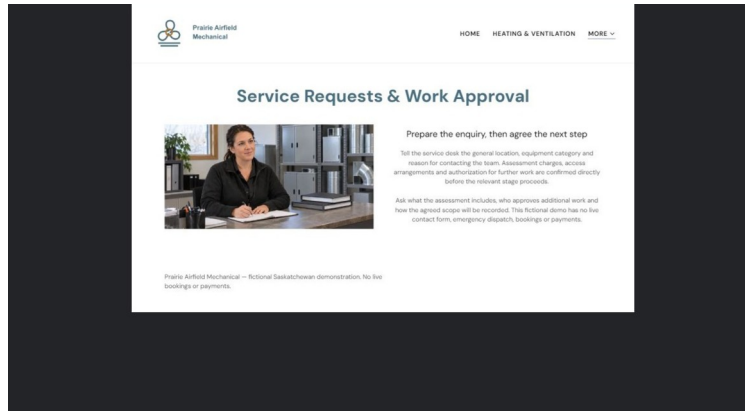
Button wording and destination

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 authorisation 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](#)