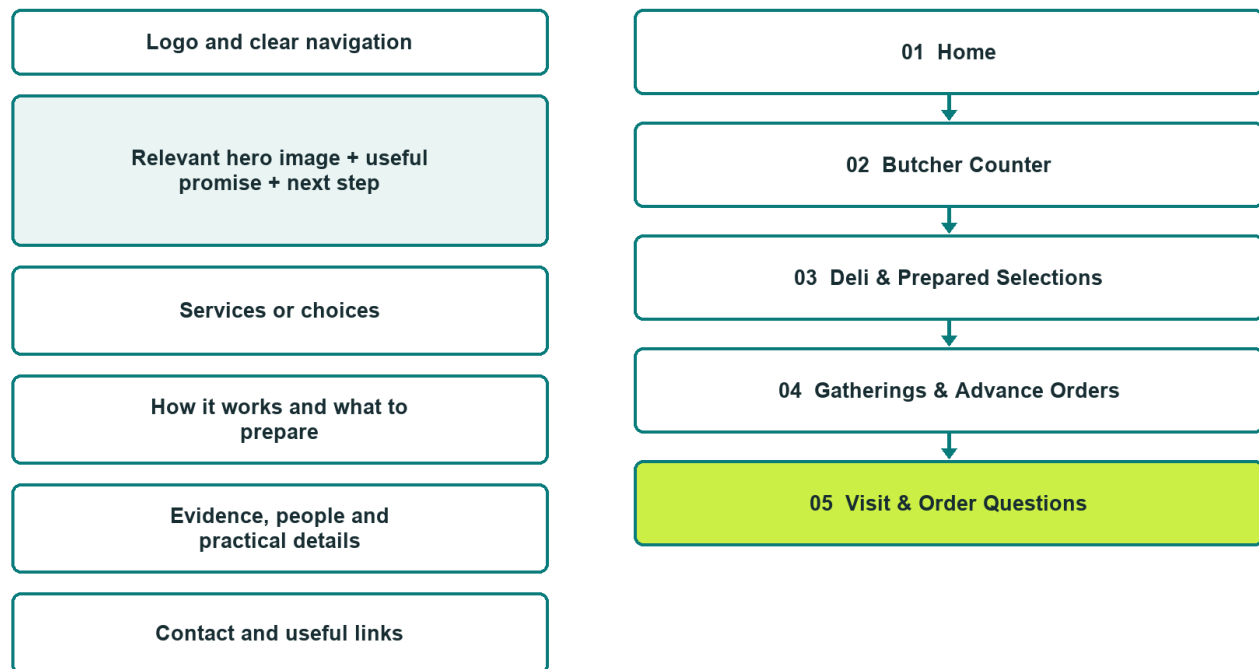




Butchers, Delis & Specialty Food Shops

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

Captured demo edition. Study the unpublished five-page example, then draft your own verified content. Open the industry gallery for desktop and mobile previews.

[Explore Website Builder and compare plans](#)

Before you build

Your business supplies the facts. Prairie Board & Butcher is a fictional teaching example, not a live service.



- ☐ Ask about counter selections or an order
- ☐ 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 Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Plan your food order with clear details.

Explore counter selections and advance orders. Confirm products, ingredients and collection with the team.

Choose the relevant page and use its enquiry link to discuss your next step.

Suggested button: Ask about an order

Website advice

Show product categories and explain order enquiries, lead-time review and collection confirmation without food-safety or allergen assumptions.

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

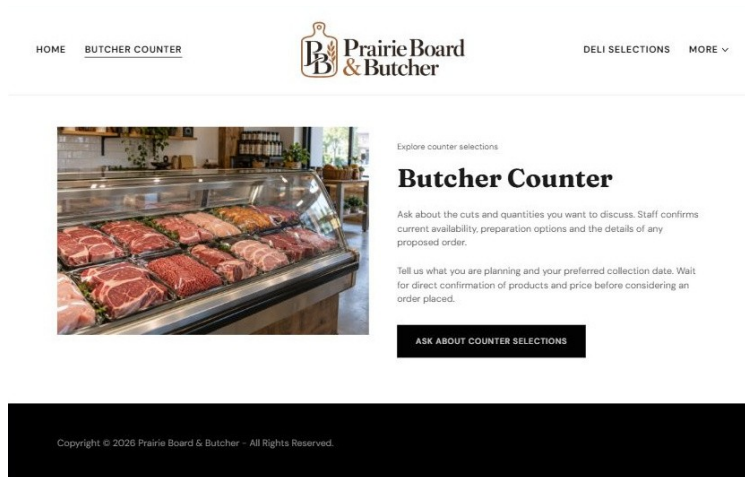
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Butcher Counter

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Butcher Counter

Ask about the cuts and quantities you want to discuss. Staff confirms current availability, preparation options and the details of any proposed order.

Tell us what you are planning and your preferred collection date. Wait for direct confirmation of products and price before considering an order placed.

Suggested button: Ask about counter selections

Website advice

Show accurate product categories and operator-approved descriptions, not invented live inventory or sourcing claims.

Your draft: Butcher Counter

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

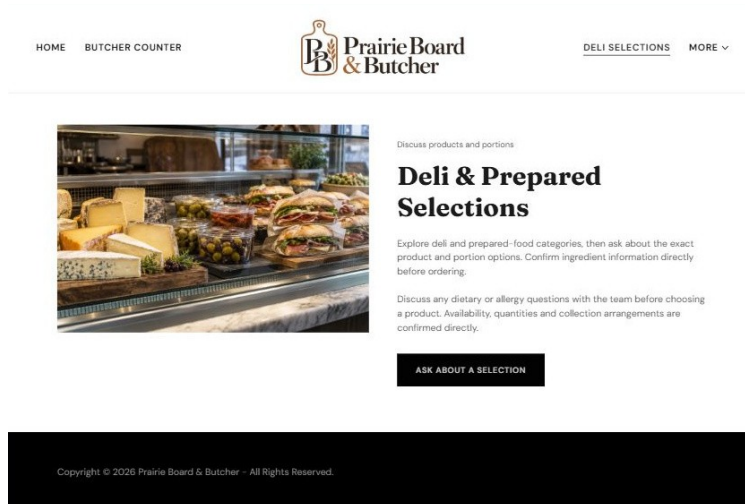
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Deli & Prepared Selections

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Deli & Prepared Selections

Explore deli and prepared-food categories, then ask about the exact product and portion options. Confirm ingredient information directly before ordering.

Discuss any dietary or allergy questions with the team before choosing a product. Availability, quantities and collection arrangements are confirmed directly.

Suggested button: Ask about a selection

Website advice

Use distinct food imagery and make ingredient information product-specific and current.

Your draft: Deli & Prepared Selections

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

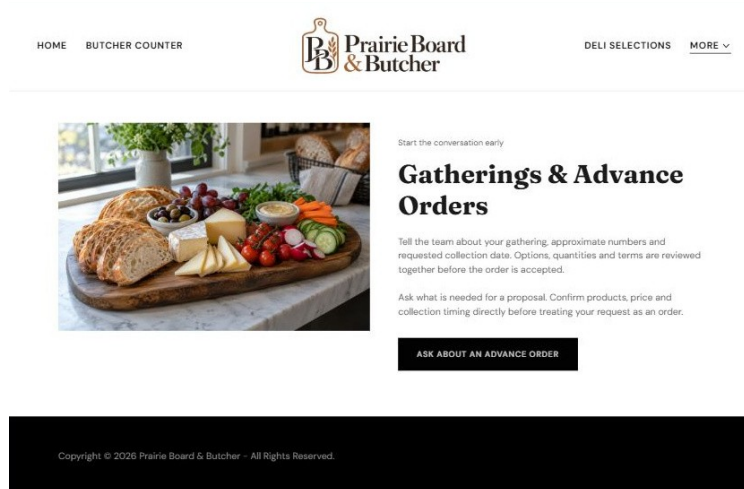
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Gatherings & Advance Orders

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Gatherings & Advance Orders

Tell the team about your gathering, approximate numbers and requested collection date. Options, quantities and terms are reviewed together before the order is accepted.

Ask what is needed for a proposal. Confirm products, price and collection timing directly before treating your request as an order.

Suggested button: Ask about an advance order

Website advice

Explain quantity discussion, requested date, quote and final confirmation without invented lead times.

Your draft: Gatherings & Advance Orders

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

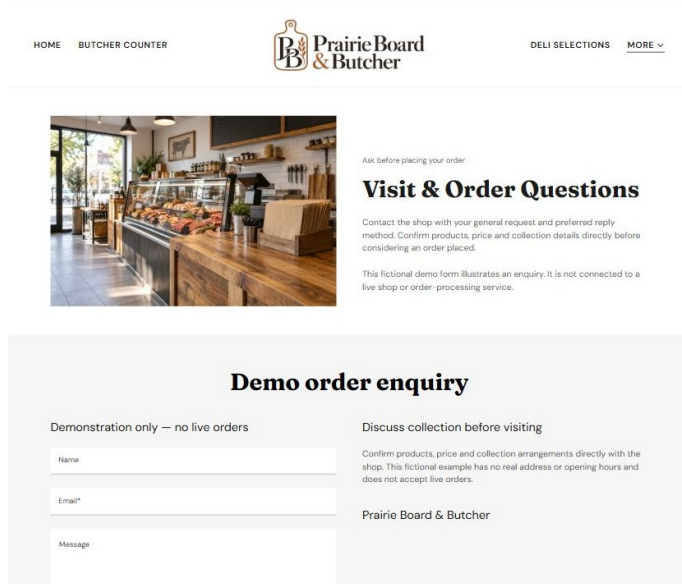
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Visit & Order Questions

Give this page one clear job in the customer journey.



Actual desktop Website Builder preview. Open the industry gallery for its paired mobile view.

Sample wording — adapt and verify

Visit & Order Questions

Contact the shop with your general request and preferred reply method. Confirm products, price and collection details directly before considering an order placed.

This fictional demo form illustrates an enquiry. It is not connected to a live shop or order-processing service.

Suggested button: Demo enquiry form

Website advice

Separate an enquiry from an accepted order and explain how to obtain verified product guidance.

Your draft: Visit & Order 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 captured desktop and phone journey. The demo enquiry form has no live shop recipient and was not submitted. Verify and test approved delivery before a real launch.

- ☐ Fictional demonstration only. Verify current products, ingredient information, handling guidance and fulfilment terms with the operator. No food-safety instructions or allergen-free guarantees are provided.
- ☐ Verify each offered service, contact route, location and opening arrangement.
- ☐ Remove fictional identity, claims, availability and prices before a real launch.
- ☐ Test every enquiry route and download on desktop and mobile.
- ☐ Keep sensitive information in approved private systems.
- ☐ Obtain operator approval for all public wording and image use.
- ☐ 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](#)