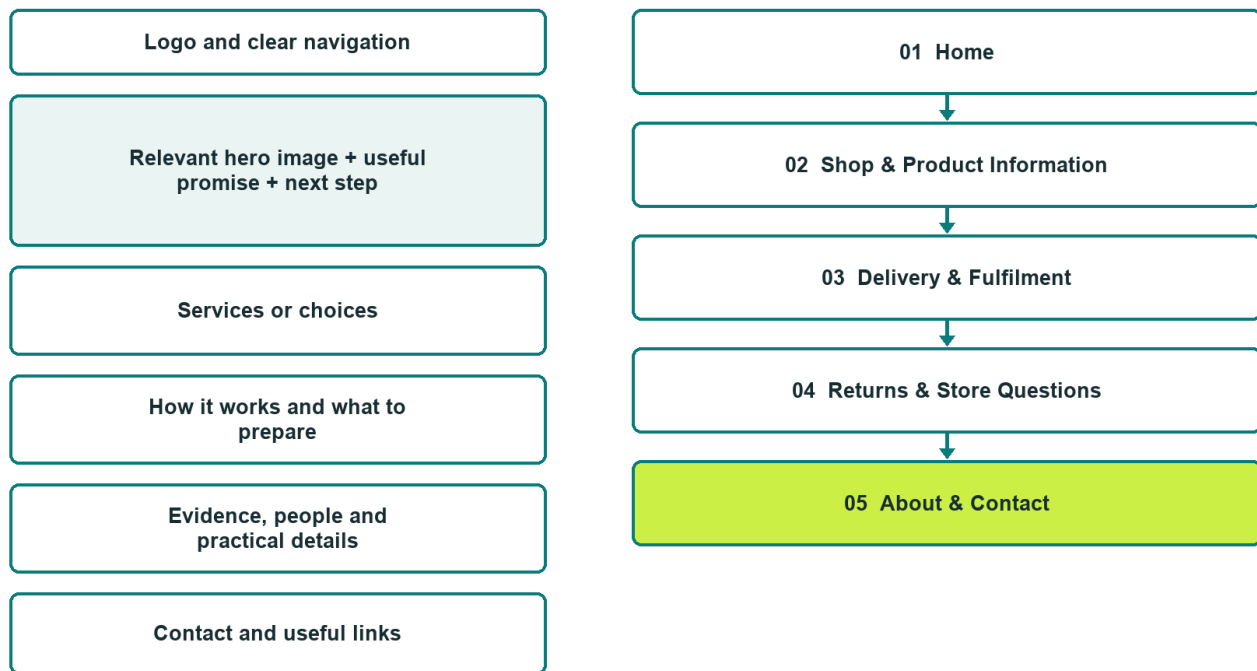




# E-commerce & Dropshipping Website workbook

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

Capture edition: five genuine unpublished Website Builder desktop excerpts. Review mobile views on the industry page.

[Explore Website Builder and compare plans](#)

# Before you build

Your business supplies the facts. Prairie Parcel Goods is a fictional teaching example, not a live service.



**Prairie Parcel**  
Goods

- ☐ Ask a product or order question
- ☐ Verified identity, service scope and current contacts
- ☐ Clear enquiry and confirmation steps
- ☐ 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

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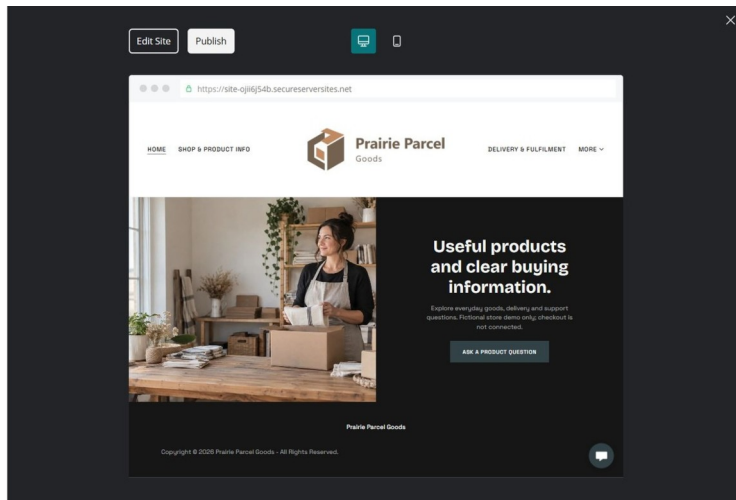
## Facts to verify and people who must approve them

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[Create your SaaS Tech account](#)

# 01 Home

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

## Sample wording — adapt and verify

### Useful products and clear buying information.

Explore the kinds of everyday goods featured in the shop and learn what to confirm before ordering. Product availability, delivery arrangements and purchase terms are checked through the store's current process.

Explore the relevant information below, then contact the team with a focused enquiry. Arrangements are confirmed only after a direct response.

Suggested button: Ask a product or order question

### Website advice

Create transparent product, fulfilment, returns and contact information without pretending inventory, delivery estimates or checkout integrations are live.

# 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

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## Main content and details visitors need

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## Button wording and destination

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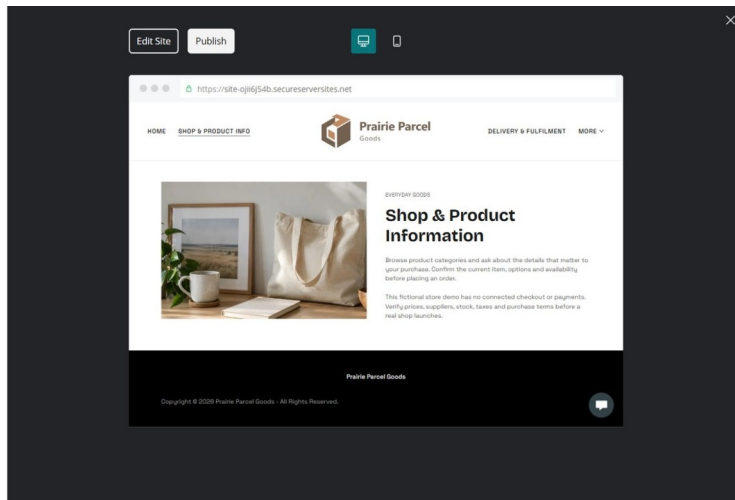
## Photo choice, permission and facts still to confirm

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

## 02 Shop & Product Information

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

### Sample wording — adapt and verify

#### Shop & Product Information

Browse product categories and ask about the details that matter to your purchase. Confirm the current item, options and availability before placing an order.

Contact the team to discuss your questions and confirm the next step.

Suggested button: Contact the team

#### Website advice

Provide accurate specifications and availability; do not disguise examples as live listings.

# Your draft: Shop & Product Information

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

## Headline and short introduction

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## Main content and details visitors need

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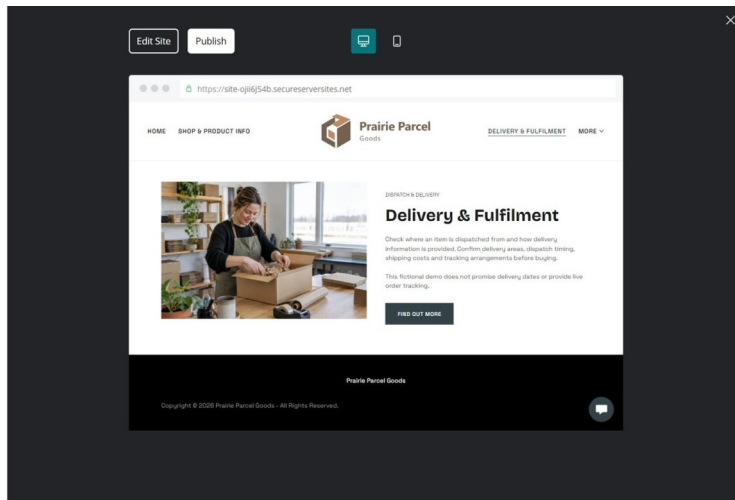
## Photo choice, permission and facts still to confirm

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

## 03 Delivery & Fulfilment

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

### Sample wording — adapt and verify

#### Delivery & Fulfilment

Check where an item is dispatched from and how delivery information is provided. The store confirms current arrangements and explains how to follow up if you have a question.

Contact the team to discuss your questions and confirm the next step.

Suggested button: Contact the team

#### Website advice

Explain verified dispatch sources, tracking and delivery estimates without invented speed guarantees.

# Your draft: Delivery & Fulfilment

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

## Headline and short introduction

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## Main content and details visitors need

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## Button wording and destination

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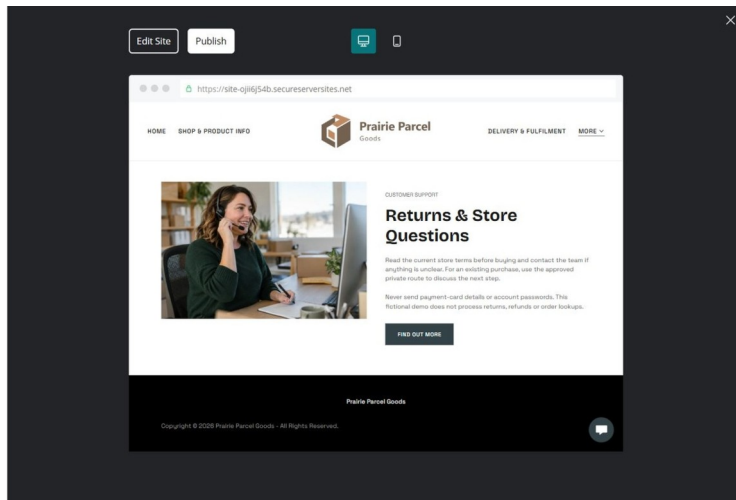
## Photo choice, permission and facts still to confirm

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

## 04 Returns & Store Questions

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

### Sample wording — adapt and verify

#### Returns & Store Questions

Read the current store terms before buying and contact the team if anything is unclear. For an existing purchase, use the approved private route to discuss the next step.

Contact the team to discuss your questions and confirm the next step.

Suggested button: Contact the team

#### Website advice

Publish operator-approved purchase and return terms and distinguish an enquiry from authorization.

# Your draft: Returns & Store Questions

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

## Headline and short introduction

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## Main content and details visitors need

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## Button wording and destination

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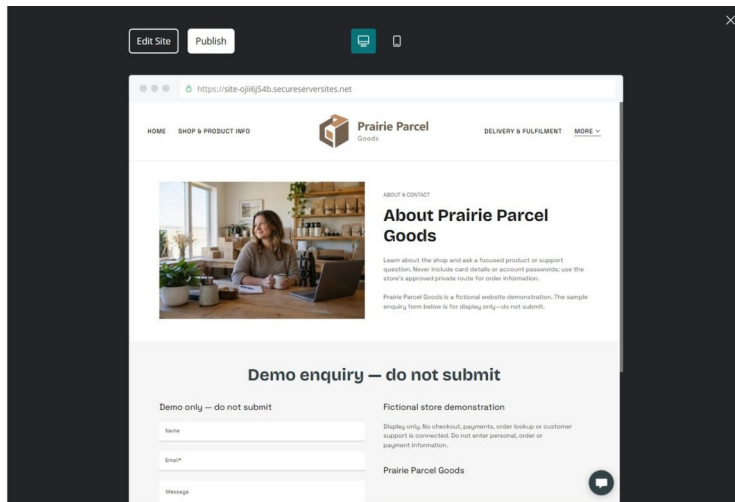
## Photo choice, permission and facts still to confirm

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

## 05 About & Contact

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

### Sample wording — adapt and verify

#### About & Contact

Learn about the shop and send a focused product or support question. Never include card details or account passwords; the team will explain the approved way to share order information.

Contact the team to discuss your questions and confirm the next step.

Suggested button: Contact the team

#### Website advice

Explain business identity and support channels; keep payment and identity information out of public forms.

# Your draft: About & Contact

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

## Headline and short introduction

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## Main content and details visitors need

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## Button wording and destination

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## Photo choice, permission and facts still to confirm

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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. Compare these desktop excerpts with the mobile captures on the industry page.

- ☐ Fictional store example. Verify suppliers, stock, product claims, prices, taxes, shipping and return terms. Checkout, payments and order lookup require separate configuration and testing.
- ☐ Verify contact routes, location, hours, service scope and all commercial terms.
- ☐ Replace fictional identities and AI illustrations or label them accurately.
- ☐ Remove unverified testimonials, results, credentials and availability.
- ☐ Check every link, form and download on desktop and mobile.
- ☐ Keep sensitive documents, access information and payment details out of public forms.
- ☐ 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

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## Approval and next review date

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[Website Builder plans and signup](#)