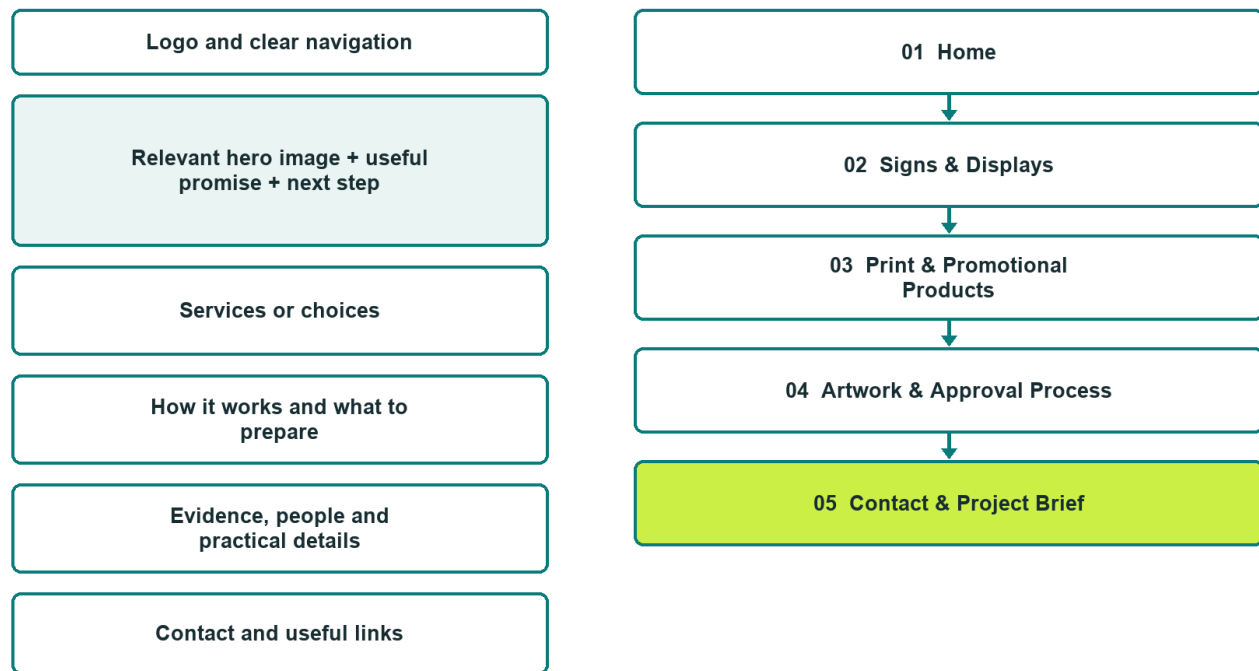




Sign, Print & Promotional Products

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Capture edition: five genuine unpublished Website Builder desktop excerpts.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 Ink & Signworks is a fictional teaching example, not a live service.



Prairie Ink
& Signworks

- ☐ Request a print or sign estimate
- ☐ 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.

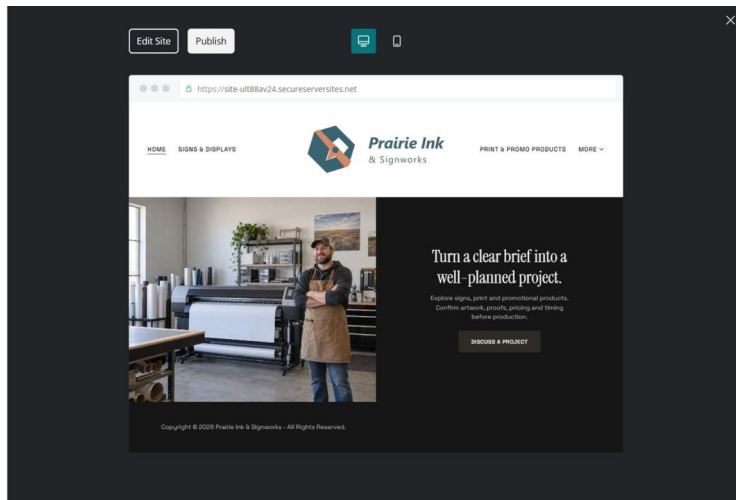
Your audience and the action you want them to take

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.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Turn a clear brief into a well-planned project.

Explore project categories and prepare the details the team needs for an estimate. Artwork, proofs, prices and production timing are confirmed before an order moves forward.

Use the relevant page to prepare a focused enquiry, then contact the team to confirm the next step.

Suggested button: Request a print or sign estimate

Website advice

Separate product categories and explain artwork, proof approval, production and fulfilment without inventing prices or deadlines.

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

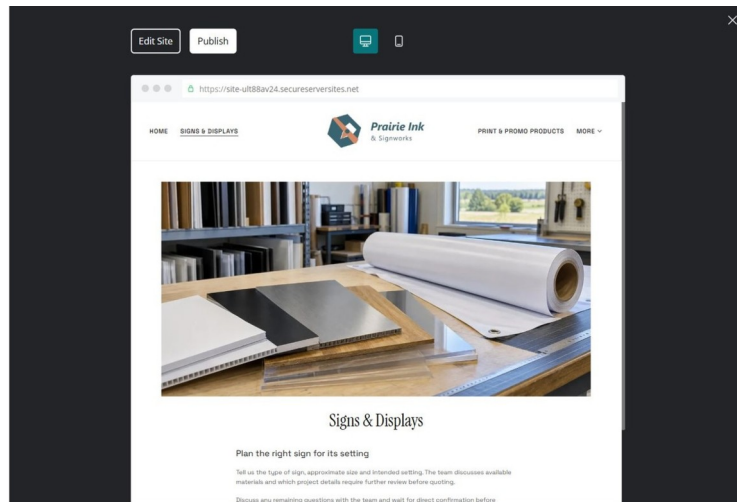
Button wording and destination

Photo choice, permission and facts still to confirm

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

02 Signs & Displays

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Signs & Displays

Tell us the type of sign, approximate size and intended setting. The team discusses available materials and which project details require further review before quoting.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Request a print or sign estimate

Website advice

Describe accepted sign and display categories and separate design, manufacture and installation scope.

Your draft: Signs & Displays

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

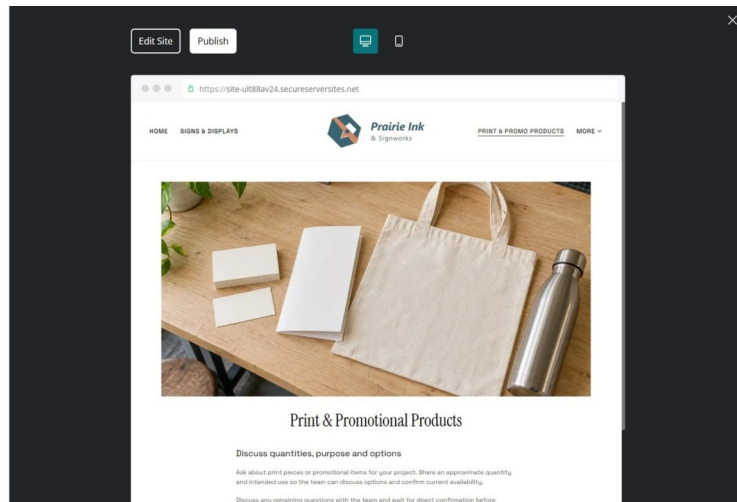
Button wording and destination

Photo choice, permission and facts still to confirm

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

03 Print & Promotional Products

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Print & Promotional Products

Ask about print pieces or promotional items for your project. Share an approximate quantity and intended use so the team can discuss options and confirm current availability.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Request a print or sign estimate

Website advice

Show distinct categories without treating example items as live stock. Explain quantity and artwork review.

Your draft: Print & Promotional Products

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

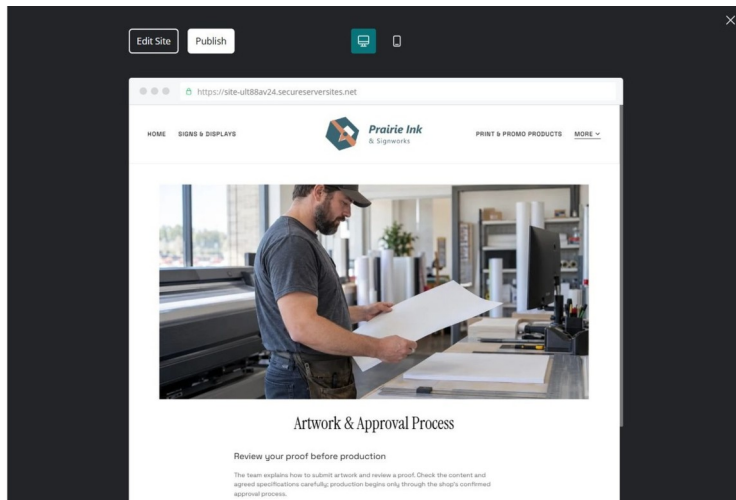
Button wording and destination

Photo choice, permission and facts still to confirm

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

04 Artwork & Approval Process

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Artwork & Approval Process

The team explains how to submit artwork and review a proof. Check the content and agreed specifications carefully; production begins only through the shop's confirmed approval process.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Request a print or sign estimate

Website advice

Explain secure file submission, quote review, proof approval and change handling. Do not imply web enquiry grants production approval.

Your draft: Artwork & Approval Process

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

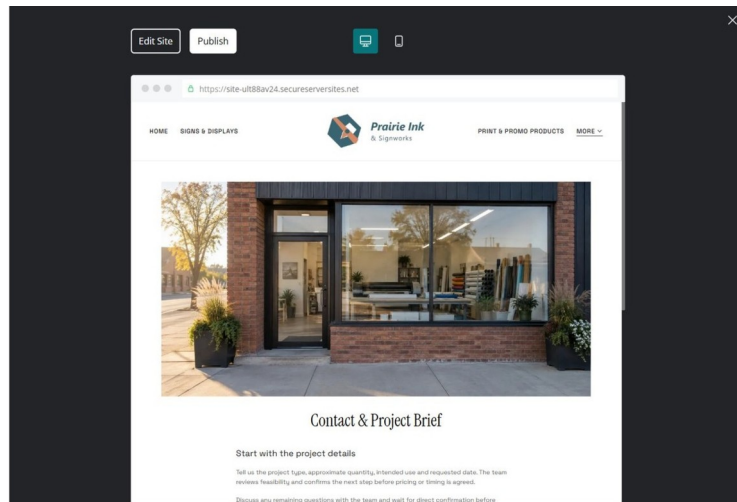
Button wording and destination

Photo choice, permission and facts still to confirm

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

05 Contact & Project Brief

Give this page one clear job in the customer journey.



Unpublished Website Builder desktop excerpt. Page content continues below.

Sample wording — adapt and verify

Contact & Project Brief

Tell us the project type, approximate quantity, intended use and requested date. The team reviews feasibility and confirms the next step before pricing or timing is agreed.

Discuss any remaining questions with the team and wait for direct confirmation before making arrangements.

Suggested button: Request a print or sign estimate

Website advice

Collect non-sensitive project basics and make deadlines subject to review.

Your draft: Contact & Project Brief

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

- ☐ Fictional demonstration only. Confirm materials, installation scope, artwork rights, proof rules and production terms with the operator. Sample images are not completed client work.
- ☐ 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](#)