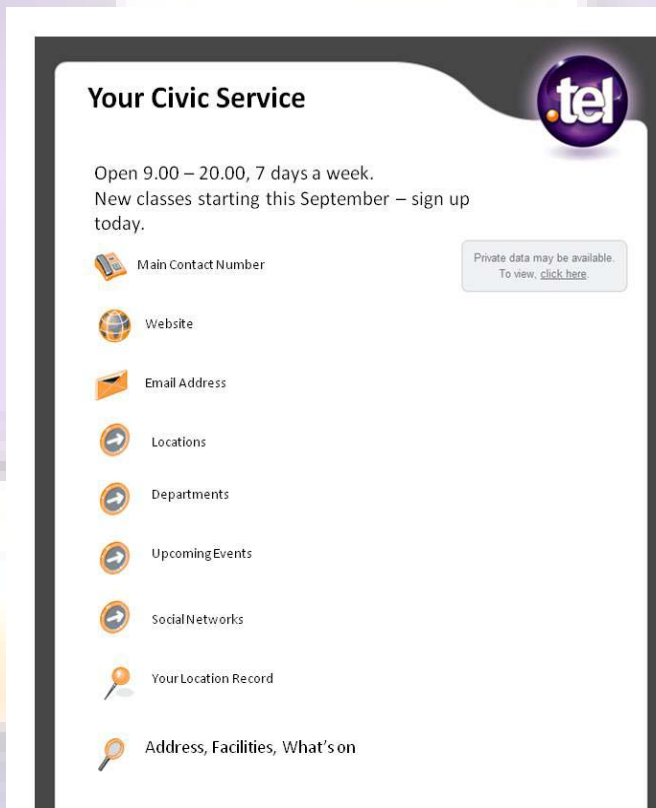


TelTemplates: Laying out your Civic Service's .tel page

This example template has been put together from our research into how a .tel domain can benefit any civic service (for example YMCAs, gyms and clubs). By becoming a central point for communication, a .tel domain can provide benefits to all who visit and work there. A few examples of civic services using .tel for your reference: <http://ymcavancouver.tel/>, <http://civilserviceclub.tel/>, <http://3ca.tel/> and <http://deltassist.tel/>.

So, what do we recommend?

- 1) Easy to remember** – Your .tel is all anyone needs to connect with you. Your members, staff and anyone interested can get contact details and latest news at home, or using their mobile phone while on the move. Make sure the name you use is the one which is easily associated with your establishment.
- 2) Use your Header** – Your Header information will be the first item anyone sees. This is also what will be displayed in search engine results. Many organizations use this to highlight opening times and promote any upcoming events and special discounts. Your header can also be immediately updated to show any changes to the published schedule.



- 3) Put the most important information first** – We recommend putting a telephone number at the top of the list so that anyone can reach you quickly and easily. And don't forget, visitors may be browsing your page from a mobile device, so make sure the text and contact information at the top are what they are looking for.

- 4) Showcase your services** – Your .tel can be used to share what you do and how people can get involved. You can include details and times of any classes, meetings or special events. Your .tel is a great place to showcase temporary promotions, special pricing, and any free services you offer, in addition to including links to any social networks you belong to as part of the online community.

- 5) Lead the way** - Organise information into folders for different types of users that visit your .tel. There may be a section for young people and activities of interest to them, or different departments or sections within your establishment. If you have multiple locations it makes sense to have a folder for each location, with contact an address details in each.

- 6) Get on the map** – Add a location record to ensure new members and visitors don't get lost. This gives them a map of the area, especially useful when viewing your .tel from their mobile phone. Your postal address can be included in the Keywords area together with parking space info.

- 7) Control your data** – Your .tel domain also includes privacy settings, so that some information is only shared with those you allow. You could include internal numbers for staff or information specifically for certain members.

- 8) More information for visitors and SEO** – Use the space at the bottom of your .tel page to provide more information about your facilities, services and classes. Also use the Name and Business profile keywords to help search engines index your page correctly.

- 9) Team up** – If you already have a website, link to it from your .tel for content-rich information. You can integrate your contact information from .tel to your main site so that it automatically updates whenever you change your .tel. Download our free tools for webmasters from <http://telnic.org/community-applications-contact.html>.

Do you have any additional suggestions for this TelTemplate? Do you have a .tel template that you think shows an excellent example of how businesses and individuals can get the best out of the .tel domain? Then simply submit the information to community@telnic.org and we will see whether we can feature it on our website. Please keep the advice general to the type of business that might benefit, but if you have a specific example you would like us to promote, please feel free to reference this. These templates are for guidance only and may be changed or updated in the future.