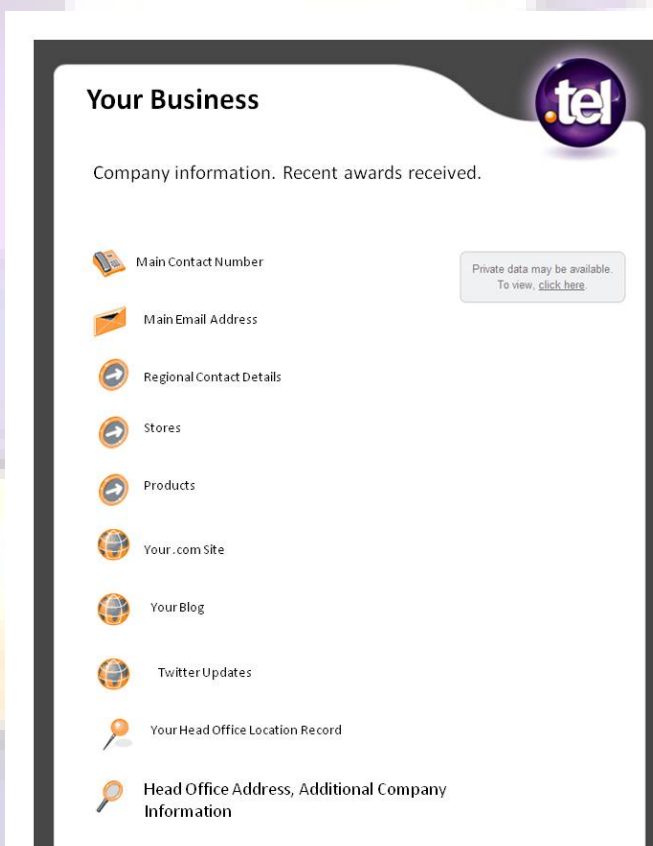


TelTemplates: Laying out your Large Business' .tel page

This example template has been put together from our research into how a .tel domain can benefit any large business. By becoming a central point for communication, a .tel domain can provide benefits to your company and its customers. A few examples of businesses using .tel for your reference: <http://www.ponyexpress.tel/>, <http://www.jameshardie.tel/>, <http://www.nestle.tel/>, <http://www.dupont.tel/>, <http://www.mobilkomaustria.tel/> and <http://www.ifm.tel/>.

So, what do we recommend?

1) Promote your name – Enter your company name as the title of your page, and fill in the text header with the information about your organisation. The better you use this space, the better click-through you will get from the short amount of information displayed in search engine results. Additionally, people browsing on mobile devices will want a succinct description to make absolutely sure they have the correct business. You can also use this area to highlight any special promotions you are running, or your latest product. And don't forget to use the Name keyword for better indexing in search engines.



2) Anywhere, anytime – YourBusiness.tel is a mobile-friendly, customer facing format for your contact information. Your most important contact details should be listed first, so that they are easily found on a mobile browser. By using your .tel, your customers and partners can contact you easily from any location and be confident that your info is always up to date. This can be invaluable to everybody in your supply chain from suppliers finding your stores while on the move to a key partner urgently looking for a department phone number.

3) Easily route customers – Organise your contact information using folders so that your customers can quickly find the right store, department or location. You can also use folders to showcase new products or initiatives. Some organizations are also creating separate .tel domains for executives and customer-facing staff. The main company .tel will point to these names, while personnel can manage their contact details in them independently.

4) Word of mouth – Social media are becoming more and more popular as promotion and customer

engagement tools, so we recommend adding links to your Twitter, RSS, social networks and online communities. This way, you will be able to better interact and engage with your community.

5) Get on the map – If you'd like to direct visitors to your store or office, add its location on a map and its postal address as a text keyword. If you have multiple locations use sub-folders, each with their own location records. As the .tel ecosystem evolves, more services will allow for location-based searching, so don't forget to enter this important element for all your sites.

6) 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 key partners/suppliers.

7) Emergency situations – YourBusiness.tel can be instantly switched to show different phone numbers and locations in an emergency situation, so that you are always available to your customers. It can also be immediately updated to list any product recalls or Hotline numbers.

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.