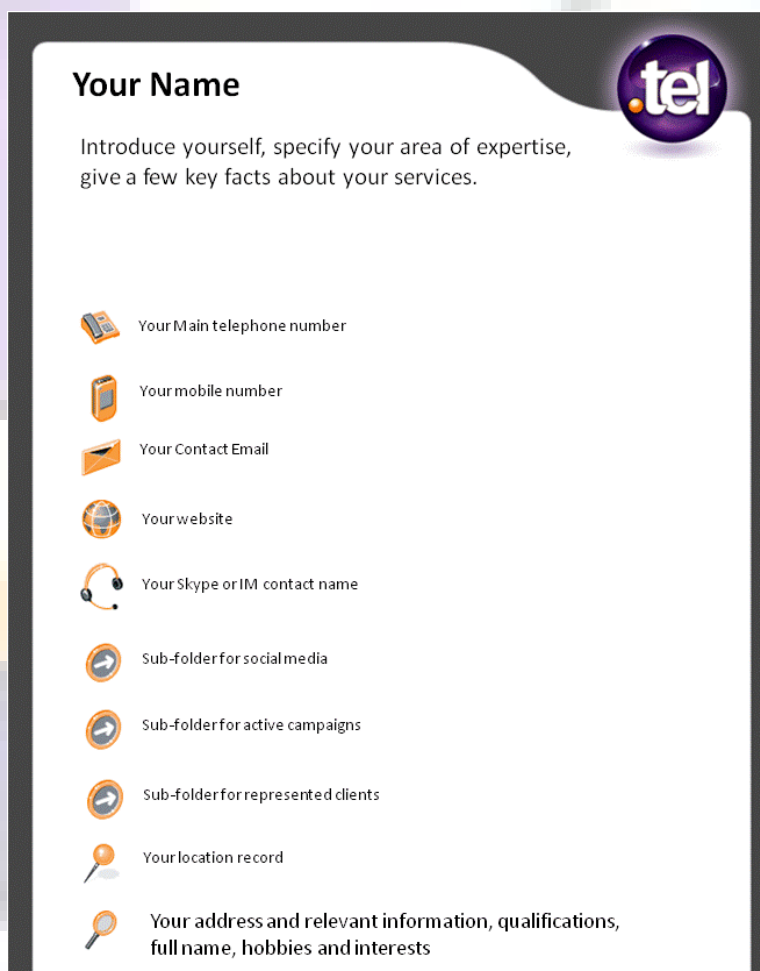


TelTemplates: Laying out your .tel Page if you're a Communications specialist

This example template has been put together from our research into .tel domains of PR, marketing and social media specialists, including <http://communicatto.tel/>, <http://jcgmarketing.tel/>, <http://jaylohmann.tel/>, <http://jennyhayden.tel/>, <http://birman.tel/>, <http://heidinoel.tel/>, and others.

So, what do we recommend?

- 1) Promote your personal brand** – Enter your name as the title of your page, and fill in the text header with the information about the services you provide and your qualifications. 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 want to click further on contact information and further web links. And don't forget to use the Name keyword for better indexing in search engines.
- 2) It's good to talk** – We recommend starting with your phone number. If you have multiple numbers, list them all starting with the one you prefer. And don't forget, you may do business abroad, so make sure it's accessible from international callers by using the + dialing code.



Your Name

Introduce yourself, specify your area of expertise, give a few key facts about your services.

- Your Main telephone number
- Your mobile number
- Your Contact Email
- Your website
- Your Skype or IM contact name
- Sub-folder for social media
- Sub-folder for active campaigns
- Sub-folder for represented clients
- Your location record
- Your address and relevant information, qualifications, full name, hobbies and interests

- 3) Word of mouth** – Communications and marketing specialists actively use social media tools, so make sure you link to your Bebo, LinkedIn and Facebook pages, and any other networks, associations and groups in which you participate. If your list of social media links is getting long, create a folder and group them all together. The more quality dynamic content you add, the better your .tel will rank in search engine results. Equally, add links to your .tel from your social profiles to drive traffic and improve SEO with inbound links.

- 4) Active Campaigns** – You may wish to create a separate folder with descriptions and links to currently running or recent promotional campaigns or our clients. Be transparent about the businesses you represent and showcase your work. With real-time updates, you can put dynamic contents on for limited-time campaigns, voting shows, etc.

- 6) One-stop-shop** – With more communication channels becoming available every day, bring them on together and let your visitor choose how to reach you. What's your name in Skype, Windows Live, Yahoo! Messenger, GTalk? Can you accept calls or text messages only? Stay connected wherever you are with easily updatable profiles that you can flick to change between your work and off-hours contact information.

- 7) More information for visitors and SEO** – Use the space at the bottom of your .tel page to provide more information about your qualifications, professional experience and expertise. Add information that will help identify you and the services you provide. Also use the Name and Business profile keywords to help search engines index your page correctly.

- 8) Put your office on a map** – If you'd like to direct visitors to your office, add its location on a map and its postal address as a text keyword. As the .tel ecosystem evolves, more services will allow for location-based searching, so don't forget to enter your location on a map.

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.