

TelTemplates: Laying out your.tel Page if you're an Architect or Designer

This example template has been put together from our research into .tel domains of graphics and web designers, photographers, designers and other visual arts specialists, such as <http://raed.tel/>, <http://banffwedding.tel/>, <http://stevewalton.tel/>, <http://ingridfuentes.tel/>, <http://margarettehan.tel/>, and <http://upbeatdesign.tel/>.

So, what do we recommend?

1) Promote your name – 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) Put the most important contact information first – 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 have visitors from abroad, so make sure it's accessible from international callers by using the + dialing code.

3) Your portfolio –Your projects may be very visual and graphic-centric, but you can still benefit from .tel as a mobile-friendly business card, and a central hub for all your projects. You can link to your main website or online photo stream, or favorite examples of your work.

If the list is getting too long, group all your portfolio links in a folder that visitors can easily access. You can add an overview for each link (up to 255 characters) to introduce particular projects. Architects may find it useful to create folders for the projects they are working on, and add relevant contact info for all the specialists involved in the construction. This way, you'll always know the location of the site, and phone numbers of all those involved.

4) Word of mouth – Social media are becoming more and more popular as promotion tools, so make sure you link to your Bebo, LinkedIn and Facebook pages, and any other networks, associations and groups in which you

participate. This way, you'll highlight your qualifications, raise your profile and get new friends and fans from social networks.

5) One-stop-shop – With more communication channels becoming available every day, bring them all 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.

6) 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.

7) Put your office on a map – If you'd like to direct visitors to your studio, 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.

