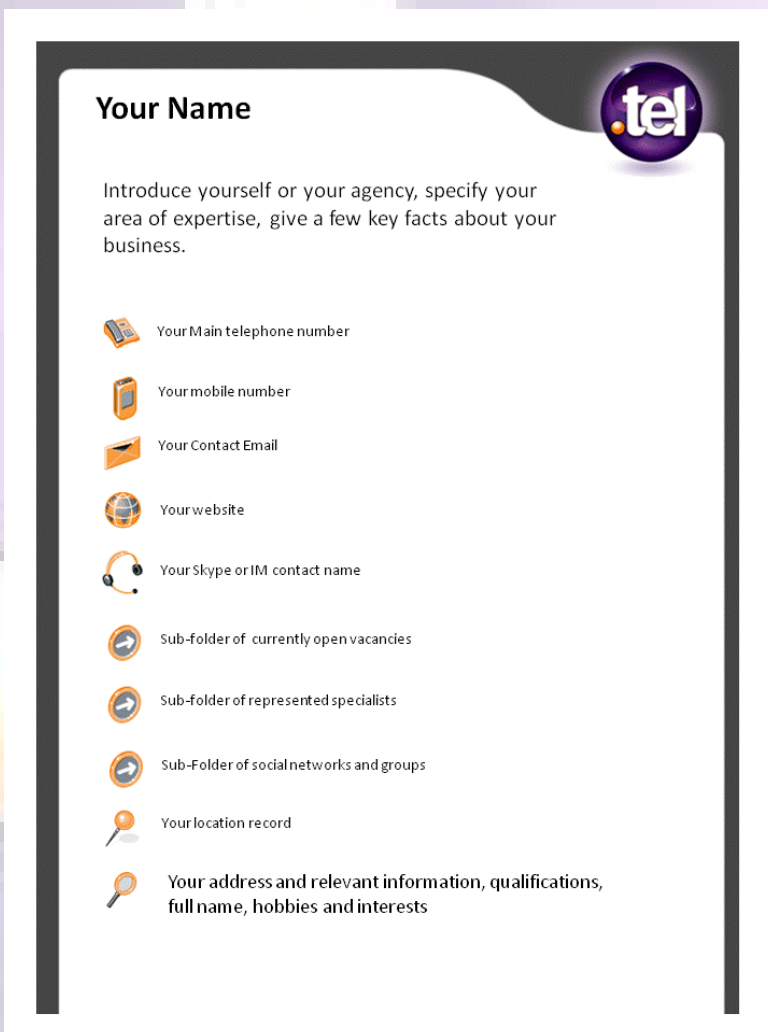


TelTemplates: Laying out your .tel Page if you're a Recruiter

This example template has been put together from our research into .tel domains of recruiters, including the likes of <http://garygove.tel/>, <http://paulhumphreys.tel/>, <http://sarahmcneill.tel/>, <http://satya.tel/>, and others.

So, what do we recommend?

1) Promote your brand – Enter your name as the title of your page, and fill in the text header with the information about the industries and geographic locations which you cover. 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 – Remember, this can be accessed by any device, so which is more important? Your website or your telephone number? We'd say telephone number. If you have multiple numbers, list them all starting with your preferred contact number. 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) Word of mouth – Many recruiters are actively using social media sites to promote vacancies and find promising candidates. Why not provide links to LinkedIn and Facebook pages, and any other networks, associations and groups where you are a member. You could also use Twitter and RSS to announce new vacancies and other news. If your list of social media links is getting long, create a folder and group them all together.

4) Current Vacancies – You may wish to create a separate folder with the vacancies you are currently offering. Create a web link for each vacancy with a short description to help visitors understand the requirements. Dedicated folders for clients and candidates may also prove useful as you define your strategy and core competencies, and link to essential documents and signup forms on your main site.

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? With real-time updates, you can setup profiles to show or hide any or all of your contact details if you are on vacation, in a meeting, or travelling.

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, strategy and values. Whatever differentiates you from other recruiters and agencies, make sure it's on your .tel page. Also use the Name and Address keywords to help search engines index you correctly. 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.