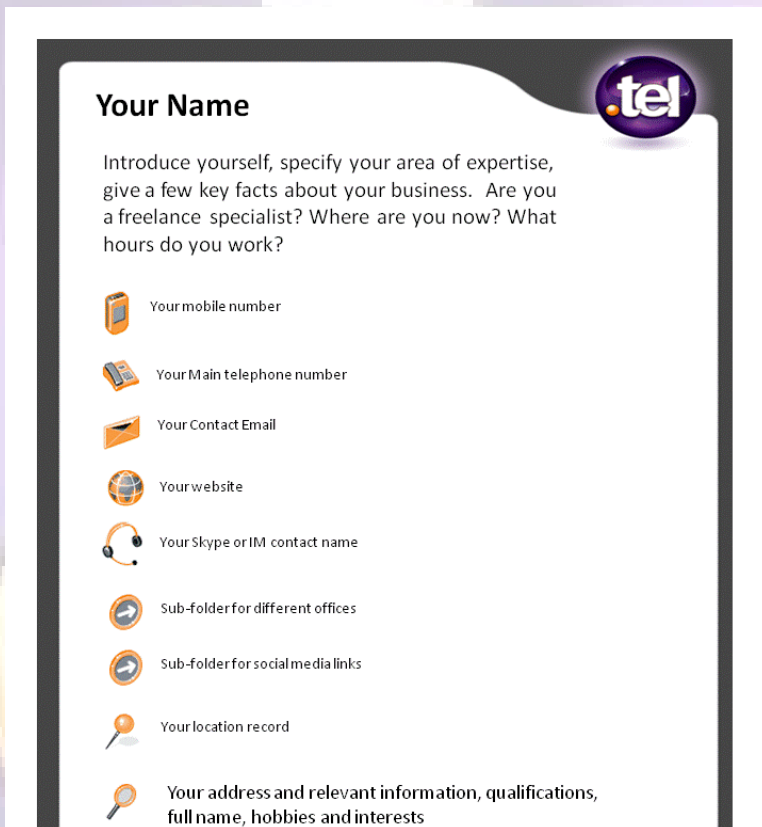


TelTemplates: Laying out your.tel Page if you're a freelance skilled worker

This example template has been put together from our research into .tel domains of different skilled workers that are interested in technology, such as <http://akku.tel/>, <http://www.baxtruss.tel/>, <http://talldarkandhandy.tel/>, <http://penfoldroofing.tel/>, <http://www.lamarstone.tel/>, <http://removals.tel/>, <http://fanaticplumbing.tel/>, <http://hamali.tel/> . So, what do we recommend?

1. **Be presentable.** Your .tel page is your online business card that people use to find you and contact you, wherever they are. Make your .tel simple and useful by adding all your contact information and details. Start with the title and the text header where you can put your name, your line of work and the area you cover. People will see this information whenever they search for you online or open your .tel on their mobile, so make sure this space is used well.



2. **Never miss an important call.** Customers need to contact you quickly and easily, so make sure your direct phone number and any other ways to reach you are right at the top. If you have multiple numbers, list them all and add descriptions to explain which is which. You can also setup profiles to show different phone numbers when you're out on a call; switching profiles is easy and can be done from your phone or .tel control panel.

3. **The World Wide Web.** If you have a web site or blog, or at least a social network profile, link to them from your .tel page, and do the same in the other direction: from your website or online profile, link to your .tel page. This way, more people will know about you, and your .tel will become especially useful.

Social media are becoming increasingly popular as promotion tools, so if you are on Facebook or LinkedIn, your friends and customers can friend you and recommend you to others. Having all your social connections on your .tel page will help visitors learn more about you, relate to you – and remember your name next

time they need you. Equally, add recommendations people give you as web links, or just as text in your Keywords area. Visitors rely on the experience of others, so reviews, recommendations or links to your previous work will make customers trust you.

4. **Neat and tidy.** If the list of your web links is getting too long, create a folder to group them all inside. You can also use folders to group information about different offices or partners you work with. Add a personal touch to your professional .tel page by creating a folder to tell people about yourself, your hobbies and interests, and so on.

5. **Put yourself on the map.** If you have a workshop or office, add a location link to your .tel that will open a map. You can use the same location at all times, or change your location on the go from your phone to show your action location at any time. Don't forget to put the postal address as a keyword too.

6. **The more the better.** Use keywords to show your qualifications, describe the services you provide, your working hours and any other information that you find useful. Enter your postal address and describe what you do in Directory Information. If no category matches your needs, use Free text that can be up to 2000 characters long.

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.