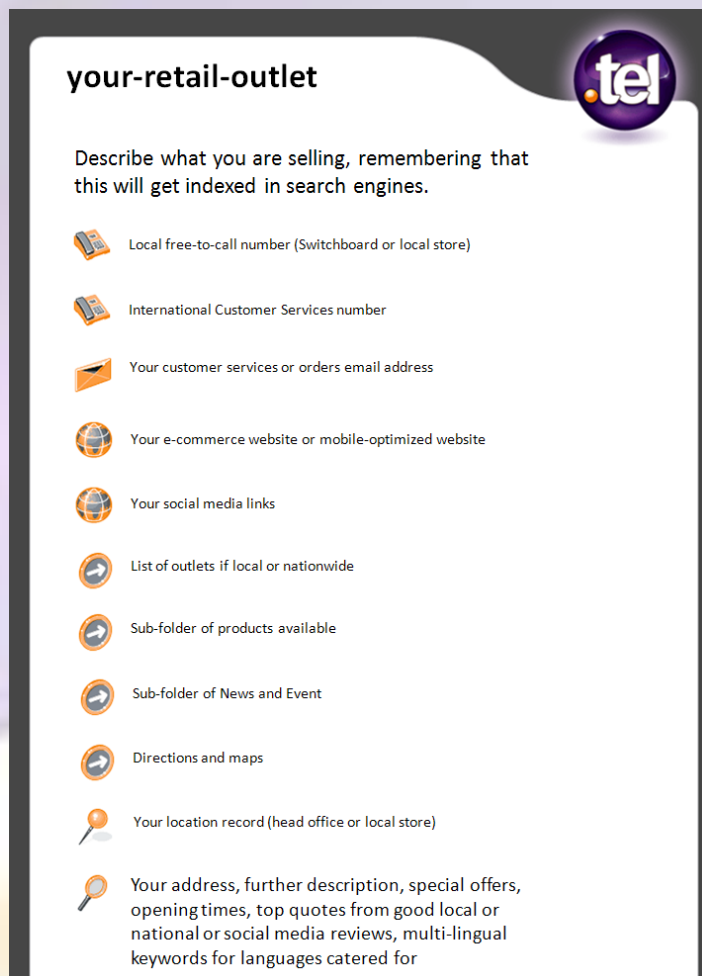


## TelTemplates: Laying out your Retail Outlet's .tel Page

The second in our series of TelTemplates is for a Retail Outlet. This example template has been put together from our research into .tel domains of retailers large and small, including the likes of <http://schuh.tel>, <http://penbox.tel>, <http://puddleducks.tel>, <http://elkparts.tel/>, and <http://aftershock.tel> in the UK through to <http://pacificcoffee.tel/> and <http://justjewellery.tel/> to name a few.

So, what do we recommend?

**1) Use your Header!** – Use the header to highlight who you are and what you sell! It may sound obvious, but some people are missing this out. Equally, the better you use this space, the better click-through from the short amount of information displayed in search engine results you will get. 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.



**2) Put the most important piece of contact information first** – Putting a telephone number high up, especially a free-to-call or local call (or even free VOIP) number will enable people to quickly ask a question or find out a piece of information, much more easily on a mobile device than surfing through a website. So we recommend putting telephone numbers first.

**3) It's all about location, location, location!** – Use your location record, as people are using search engines like jepaa.com to find places in a specific region. Of course, put your physical address in there also in the keywords, but perhaps why not also put a sub-folder to 'directions', enabling people to understand where you are and which subway, tube, bus, tram or train they might be able to get to you on, and link to maps or photos of the surrounding area, or where they can park.

**4) Personal Service** – why not put opening and closing times in the free text area, as well as the name of the store manager or customer services representative.

**5) Customers are Fans Too!** – Many retail outlets, whether they be fashion stores or fast-food joints, are starting to use social media to help build a sense of brand loyalty through shared values. So why not put links to social media sites, picture sites or blogs, to give people a sense of who you are?

**6) What's in Store?** – Why not put a sub-folder which outlines the goods and products that you're selling – it can be directly accessible from a mobile device thus enabling people to see. You can also change prices quickly if you have a sale or special offer.

**7) Slim fitting** – If you do have a mobile-friendly website, don't forget to put it on the .tel. [m.yoursite.com](http://m.yoursite.com) or [yoursite.mobi](http://yoursite.mobi) provide people with the comfort of knowing it's not going to cost them as much as browsing a .com site on their mobile, especially if they're visiting from overseas and using their mobile devices.

**8) Mind your language!** – Don't forget, the .tel domain can support multi-lingual keywords, so do remember to provide your .tel in multiple languages if you can and do appeal to a broad audience. It will also enable you to get indexed in local level search engines with sub-folders.

**9) Open all hours?** – Don't forget to put in useful information like store opening times, the designer brands that you carry, and other useful keywords that help you get indexed better in search engines. You can change these keywords very easily and these will be instantly published.

**10) Read all about it!** – If you do outreach to media, or have news to publish, why not put a link to another sub-folder which contains all of the reviews, news articles, links to press releases and other news including Twitter or RSS feeds so people can get automatic updates.

*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](mailto: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.*