

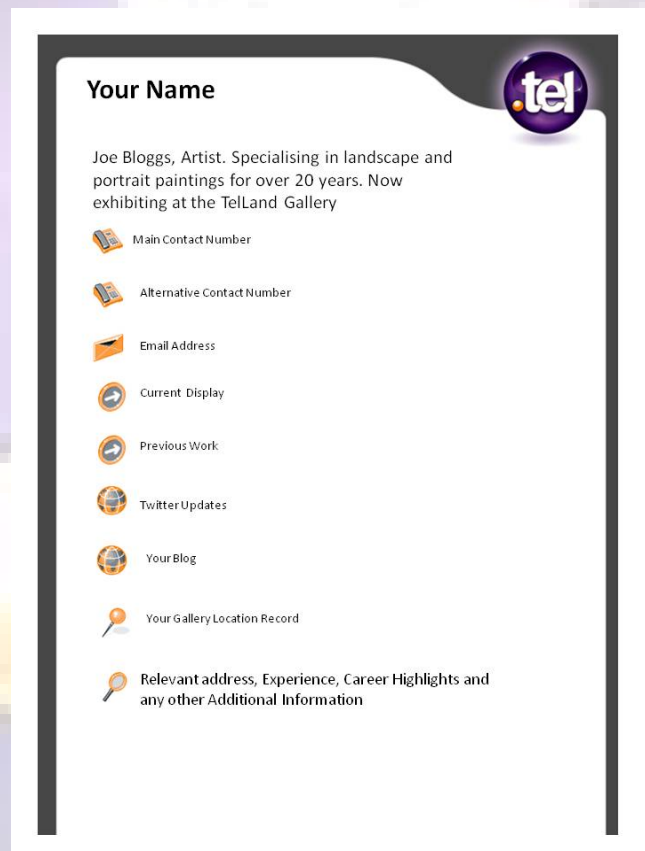
TelTemplates: Laying out your.tel Page if you're an Artist or Performer

This example template has been put together from our research into how those in the creative industries are using .tel and what lessons can be learnt from this. We have been pleased to find so many fine examples of .tel domains in this industry. Some of the ones we've looked at to produce this guide are <http://overvoice.tel/>, <http://www.sacredpipe.tel/>, <http://miketedder.tel/>, <http://ormes.tel/>, <http://jennifer.tel/>, <http://nicholls.tel/>, <http://jimiking.tel/>, <http://humorist.tel/>, <http://carolannduffy.tel/>, <http://ceilidh.tel/> and <http://davemiller.tel/>.

So, what do we recommend?

1) Use your Header! – Use the header to highlight your name, location and primary fields of work. It may sound obvious, but some people are missing 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) Displaying your Talents – Remember, all of the information on your .tel can be accessed by any device, so which is more important to be seen first? Your website, email address or your telephone number? That's your decision, but don't forget, you may have visitors from abroad, so make sure all phone numbers are accessible from international callers by using the + dialing code.



3) Word of Mouth – Many artists are now starting to use social media sites to keep the public informed of what they are doing and any forthcoming events. It can be difficult for those interested to keep track of the various sources of information. Use your .tel as a place to bring together all of these links to Facebook pages, Twitter, Personal Blogs or any other sites you may be using.

4) Stay in touch while on the move – Setup profiles for your working hours and your time off, each with a short status note and the appropriate contact information. This way, you can switch between your preferred means of communication quickly and easily from your mobile device. Using profiles will allow that interested customer or agent to always see the best way to get in touch.

5) Use sub-folders for simpler navigation – Sub-folders allow you to separate and organize other valuable information in your .tel. Are you using a gallery, or have dates for shows? Or maybe you have online publications or portfolios. Any of these can have their own folder, with relevant links and contact information.

6) Promote yourself – Have you won an award? Had your work displayed in a prestigious gallery? Performed for any distinguished guests? Been in the business for a number of years? Use your Keywords to show visitors and fans these career highlights.

7) Put Yourself on the Map – Your location record will ensure your fans don't get lost. This could be a permanent gallery, or the location of the

theater where you are currently performing. However you choose to use it your supporters will be grateful as it gives them a map of the area, especially useful when viewing your .tel using their mobile phone. If you have multiple locations to share, include a location record in a variety of sub-folders. You should put the physical address in the keywords, but perhaps why not also put a sub-folder to 'directions', enabling people to understand where you are and where they can park, or if they are taking public transport which subway, tube, bus, tram or train they will need.

8) Private Showing – Your .tel domain also includes privacy settings, so that some information is only shared with those you allow. Why not include personal contact details for friends and family.

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.