

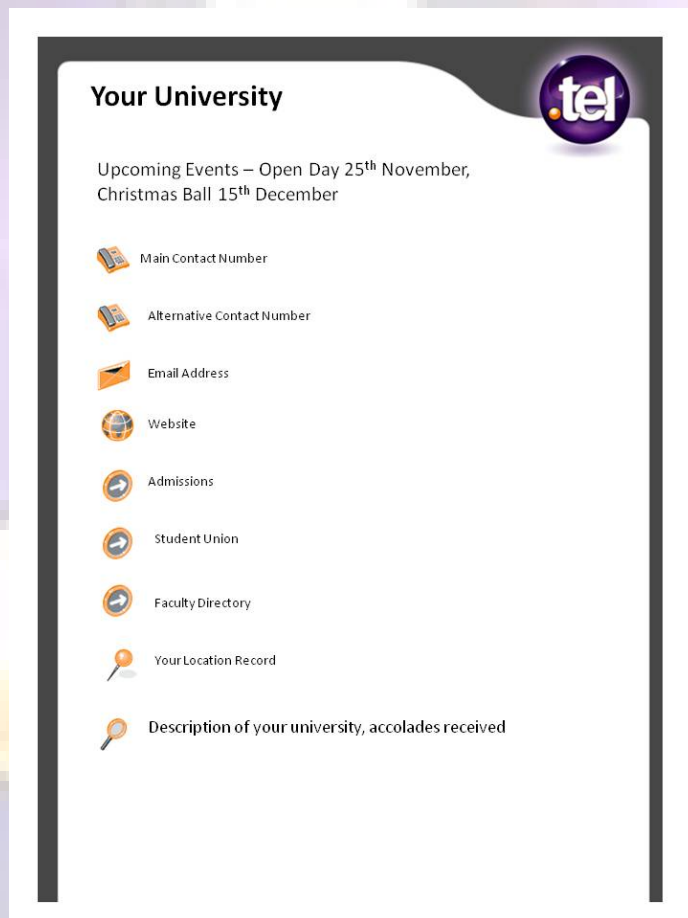
TelTemplates: Laying out your University's .tel page

This TelTemplate is for a College or University. It has been put together from our research into existing and actively used .tel domains, such as <http://www.ucla.tel/>, <http://www.sfsu.tel/>, <http://www.niu.dekalb.tel/>, <http://www.esb.tel/>, <http://www.nthu.tel/>, <http://www.mesacc.tel/> and <http://www.chunghua.tel/> to name but a few. We have been pleased to find so many fine examples of .tel domains in this field, and would like to share some of our discoveries with you.

So, what do we recommend?

1) Easy to remember – YourUniversity.tel is all anyone needs to reach you. They can get contact details at home, or using their mobile phone while on the move. Make sure the name you use is the one which is easily associated with your establishment.

2) Put the most important information first – Remember, this can be accessed by any device, so which is more important? Your website or your telephone number? We'd say your main reception telephone number. And don't forget, visitors may be browsing your page from a mobile device, so make sure the text and contact information at the top are what they are looking for.



3) Use your head – Your Header information will be the first item anyone sees. This is also what will be displayed in search engine results. You can show your address here, but why not also draw attention to any upcoming events, such as open days, fairs or even a ball.

4) Lead the way - Organise information into folders for different types of users that visit your .tel: current and prospective students, alumni, patrons, etc. Undergraduates will need to get contact details of your facilities, accommodation, and students union, while others may want to reach faculty members or learn about your social activities.

5) Get on the map – Add a location record to ensure new students and visiting lecturers don't get lost. This gives them a map of the area, especially useful when viewing your .tel from their mobile phone. If you have multiple sites/campuses, include a location record in each sub-folder. You should put your 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.

6) On vacation – Profiles can be used to show different contact information depending on your situation, so some of your contact details could be set to be different outside of term times.

7) Word of mouth – Many universities and student bodies are actively using social media sites to promote themselves and communicate news and ideas. Why not provide links to Facebook pages, Twitter or any other sites you may be using.

8) Control your data – Your .tel domain also includes privacy settings, so that some information is only shared with those you allow. You could include internal numbers for staff or information specifically for students of particular classes.

9) Accolades – Don't be shy; if you or a specific department have won an award or recognition of excellence, share it on your .tel. This can either be in the keywords section, or in a separate folder.

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.