

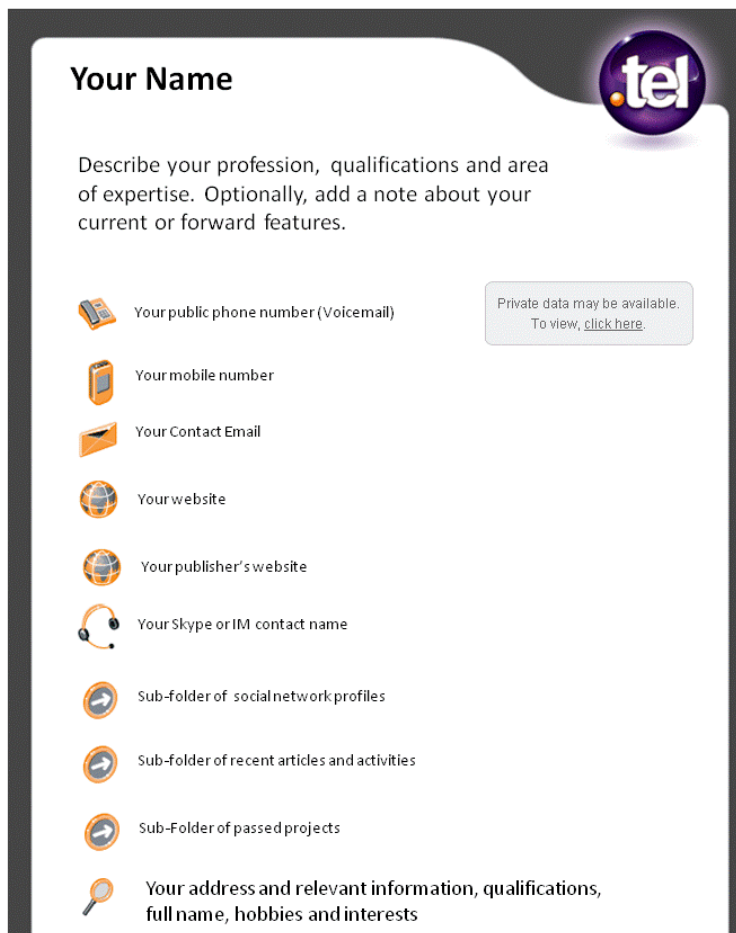
## TelTemplates: Laying out your .tel Page if you're a Journalist

This example template has been put together from our research into .tel domains of journalists and copy writers, including <http://guillaumeb.tel/>, <http://davidsinclair.tel/>, <http://clapperton.tel/>, <http://michaelfriedrichs.tel/>, <http://dunker.tel/>, <http://v-x.tel/>.

So, what do we recommend?

**1) Where is your press pass?** – Enter your name as the title of your page, and tell visitors what you do and where you work in the header at the top of your page. 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. And don't forget to use the Name keyword for better indexing in search engines.

**2) Share your work with the world** – Why not add links to your latest articles and provide a forward feature list to announce your current projects and get more useful information from PRs. With real-time updates, you can keep information as up-to-date as you need. You can update the visible information really easily using profiles, so you can have an 'on deadline' profile which shows only an email address with an emergency number until you've finished your copy when you can change it back to the default setting.



The screenshot shows a .tel domain page template. At the top left, it says "Your Name" in a large, bold font. To the right of this is a circular logo with the word "tel" in white on a purple background. Below the name, there is a text box with the instruction: "Describe your profession, qualifications and area of expertise. Optionally, add a note about your current or forward features." Below this text box is a list of contact and profile options, each with a small icon: a telephone for "Your public phone number (Voicemail)", a mobile phone for "Your mobile number", an envelope for "Your Contact Email", a globe for "Your website", a globe for "Your publisher's website", a headset for "Your Skype or IM contact name", a folder with a right arrow for "Sub-folder of social network profiles", a folder with a right arrow for "Sub-folder of recent articles and activities", a folder with a right arrow for "Sub-Folder of passed projects", and a magnifying glass for "Your address and relevant information, qualifications, full name, hobbies and interests". To the right of this list is a small grey box with the text: "Private data may be available. To view, [click here](#)."

**3) Use sub-folders for simpler navigation** – If your list of links and points of contact is running long, ensure that these are logically structured by using sub-folders for easy navigation.

**4) Word of mouth** – Many journalists are actively using social media sites to broadcast their work and share their ideas. Why not provide links to Facebook pages, Twitter, LinkedIn or any other sites you may be using. You could also put links to associations of which you're a member and any work you do/have done that is covered in the media.

**5) Master of many trades** – Are you also a writer, a copy editor, or photographer? Add links to your other fields of work, and add all your qualifications to the keywords area.

**6) Professional Connections** – Do you often cooperate with other professionals – photographers, cameramen, agencies? Add references to their resources and recommend their work. If you are a member of professional or alumni associations or groups, make sure you mention those too to demonstrate your professionalism and experience.

**8) Filter your best contacts** – Your .tel domain also includes privacy settings, so that you can manage your PR relationships and provide important contact information for your friends and family. A free TelFriends service allows you to setup access to specific contact items (phone numbers, email addresses, etc.) for each one of your trusted friends. Anyone can have a TelFriends account and send requests to be added to your friend list, while you can accept or deny those requests and assign confidential information for specific members or to groups of friends sharing the same level of access.

*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.*