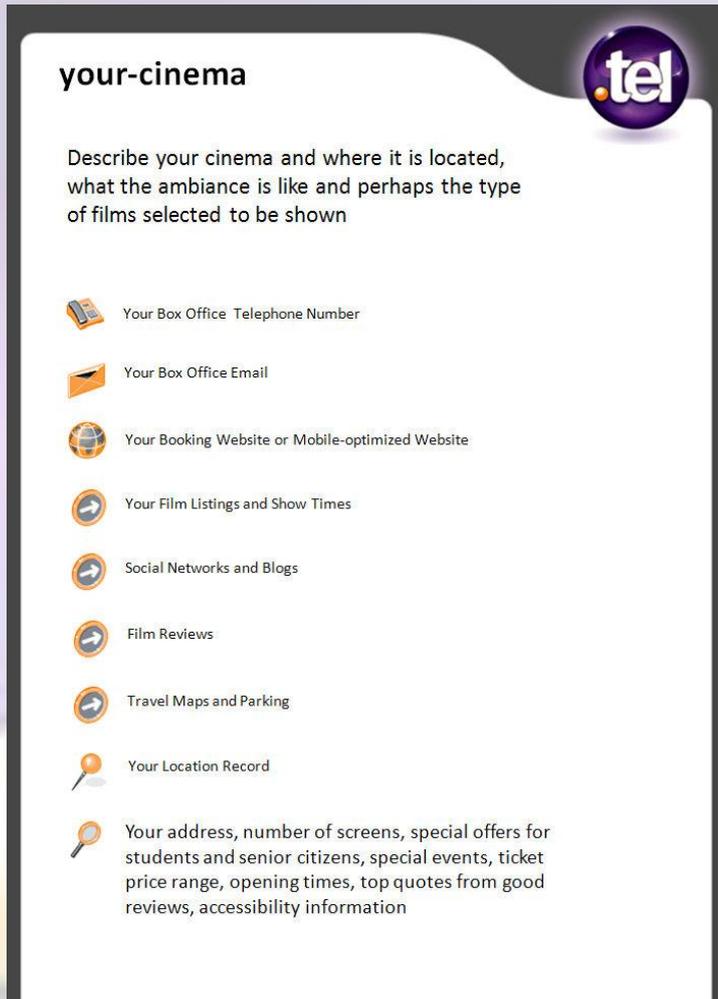


TelTemplates: Laying out your Cinema or Picture House's .tel Page

The third in our series of TelTemplates is for a Local Cinema or Picture House. This example template has been inspired by <http://watershed.tel>, a small Cinema and Café in the South West of England which is automatically updating its schedule on its .tel domain. For more information, see the Watershed .tel story on our Community site.

So, what do we recommend?

1) The opening scene – Use the header to highlight the name of your venue! It may sound obvious, but some people are missing this out. Additionally, the better you use this space, the more information people will get in the short summary from a search engine, and the better click-through you will get. Additionally, people browsing on mobile devices will want a succinct description to make absolutely sure they want to view further information on the page.



2) Put me through to my agent! – Putting a telephone number high up, especially a free-to-call or local call (or even free VOIP) number will enable people to quickly get to book tickets if they are out and about on a mobile device or cell phone.

3) Put yourself on the map – 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 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. Equally, make sure you outline accessibility options in the free text for people to know whether there is an audio system for the hard of hearing, signing options or wheelchair access.

4) What's on? – You can put a sub-folder for each film being shown and the times they run – it can be directly accessible from a mobile device thus enabling people to quickly see the schedule. You can also change these quickly and simply or, like Watershed, build a script to update them automatically. Information in free text keywords could include whether the film is in English or is subtitled, what age limits there are, and potentially other information such as who the film's music was composed by (and even a link to where to purchase the soundtrack).

5) Everyone's a critic! – You might possibly publish links to some of the films reviews so people can make a choice as to whether the film is suitable for their tastes. You could also put

links to places where people could write their own reviews once they've seen it, or vote on whether it was good or bad via SMS.

6) A cast of thousands – Many cinemas, whether they be boutique or art houses, are starting to use social media to help build a community around their activities. So why not put links to social media sites, picture sites, twitter or blogs, to give people a sense of who you are?

7) Shorts – If you do have a mobile-friendly website, don't forget to put it on the .tel. m.yoursite.com or 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) The language of film – 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 or are focusing on a particular international audience, perhaps with a film festival. It will also enable you to get indexed in local country level search engines.

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.