

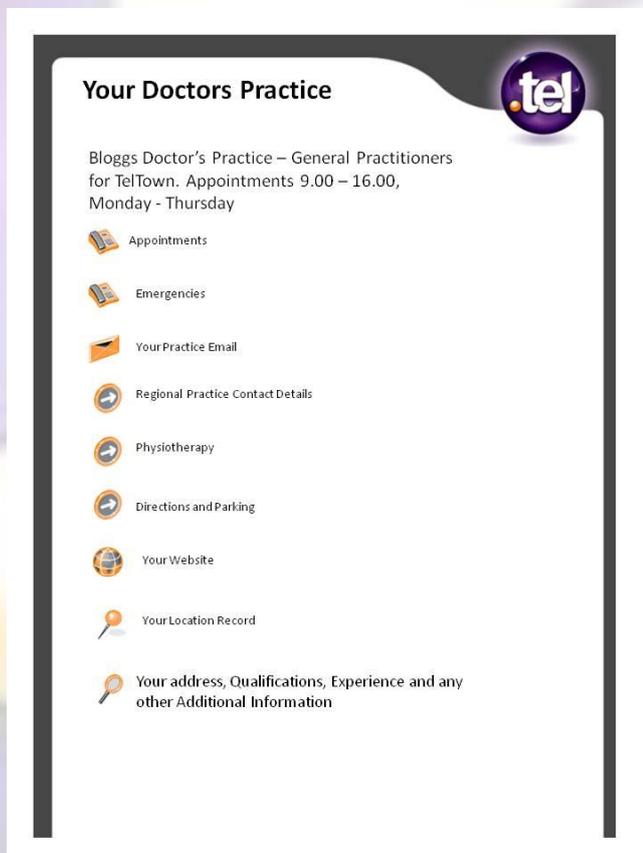
TelTemplates: Laying out your .tel Page if you're a Doctor or run a Medical Practice

This example template has been put together from our research into .tel domains of Doctors, Doctors' Surgeries and Medical Practices, including the likes of <http://drcolinmacdougall.tel/>, <http://drdarren.tel/>, <http://npath.tel/>, <http://path.tel/>, <http://highgatedentist.tel/>, <http://garykraus.tel/> and <http://chiropraticien.tel/>.

So, what do we recommend?

1) Use your Header! – Use the header to highlight your name and the areas of medicine in which you specialize. 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) The Medical Line – Put your most important information first, so if the majority of your patients are likely to be looking for your appointments number, make sure this takes pride of place at the top of your .tel contacts. If you have multiple practice locations, this could be a main switchboard number. And don't forget, you may have patients from abroad, so make sure it's accessible for international callers by using the + dialing code.



4) Sub-folders for simpler navigation – If you are a large practice with multiple offices, or specialties, ensure that these are logically structured by using sub-folders for easy navigation. You may even wish to give each doctor/practitioner their own private "surgery" in a sub-folder with all their contacts in one place. Subfolders could also be used for clinics that you may run, so that these details can be separated and clinic dates and times can be displayed.

5) Keeping that appointment – Add a location record to ensure your patients never get lost on the way to your practice. This gives them a map of the area, especially useful when viewing your .tel from their mobile phone. If you have multiple practices, 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) Medical School – Don't forget to include your qualifications on your .tel page. Do you have experience through many years of practice, lecturing, or in different fields of medicine? Do you offer any special services? You can include all this information in the Header or the Keywords section and it will be of comfort to prospective patients. If you have published papers or articles

that are available online, link to them directly from your main page or create a sub-folder for all your research work.

7) In Theater – Profiles can be used to show different contact information depending on your situation, so your main contact telephone number could be different when you are taking appointments or in theater to when you are free to take a call. You can even use your mobile to switch between profiles while you are out and about.

8) Private Practice – 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 colleagues in the medical profession. Alternatively, setup special access for your friends and family, and your .tel will become a single place of contact for both work and home.

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.