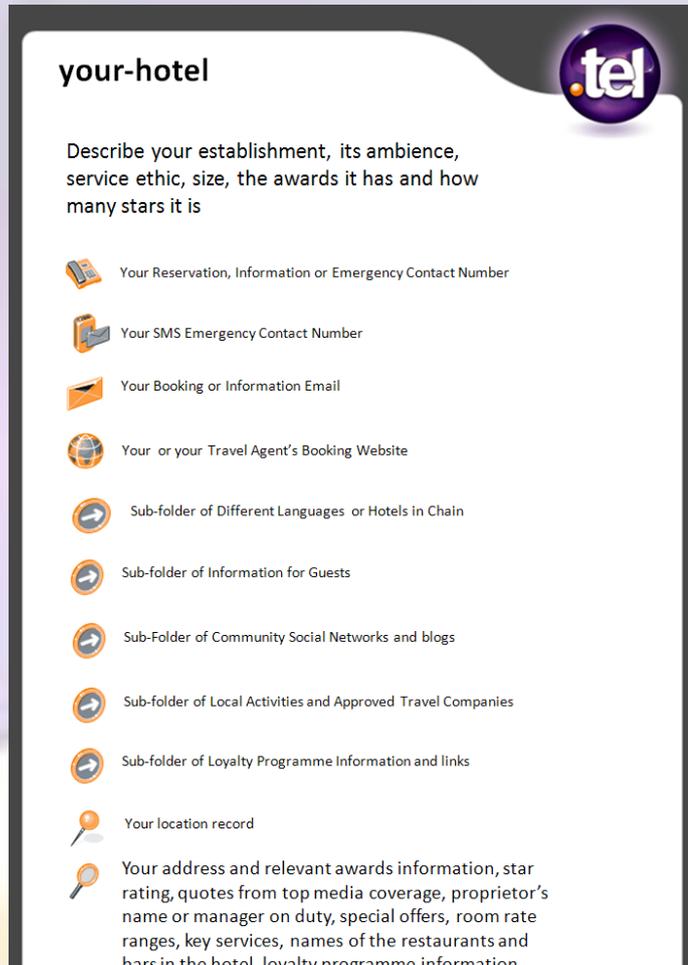


TelTemplates: Laying out your Boutique Hotel or Hotel Chain's .tel Page

This TelTemplate is for a Boutique Hotel or Hotel Chain. This example template has been put together from our research into 'tel Land', the map on the community area of the Telnic website which shows places around the world using .tel domains (see <http://telnic.org/community-map.html> for more details).

1) Make sure your Front of House is spotless! – Use the header to highlight the name of your hotel or chain, outline what your experience and star level is (using words or an asterisk)! It may sound obvious, but some people are missing this out and therefore not getting as much click through from search engines, which allow for a good 40-50 word summary under the link. Your header should match the smile on your front of house staff!



2) I have your room prepared – Lay out your .tel so that the most important information is put first. Remember, a .tel is optimized to be accessible from any device, but should be created with the smallest format device in mind; a mobile device with a browser. In this case, people will want to simply click on a number to call, SMS or potentially email someone, but may not wish to click on a website link.

3) Can you say 'Have a nice day' in ten languages? – A .tel domain supports multiple language characters, so if you have a market that speaks to several different nationalities or communities that speak different languages, don't forget to use them. Search engines will index sub-folders, so a recommended structure would be to put different language options in a sub-folder link. As it's in a different language, you won't be penalized by the search engines for replicating content.

4) It's all about location, location, location! – Use your location record, as people are using search engines like jepaa.com to find places in a specific region. Put your physical address in the keywords also, but consider a sub-folder with directions, enabling people to understand where you are. If you have a chain, each hotel can be listed in a sub-folder and a unique location record can be placed in that folder also.

5) Personal Service – why not put checking in/out times in the free text area, as well as the name of the manager on duty. A list of facilities in the hotel rooms can help people also with assessing the hotel's suitability. Is it child-friendly? Will there be themed entertainment? All of these can personalize your .tel.

6) Wish you were here? – Many hotels are now starting to use social media sites to show what a great place to visit they are and review sites are growing in popularity. Why not put a sub-folder in to 'our community' and provide links to Facebook pages, Flickr accounts and even areas where people can sign up to further news, chat forums or other areas such as blogs if you have them.

7) I'm bored! – Why not put links to information for guests whilst staying at the hotel about activities and events in and outside the hotel? Again, you can put location records, prices and contact information which is just a click away. You can also put links to which travel agencies can book your hotel for guests as part of packages or just accommodation. Of course, there's a serious side, and one link can be for emergency contact information as well as standard information for guests.

8) Reward loyalty – You want your guests to come again soon, so why not put links to your loyalty programme or a unique link for .tel users to get 10% discount on their next stay, for example? This will enable you to measure how many people are using your .tel (although you can see visits from web-based browsers using TelStats). Don't forget to indicate room rate charges in the free text as well.

9) Real-time Room Availability – You may not know that with a little bit of programming, your .tel can be updated automatically if synchronized with your reservation system to show up-to-the-minute availability of rooms to your guests. Visit <http://dev.telnic.org> for more information.

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.