

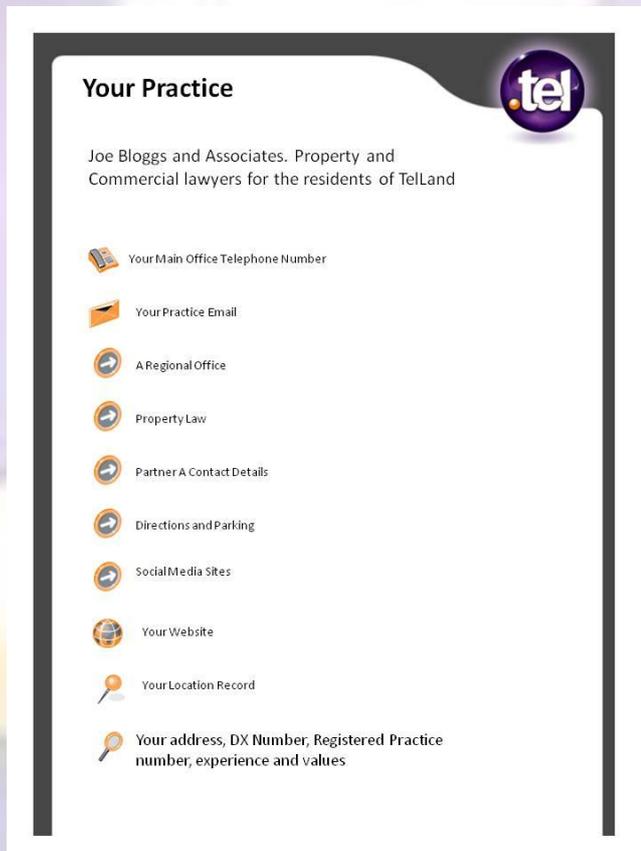
## TelTemplates: Laying out your .tel Page if you're a Lawyer or Legal Firm

This example template has been put together from our research into .tel domains of lawyers and legal firms, including the likes of <http://gurpreet.tel/>, <http://ashfords.tel/>, <http://phillips-law.tel/>, <http://appellatelaw.tel/>, <http://canadianmlaw.tel/> and <http://bleger-rhein.tel/>.

So, what do we recommend?

**1) Use your Header!** – Use the header to highlight the name of your business and your field of law. 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) Put the most important piece of contact information first** – Remember, this can be accessed by any device, so which is more important? Your website or your telephone number? We'd say telephone number. If you have multiple office locations, this could be a main switchboard number. And don't forget, you may have visitors from abroad, so make sure it's accessible from international callers by using the + dialing code.



**3) Professional Connections** – Do you use a Document Exchange (DX) scheme with other practices? If so, why not make your DX number easy to find by placing it in your .tel. Or maybe you'd like to show your registered practice number to reassure your legitimacy? Again, the Text Header and Keywords section can be used for all such content.

**4) Use sub-folders for simpler navigation** – If you are a large firm with national or local regional offices, or departments for different areas of the law, ensure that these are logically structured by using sub-folders for easy navigation. You may even wish to give each partner/associate their own private "chambers" in a sub-folder with all their contacts in one place.

**5) Keeping that appointment** – Ensure your clients never get lost on the way to your office by using your location record. This gives them a map of the area, especially useful when viewing your .tel using their mobile phone. If you have multiple offices, include a location record in each office 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) Word of Mouth** – Many law firms are now starting to use social media sites to show what they offer and what a great service they provide. Why not provide links to Facebook pages, Twitter, LinkedIn or any other sites you may be using. You could also put links to associations where you're a member and any work you do/have done that is covered in the media.

**7) Share your values** – Use your Keywords to explain your organization's beliefs and values. Clients will be reassured by statements showing their needs are key to your business. Plus, Keywords can help increase your search engine rankings, so that clients can find you online.

**8) State your Case** – If you have experience, either through many years of practice, lecturing, or in different fields of law, why not shout about it? You can use either the Header or Keywords to let visitors to your site know that they will be in the best possible hands.

**9) Private Practice** – Your .tel domain also includes privacy settings, so that some information is only shared with those you allow. Why not include internal numbers for staff, or a direct line for your most valued clients.

*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.*