

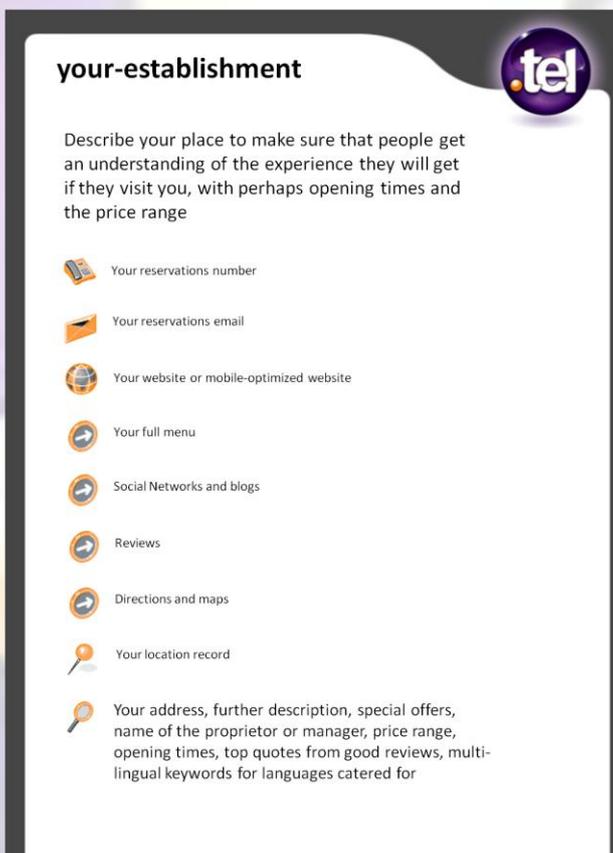
## TelTemplates: Laying out your Restaurant or Bar's .tel Page

The first in our series of TelTemplates is for a local restaurant or café bar. 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 that are food and drink-related (see <http://telnic.org/community-weeklytel.html> for more details). And it's great to see that there are so many scattered around the world already in places as far-flung as Algeria to Phnom Penh.

*So, what do we recommend?*

**1) Use your Header!** – Use the header to highlight the name of your establishment! It may sound obvious, but some people are missing out! Also, put a brief description of what you would like people to understand about your establishment – is it homely, lively, relaxed, buzzy? Where is it near? What are the staff like? Are there any specials on or a Happy Hour? You've got plenty of space to play with!

**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. And don't forget, you may have visitors from abroad, so make sure it's accessible from international callers by using the + dialing code. Put your reservations number at the top – it can't hurt! You may also accept bookings by email, so why not put that there also?



The image shows a screenshot of a .tel website layout. At the top left, it says "your-establishment" next to a "tel" logo. Below this is a text box: "Describe your place to make sure that people get an understanding of the experience they will get if they visit you, with perhaps opening times and the price range". To the right of this text is a list of sub-folders, each with an icon and a label: "Your reservations number" (calendar icon), "Your reservations email" (envelope icon), "Your website or mobile-optimized website" (globe icon), "Your full menu" (fork and knife icon), "Social Networks and blogs" (social media icons), "Reviews" (speech bubble icon), "Directions and maps" (map icon), "Your location record" (location pin icon), and "Your address, further description, special offers, name of the proprietor or manager, price range, opening times, top quotes from good reviews, multi-lingual keywords for languages catered for" (magnifying glass icon).

*Example layout of a Restaurant or Bar .tel domain showing sub-folders to useful information such as menu's, reviews and maps.*

**3) 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. Of course, put your physical address in there also in the keywords, but perhaps 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.

**4) Personal Service** – why not put opening and closing times in the free text area, as well as the name of the manager or proprietor of your establishment.

**5) Ambience** – Many restaurants and bars are now starting to use social media sites to show what a great place to visit they are. 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. All of these links will help promote your .tel domain further up in the search engine rankings (especially if you put a link to your .tel in those sites as well).

**6) Food! Food! Food!** – Why not put a sub-folder which outlines the menu using keywords – it can be directly accessible from a mobile device thus enabling people to see what's in store. And because it can be changed quickly, even if you run out of something on the night, it can quickly be replaced or removed with ease.

**7) The proof of the pudding** – Given recommendations are a critical part of marketing, why not put a sub-folder on your .tel linking to other people's reviews or comments sites? This way, people can easily see what other people thought about the experience of coming to your venue.

**8) A light snack** – 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.

**9) The Language of Food** – 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. It will also enable you to get indexed in local level search engines.

**10) Here's the bill** – Do put a price range (e.g. £ - ££ or \$\$\$ - \$\$\$\$) so that people can quickly see whether they need to get additional funding to visit your premises! Always handy to know, especially if your customer is out to impress on a first date!

*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.*