

## TelTemplates: Laying out your Travel Agency .tel Page

The fourth in our series of TelTemplates is for a Travel Agent. This example template has been put together from our research into .tel domains of travel agents, holiday activities and related .tel domains such as <http://cheapatflights.tel>, <http://phf.tel>, <http://mahindraholidays.tel>, <http://thegoatshed.tel>, <http://devocean.tel>, <http://celendo.tel>, <http://hoteldeals.tel>, <http://riding-holidays.tel>, <http://wildwind.tel>, <http://ukexploratory.tel> and <http://waterwaysholidays.tel> to name a few.

So, what do we recommend?

**1) Use your Header!** – Use the header to highlight who you are and what you sell! It may sound obvious, but some people are missing this 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 on contact information and further web links.

**2) Put the most important piece of contact information first** – Whether you're selling a holiday or providing support once on holiday, you may want to place a telephone number high up, especially a free-to-call or local call (or even free VOIP) number. This way, people can either book a holiday, flight or hotel over the telephone or get in touch with a local representative or your recommended insurance agent in case

of emergency, much more easily on a mobile device than surfing through a website. Remember, people on holiday may only have access to a mobile device rather than a computer. So we recommend putting telephone numbers first.

**3) Be a Tour Guide** – Help people navigate your site easily from any device - use sub-folders to point people to different information including special offers, late deals, holiday destinations (and photos), travel guides, visa requirements, vaccination information and national travel advice. All of this information can be structured easily and will provide people with the ability to navigate your .tel quickly and easily from a small device.

**4) It's all about location, location, location!** – Use location records to pinpoint both your own location as well as some of the destinations you're offering, as people are using search engines like jepaa.com to find places in a specific region. Of course, put your physical address and the address of the locations you offer holidays at in the keywords section of the relevant folder.

**5) What happens when the holiday is over?** – There are so many social media resources to help you stay connected with your customers and display their holiday photos, reviews of the holidays and your services, so why not link to them on your site? Word of mouth endorsement is very powerful, and sites like Flickr can host fan sites as well as show how much fun can be had whilst on holiday. So why not put links to social media sites, picture sites or blogs, to give people a sense of the experience you're offering?

**travel-holidays**

Describe what you are selling, remembering that this will get indexed in search engines. Include destinations, offers and featured late deals

- Local free-to-call number (Switchboard or Local Store) for bookings
- Emergency Telephone Number (Holiday Rep or Insurance Agent)
- Booking, Customer Services or Cancellation Email
- Your E-commerce Website or Mobile-optimized Website
- Your Social Media Links (Flickr, Facebook, Twitter, etc)
- Sub-folder of Destinations, Holiday Types and Deals
- Sub-folder of Travel Advice and Guides
- Sub-folder of Related Services (Insurance, etc)
- Directions and Maps
- Your Location Record (head office or local store)
- Your address, further description, special offers, opening times, holiday destinations sold, multi-lingual keywords for languages catered for, ATOL Accredited or ABTA Bonded information

**6) Thongs versus Wetsuits** – If you do have a mobile-friendly website, don't forget to put it on the .tel as well as your .com or other full website. 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.

**7) Speak in tongues** – Don't forget, the .tel domain can support multi-lingual keywords, so do remember to provide your .tel or the keywords in multiple languages if you can and do appeal to a broad audience. It will also enable you to get indexed in local country 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](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.*