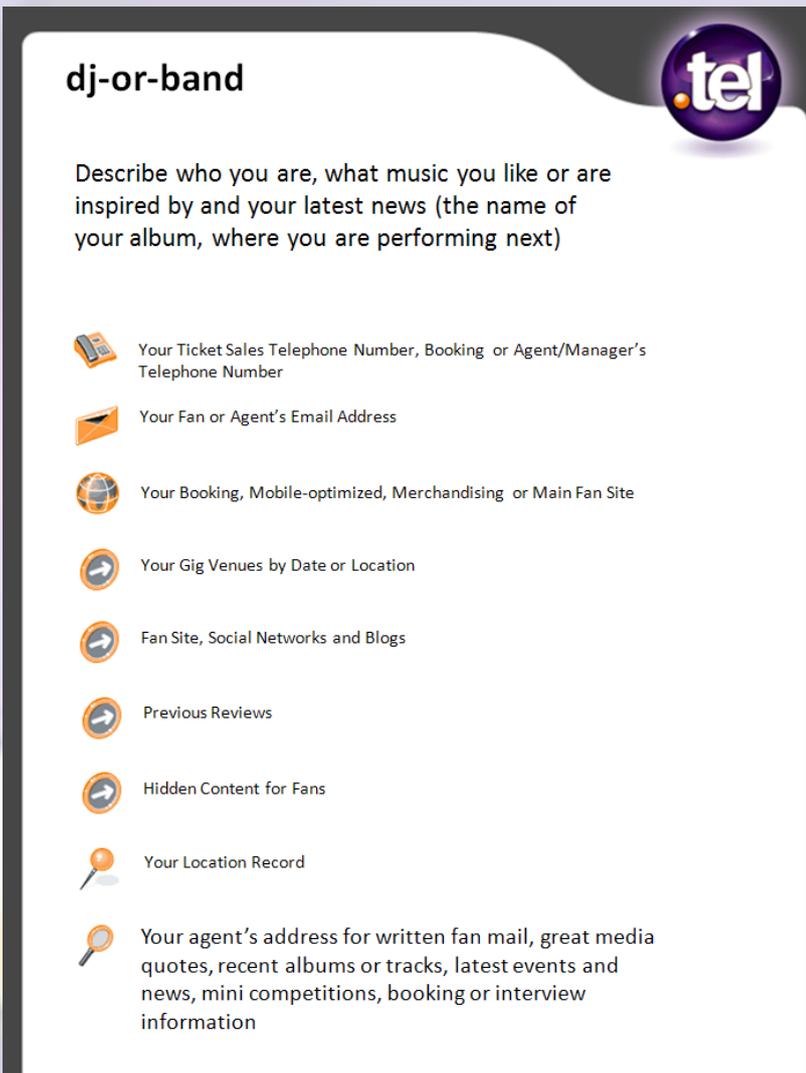


TelTemplates: Laying out your .tel Page if you're a DJ or Band

The sixth in our series of TelTemplates is for a DJ or Band. This example template has been inspired by several .tel domains including <http://kerenleppo.tel>, <http://summer.tel>, <http://enormous.tel>, <http://landslide.tel>, <http://narcotic.tel>, <http://jamesblond.tel> and <http://gazebo.tel> to name but a few artists, groups and mix-masters.

So, what do we recommend?

1) I can tell if it's good from the first four bars – Use the header to highlight who you are and what you do! It may sound obvious, but some people are missing this out. Additionally, the better you use this space, the more information people will get in the short summary from a search engine, and the better click-through you will get. Additionally, people browsing on mobile devices will want a succinct description to make absolutely sure they want to view further information on the page.



2) Put me through to my agent! – Putting a telephone number high up, whether it's yours or your agent's or manager's, will enable people to quickly get to find how to book you or sign you up if they are out and about on a mobile device or cell phone.

3) Put yourself on the map – You can change your location record when you're on the road, enabling people to work out where you are and whether they should call. Equally, you can use the location record to signal where the gig venue is or even where the after party is. Very handy as on several devices you can update your location with the GPS in the phone.

4) The World Tour? – Use sub-folders to list easily the tour schedule, with either one folder per month with a list of gigs or alternatively a folder for different locations in countries or towns you'll be visiting. Don't forget to put details regarding the venue location, an e-commerce site (mobile-optimized ideally) for booking tickets and a booking hotline and, if you have an album or remix to sell, links to where fans can download or buy this too.

5) Can you remember the words? – You might want to put links to reviews – both official and unofficial – of previous events you've played or albums or mixes you've produced, so people get an understanding of your music, style and what they can expect. Why not post links to videos of previous concerts, gigs or club nights?

6) Groupies! – There's no point in telling you that social media is the way to build up a fan base, so why not list all of the sites, groups and fan pages that you've developed in one place, bringing all of them in front of your potential next biggest fan and, for additional search engine optimization, put a link to your .tel domain into those sites as well.

7) Bling your mobile – Why not create short versions of your songs or tunes and create ringtones out of them, then simply put a link for them to be downloaded or, alternatively, price them up as a premium rate SMS for people to download directly on to their mobiles (there's a specific location for the Premium Rate SMS in the control panel which you can choose to comply with laws in different countries requiring this to be highlighted).

8) Peek behind the curtain – Don't forget, the .tel domain can support privacy using the free TelFriends system. You can set up a user name and password for your fans to use so that they will see different content to someone just happening to come across the site. For example, you might be able to hide a URL with additional content, a free telephone line for competitions or, soon, hidden folders with fan-specific content in them, like secret appearances, flash mob concerts, after parties, jam sessions, and so on.

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.