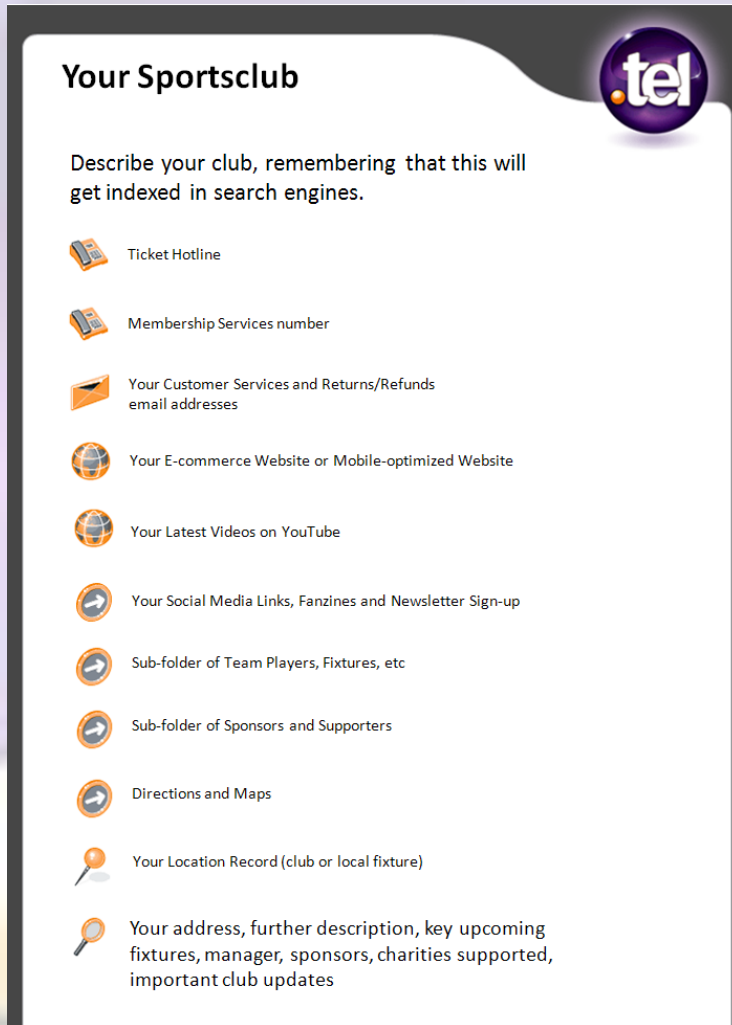


## TelTemplates: Laying out your Sports Club's .tel Page

This example template has been put together from our research into .tel domains of sports clubs and sports-related sites large and small, including the likes of <http://lfc.tel/>, <http://hajduk.tel/>, <http://f-a-i.mayo-soccer.mayosport.tel/> and <http://livecricket.tel/>, to name a few.

So, what do we recommend?

**1) Nice 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.



The screenshot shows a website header with the title "Your Sportsclub" and a ".tel" logo. Below the header is a list of navigation items, each with an icon and a description:

- Ticket Hotline
- Membership Services number
- Your Customer Services and Returns/Refunds email addresses
- Your E-commerce Website or Mobile-optimized Website
- Your Latest Videos on YouTube
- Your Social Media Links, Fanzines and Newsletter Sign-up
- Sub-folder of Team Players, Fixtures, etc
- Sub-folder of Sponsors and Supporters
- Directions and Maps
- Your Location Record (club or local fixture)
- Your address, further description, key upcoming fixtures, manager, sponsors, charities supported, important club updates

**2) Put the most important piece of contact information first** – Putting a telephone number high up, especially a free-to-call or local call (or even free VOIP) number will enable people to quickly ask a question or find specific information (such as purchasing a ticket or becoming a member), much more easily on a mobile device than surfing through a website. So we recommend putting telephone numbers first.

**3) Spot the ball!** – 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 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. You can change your location record depending on whether you're playing a home or away game, or show where the team is training.

**4) First Service** – Why not consider automating your site using the free code and provide live updates on the matches that you're playing. Alternatively, put a link to subscribe to SMS updates or email updates so your fans can keep up to speed on the results wherever they are.

**5) Play-by-Play Analysis** – Many clubs are very invested in using social media to help build brand loyalty through shared values. So why not put links to social media sites, picture sites or blogs, to give people a sense of who you are?

**6) What's in Store?** – Put a link to your branded goods and products that you're selling – it can be directly accessible from

a mobile device thus enabling people to see what they can get, from ringtone downloads and wallpaper through to shirts and other merchandise.

**7) Slice and Dice** – 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.

**8) A game of two halves** – Why not provide a place to promote your sponsors and business supporters so that you can provide additional exposure for their investments? Additionally, separate out corporate services and facilities from the general ticket and information section, so that people can easily get in touch to book your facilities, team members or club for events.

**9) Read all about it!** – If you do outreach to media, or have news to publish, why not put a link to another sub-folder which contains all of the reviews, news articles, links to press releases and other news including Twitter or RSS feeds so people can get automatic updates.

*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.*