



.telegraph

The new way to communicate

Welcome to *.telegraph*, the monthly .tel community newsletter. In it, Telnic covers the latest news on .tel features, software and services, as well as useful tips & advice from .tel owners. Why not share this with someone you think may also be interested?

More resources are at <http://telnic.org/community-landing.html>.

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Hot News: control panel update out

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- Rename folders ► Give your .tel a title ► Show off your usernames

QUOTE

"A .tel has all the information on one page - you can phone us, email us, go to our website, get directions, but also hopefully find us."

See page 3 for a full interview with Steve, bookshop owner



Featured .tel Domains

Hotele.tel
In-Pact.tel
IFM.tel
Loughborough
university.tel
Europeferries.tel
FoundItAtLast.tel
2andfro.tel
Mazs.tel

Get a discount on all your PR

We're pleased to announce today that at ad:tech London, PR Newswire joined the .tel community as a .tel reseller, and is also offering a fantastic discount to registrars, resellers and customers using a 'live' .tel as a point of contact in their Online Visibility Package (OVP) service.

The OVP service effectively delivers your news to over 4,000 online news sources at a very competitive price, but .tel owners using .tel domains within the news release (which doesn't have a word limit) will receive significant discounts every time the service is used when quoting a .tel domain.

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This Autumn

Sept'3

Telnic is shortlisted for the UK IT Industry Awards as the "Best Small IT Supplier of the Year"

Sept'22 London

Telnic attends the ad:tech conference

Oct'6 London

Telnic presents at the Digital Engagement conference

Oct'7-29 Philadelphia

Telnic takes part in the Data Content conference

Watch .tel on TV

BT Business is the first organization to launch a television advertising campaign on Bloomberg TV in connection with their new website <http://bt.com/tel>.

Carl di Cicco, Head of eCommerce for BT Business, said: "With a .tel, BT Business customers will now be able to streamline their contact information by giving out a name or branded contact point rather than multiple addresses and numbers. Additionally, this can be accessed from any device and even dialed directly by some phones. The vision of people dialing names and not numbers in future is one that BT subscribes to and, as such, .tel is an important offering for our customers."

Apply for your .tel certificate

To reward and encourage innovative and diverse usage of .tel technology, Telnic promotes role-model .tel domains as ".tel of the week" (see *Featured Domains* on the left). Anybody can submit a .tel they like. All winners are eligible for a print certificate from Telnic to testify their contribution to the development and promotion of .tel. If you've won ".tel of the week" please write to us at community@telnic.org to supply your postal address and claim your certificate.

Hot News—continued

► Rename folders

Managing your sub-domains has just become so much easier. You can now rename a folder, and all links to it throughout your domain will be updated automatically.

Note that the opposite won't work: editing a "Go to" link to a folder does not change the folder name.

► Give your .tel a title

You can now change the default title of your .tel page to any text you like—so nestle.tel can now say Nestlé!

Use any language and special characters, and up to 255 bytes of text, individual for every folder. Just click Edit for the heading above the Profile menu on the Dashboard.

► Show off your usernames

With the new username type in Contact items, you can add all your gaming handles, virtual characters and usernames to your .tel page. Your .tel is now your virtual identity!

Create a new contact item "username" with the name and add a comment for details.

Get a discount on all your PR —continued

PR Newswire's European CEO, Lisa Ashworth said: *"We're excited by the benefits that .tel will bring our customers and are pleased to be able to offer them this service. We are increasingly seeing news being consumed from different devices. This makes the ability for a customer or journalist to 'click to connect' with the organisation to find out more, or make a purchase, ever more important. Communicators using .tel domains will be able to measure the impact of their news, and more easily track return on investment."*

No other point of communication, a telephone number or domain, has had this level of support from an organisation such as PR Newswire, which is undoubtedly the leading newswire service in the world. We're delighted that PR Newswire has joined the .tel community and hope that all customers with global communication requirements will consider using this service.

For more information and details on how to use the service, please visit <http://prnewswire.co.uk/>

Top Tips for Retail Businesses

If you own a retail business, your .tel page can help customers find you. Follow these simple rules to make the most of your .tel domain :

- 1. Remember the Name.** YourStore.tel is where customers find all essential information about you, so promote it everywhere, like this retail shop with an easy-to-remember name above their front door.
- 2. Make it Simple and Useful.** Put toll-free phone numbers first so that customers can ask a question easily even with a mobile device.
- 3. Easily Route Your Customers.** Group all your stores and departments into folders so that people can easily navigate to the right place on your .tel.
- 4. Increase Your Visibility Online.** Add keywords that describe you and help find you online.
- 5. SALE STARTS NOW!** Put your latest promo offers and special packages up at the top of your .tel page, so that people discover your hot offers when reading the short description of your page in their search results. With instant update, you can change your specials several times a day!



Bookshop in the Middle of Nowhere

PEOPLE My name is Steve and I run the “Found It At Last” Bookshop, in the middle of nowhere near Kelso. Kelso is situated on the river Tweed which is in the Scottish Borders – it’s used very much for fishing. And we are situated near Forth Castle, which is the Duke of Roxborough’s home. We have lots of different people coming in to the shop, especially those from organized book clubs. They come in for certain books and also tell their members about the shop and how good it is.

“Word of mouth is how advertising is working for us for the moment.”

I’ve been collecting books for the best part of 30 years, mainly sports books, videos, magazines, fanzines, and I’d run out of space at home.

I needed premises, so I had a website for the best part of 10 years to try and clear my collection and the time was right to get some premises. I was out driving one day and found this beautiful old converted barn literally in the middle of nowhere. It didn’t seem to appear on any maps, and was ideal for a bookshop.

So we took over the premises, and very soon people started coming into the shop and saying they’d been looking for this shop for weeks. They’d heard about it and now they’d found it at last, therefore the name just stuck.

It would apply to the website, to the stock, to the location so we made sure we got the domain names and .tel - founditatlast.

“Most important for us was the fact that it had access to a map which we feel is just about all our customers need to be able to find us.”

I was renewing my other domain names when I had a message that said there was a new domain called .tel available. I didn’t know much about it. I chose bbc.tel just to see if the BBC had it. Sure enough, they’ve been as far as I am concerned the biggest site on the Internet, and they had it. I did some more investigation and found out that it was completely different from a website.

We have our website which is made up of thousands of pages, but the idea of a .tel is more of a business card where we could collect all our information from our telephone number to our email address to our GMail chat account.

I could put everything in one place and we were able to edit it whenever we liked - several times a day if necessary!

“A .tel domain name is more of a business card. You can put all your information on one web page which is much easier to see on mobile appliances.”



Steve James
FoundItAtLast.tel

We could tell people when we were closed, when we were open, give them a brief list of what we stocked, but most important for us was the fact that it had access to a map which we feel is just about all our customers need to be able to find us.



I would say that a .tel domain name is more of a business card, but it means that you can put all your information on one web page which is much easier to see on mobile appliances such as a BlackBerry or a mobile phone.

A webpage could be very difficult to look at, to find the information you need. It costs a lot of money to surf from one page to another and then back again whereas a .tel has all the information on one page - you can phone us, email us, go to our website, get directions, but also hopefully find us.

TelCamp: For the Community By the Community

TelCamp is a .tel-related community event where developers, businesses, and all those interested in .tel technology can get together to discuss topics of greater interest. Telnic supports and promotes TelCamps where possible, but the choice of venue, participants and agenda are up to the independent organizers.

The first TelCamp was recently held in Toronto, and had a great success both with local developers and businesses that are not related to .tel technology. Several early .tel adopters (including TelCartel, Knowledge Probe, and the TelSters community) have presented their latest achievements and lifted the veil on future projects. For a full list of resources and materials, see <http://toronto-1.telcamp.tel/>

The next TelCamp is scheduled for October 15th in Prague, Czech Republic, and everybody's welcome to join. The event will also include a press conference. Why not hold your own TelCamp? Contact us at website@telnic.org



Come see, TelAd is here!

A screenshot of a website with a .tel domain. The page title is 'Hotele w Polsce' and the URL is 'hotele.tel'. The page content includes a search bar, a list of cities with 'Go to' buttons, and a 'Sponsored Links' section. One sponsored link is for 'ArtHotel.pl', which is highlighted in yellow. The .tel logo is visible in the top right corner of the page.

Telnic has introduced a new way to monetize your .tel name —text-based advertising on .tel pages. You can now place pay-per-click or other form of advertisement at the top or bottom of your .tel page, or to the right of your contact information. Up to eight adverts in each section, in a maximum of 3000 folders — that's over 20000 advertising spaces!

A .tel advert post (a.k.a *TelAd*) is a simple text entry in a special format that is shown on your .tel page when it's opened in a browser. Custom mobile applications may not support adverts straight away.

Adding advertising records is not currently possible via the web control panel, but registrars and other companies can offer provisioning of advertising entries for the end user community.

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 registrars developers reseller programs telfriends support opportunities

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