

## Now keep your 'contact us' page live with .tel

**SEATTLE, United States – 19th May, 2009:** Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new communications-focused .tel top level domain (TLD), today announced at the International Trademark Association (INTA) Annual Conference, the release of a free tool enabling webmasters, web designers and web hosts to integrate .tel technology directly into the 'contact us' pages of their existing websites, making them 'live'.

The benefits of a .tel domain integrated with a website include:

- The power of .tel 'click to connect' technology but in the same look and feel as your own branded website
- Structured contact information for multiple offices or outlets for easy navigation
- Instant updating of contact information without the need for web editing skills
- The ability to change profiles so different contact information can be displayed at different times of the day – such as office hours and out-of-office hours support
- Speedy publication of important contact information, such as a new call centre number or emergency contact information in a time of crisis
- The ability to constantly change content easily so that search engines will re-index the site and see that it is being refreshed often, increasing search engine optimization results

“The ability to incorporate .tel information easily into your main website now means that you get all the power of 'live' contact information in a traditional website,” said Henri Asseily, Chief Strategist and CTO at Telnic. “Easily maintaining 'live' .tel information will also mean getting good SEO through the easy refreshing of contact information without the need for continuous coding.”

The free tool, which comprises of code, a 'how to' file and examples, can be downloaded from <http://telnic.org/community-applications.html> and <http://dev.telnic.org/pages/webmaster.html>.

Examples of how .tel information can be integrated into a website can be found at <http://telnic.org/contact.html> and <http://largeco1.com/contact.html>.

- ENDS -

### **About Telnic Limited**

Founded in 2000, Telnic Limited is the UK-based Registry Operator and Sponsoring Organization for the new .tel sponsored top level domain (sTLD). For more information, please visit <http://telnic.org> or find contact information at <http://telnic.tel>