

Collect business sign-ups and subscriptions for your .tel directory with miggletelDirectoryBuilder

Did you buy a .tel domain to build an online directory? If so, miggletelDirectoryBuilder from miggletel could help you manage your directory and make money.

How does it work?

The site at www.miggletel.co.uk is an example of how miggletelDirectoryBuilder would enable you to make money from your .tel directory.

The miggletel.co.uk site is currently linked from four of our .tel directories - brighton.tel, motors.tel, lettings.tel and jewellery.tel (Businesses who wish to advertise on these .tels can apply via the miggletel.co.uk site.)

You'll see that miggletel.co.uk offers a FREE listing for those who want to list just business name, phone numbers and a Google Maps location and a PREMIUM listing for those who wish to list more detailed information, such as their website and email addresses.

Features of miggletelDirectoryBuilder

miggletelDirectoryBuilder uses the telnic API to enable automated submissions to your .tel domain.

Features include:-

- Prospective directory members can apply for a FREE listing
- Directory members can amend or delete their listings
- Prospective directory members can apply for a PREMIUM listing, with payments collected via PayPal.
- FREE directory members can upgrade to PREMIUM at any time.
- All listings and amends are subject to approval by your staff.
- Directory members receive status updates by email at each point in the process.

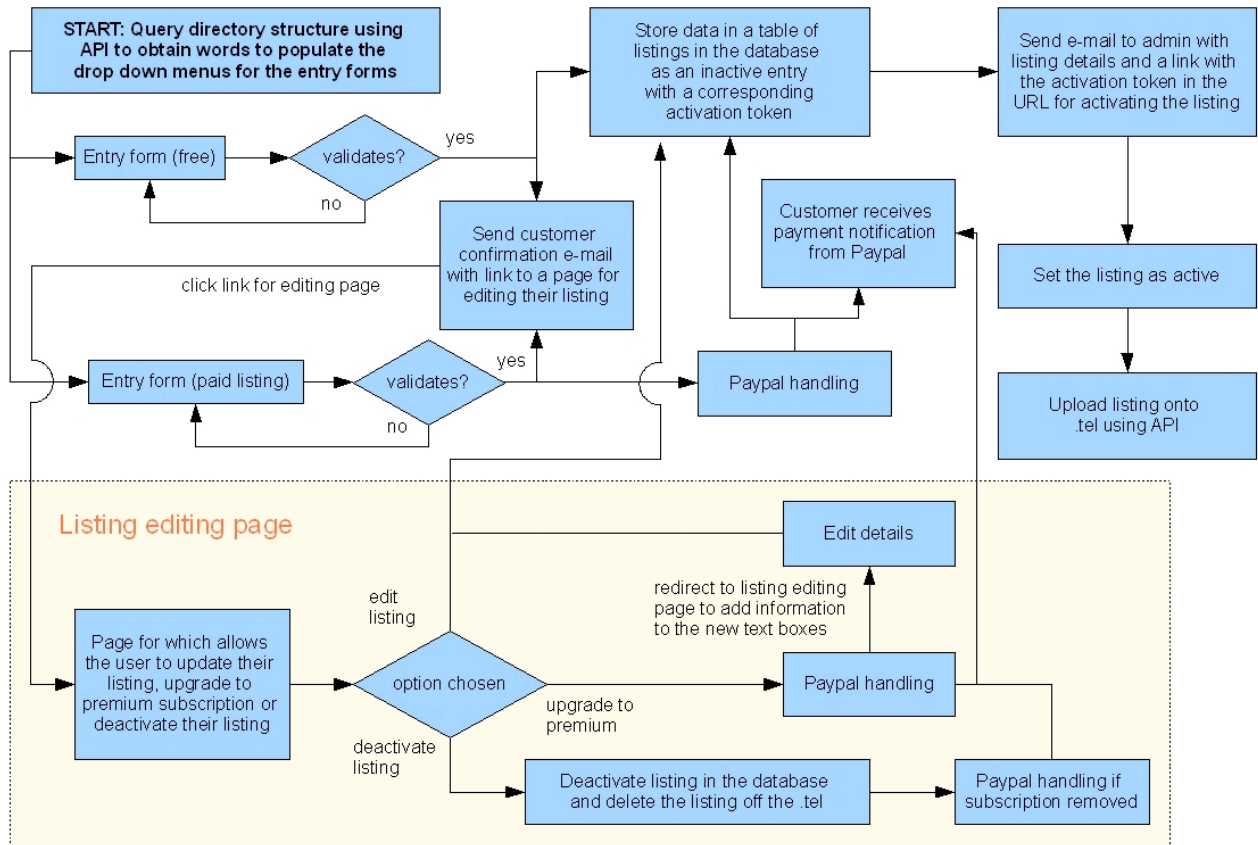


HEAD OFFICE
miggle ltd
12 Landseer Road
Brighton & Hove
BN3 7AF

STUDIO
miggle ltd
Premier House
11 Marlborough Place
Brighton & Hove
BN1 1UB

REGISTERED OFFICE:
Cornelius House, 178-180 Church Rd,
Brighton & Hove BN3 2DJ
Registered in England and Wales
Company No. 6200250
VAT Reg No. GB 909 8858 62

The following flowchart shows how the service works in more detail



Setting up miggletelDirectoryBuilder for your business

Your site would be set up exactly as miggletel.co.uk, with the following additions:-

- A header designed, which is used on both the site and the PayPal pages
- Your choice of web-safe fonts and colour schemes.
- A .co.uk or .com domain name and webhosting and email for the service for one year.
- The site registered with Google Analytics so you can see how it performs, as well as it being submitted to Google/Yahoo!/MSN search engines

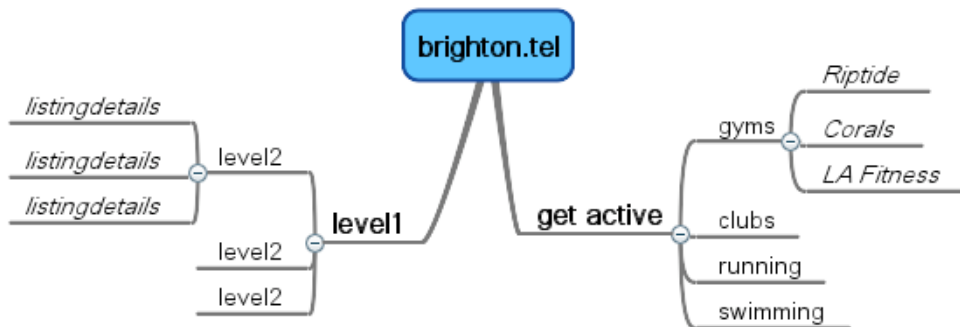
Additional services

The subscription site is built in the miggletelCMS. This is a powerful content management system and enables us to build a variety of different styled sites. We can provide quotes for developing subscriber sites which go beyond what is available via miggletel.co.uk.

Our standard service does not include any management of your actual .tel, but miggletel can provide quotes for on-going management of your directory.

What you need to do

- You will need to sign up for a PayPal Website Payments Standard account.
- You will need to specify the directory structure that each of your .tel offers, or have already built this in your .tel.
- All .tels within miggletelDirectoryBuilder should have a folder depth of two. i.e. listingdetails.level2.level1.domain.tel or <http://riptide.gyms.get-active.brighton.tel/>



- For each subscribing business you will need to define what data can be collected for both the FREE and PREMIUM subscriptions, as well as the cost of the PREMIUM listing. Changes to the standard spec will incur additional development charges. The current spec is as follows:-
 - FREE
 - Business name
 - Business phone number
 - Business post code
 - Business Website - optional
 - PREMIUM
 - Business name
 - Business phone number
 - Business 2nd phone number
 - Business post code
 - Business website
 - Business email
 - Business description

(This listing spec is subject to change as the product evolves, so please check for latest details at point of ordering)

Costs

The basic cost of the service is £750 + VAT plus any additional maintenance or commission charges. This assumes that you'll manage the .tel yourself. If you require migggle.co.uk to manage the .tel for you, then the pricing structure would follow as below. Once we were aware of your full requirements we'd give you a final quote based on these figures.

- Set up of miggletelDirectoryBuilder
 - £750 + VAT
- Additional CMS access - to change static pages (i.e. an about us page) - £300 + VAT
- Web hosting and email (year 2 onwards)
 - £30 + VAT
- Adding nodes within your .tel folder structure (if required)
 - £1 per entry - (minimum charge £5 per instance)
- Handling of submissions, management of your .tels, or changes to your subscription site (if required)
 - Based on a cost of £25 + VAT per hour - minimum charge of ½ per instance. Depending on your .tel's structure we will agree with you a minimum number of submissions we can handle within this cost
- Commission fee on paid for listings
 - 10% + VAT of gross listing fee (inc renewals)

Small Print

- All monies paid by subscribers wishing to list on your .tel will be handled by PayPal. miggletel will set up your subscription site to enable your customers to pay via PayPal - but the management of the PayPal account lies directly with you. You will be a customer of PayPal so you need to be aware of their T+C's
- miggletel grants you a licence to use the migggleCMS which powers miggletelDirectoryBuilder. The licence does not grant you access or rights to the source code.
- Your subscriber site must always be hosted on migggle.co.uk servers and is not transferrable.
- Hosting accounts are provided with 5 POP email boxes. No FTP or Control Panel access is given to the hosting accounts.
- No telephone support is available - support requests are managed by submissions to our support site (see www.migglesupport.co.uk)
- You are responsible for the upkeep of your domain names
- The commission fee will be billed monthly and must be paid within 7 days. The commission is calculated based on notification having been collected by migggle.co.uk from PayPal. No reduction of commission is offered for refunds given to clients or chargebacks deducted by Paypal. Payments must be made to migggle.co.uk by BACS transfer or cheque. Access will be suspended to any accounts which fall into arrears.
- Your subscriber site will carry a footer link and credit to migggle.co.uk (or one of its business units)
- miggletelDirectoryBuilder is priced on the basis of a FREE and PREMIUM service being offered.
- A 50% deposit is required before work starts, with the balance due on completion.