



# Landing Page Guide

A how-to guide for Landing Pages: When they're appropriate & what kind of content to include.



## WHY A LANDING PAGE?

Landing pages are an easy way for riders to access information regarding your agency's transit services. They have the ability to improve rider experience and minimize phone calls to dispatchers.

## WHEN TO USE A LANDING PAGE

Make it easy for riders to get the information they need with clear calls to action.

- Offer links to book a ride through the rider web portal or download the app.
- Provide detailed instructions such as hours of operation, service route changes and contact information.
- Explain your agency's service offerings.
- Include FAQs to improve rider experience.





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Try incorporating these Best Practices to get the most out of your Landing Page.



Get in touch with us online  
or email us at: [info@transloc.com](mailto:info@transloc.com)

## BRANDING CONSISTENCY

Ensure riders know they're in the right place by including your logo, brand colors, and design elements specific to your agency.

For example, mirror messaging or graphics from other current marketing efforts.

## PLACEMENT IS EVERYTHING

Include the most essential information to riders above the fold of the landing page, meaning they don't have to scroll down the page to view.



## QR CODE

Make it easy for riders to find your landing page by adding your QR code to marketing materials.

## CONTENT IS KEY

Keep your content clear and to the point. Highlight important details such as:

- How to track a Fixed-Route trip and favorite specific stops
- How to book, rebook and cancel an OnDemand trip
- Bus stop/ depot/ pick-up locations
- Route information/ maps
- Your agency hours
- Fare payment options

