



TransLoc Landing Page Guide

Give riders one clear place to get service information.

Riders look for answers fast. A landing page is a single, easy page that shows what your service is, how to use it, and where to act. This guide is introductory and operational. It explains what to include and how to keep it useful day to day.

The Challenge

Information lives in many places: social posts, PDFs, app stores, emails, phone trees. Riders do not know where to look. During changes or outages, messages compete or go out of date. Staff answer repeat questions instead of running service.

Impact

- More calls to dispatch and customer service
- Missed trips and late arrivals
- Confusion during detours, holidays, or weather events
- Extra work to correct errors in many channels
- Lower trust when details conflict

Solution

Use one landing page as the single source for riders. Keep it simple, current, and action-focused.

One Place for Key Actions

- Put “Book a Ride,” “Track My Bus,” and “Download the App” at the top.
- Keep one clear call to action to reduce confusion.

Clear, Plain-Language Content

- Short headline that states the service in simple words.
- Use bullets for hours, and service areas—fast to scan.

Real-Time and Timely Updates

- Show alerts, detours, and holiday hours right on the page.
- Link to live bus location and arrival estimates.

Branding Consistency

- Use your agency logo, colors, and design elements so riders trust it.
- Mirror tone and graphics from other official materials.

Placement Is Everything

- Put essentials above the fold (visible without scrolling).
- Ensure main actions (book/track/info) appear first on mobile.



Easy Access with QR Codes & Outreach

- Place QR codes on stop signage, buses, campus boards, and handouts.
- Use a short URL for radio, emails, and operator scripts.
- Update flyers and posters with the landing page link so every rider touchpoint leads to the same source.

Workflow

Who Uses It

- Comms/web staff create and update.
- Operations share service hours and rules.
- Dispatch flags common questions.
- Planning adds routes and stop info.

When to Use It

- Launch or schedule change
- Detours, weather events
- Semester shifts
- Policy updates

Daily Impact

- One link to share everywhere
- Faster updates instead of editing PDFs and social posts
- Clear ownership and review checklist

What to Include

- Service overview (1–2 sentences)
- Track fixed-route buses; save stops
- Book, rebook, cancel OnDemand
- Stops, pick-up points, and maps
- Hours of operation and holidays
- Accessibility info
- Contact details and FAQ

Best Practices

- Short, clear sentences and headings
- Put main actions first
- Use consistent terms riders hear from staff
- Add date stamps on alerts
- Remove old conflicting content
- Test page on mobile and low bandwidth
- Use alt text for images & clear link text

Governance

- Assign owner + backup
- Weekly checks; review before service changes
- Emergency updates within 15 minutes
- Maintain simple log of edits
- Quick accessibility check each time

Impact Summary

- Less confusion and repeat calls
- Consistent rider info everywhere
- Faster updates during disruptions
- Better trips, less stress
- More efficient staff time

Closing Line

- A strong landing page keeps riders informed and confident. One link, many answers—always current, always clear.

Questions or Support?

We're here to help. Email marketing@transloc.com to connect with our team.

