

Case Study 3: Rua Tours Website Content

Website: <https://www.ruatourssl.com/>

Client Overview

Rua Tours is a travel-related business that required engaging website content to attract travelers, communicate tour experiences, and encourage bookings.

Project Objective

- Create engaging travel-focused website content
- Highlight destinations, services, and experiences
- Build trust and excitement among potential travelers
- Encourage inquiries and bookings
- Reflect the brand's personality through content

Target Keywords: *Sri Lanka luxury tours, personalized Sri Lanka itineraries, private chauffeur tours Sri Lanka, bespoke holiday packages Ceylon, boutique travel experiences.*

Overall SEO Strategy:

- **Local SEO & Geo-Targeting:** Heavily relies on location-based keywords ("Sri Lanka") paired with luxury modifiers.
- **Experience-Driven Content:** Focuses on long-tail keywords that answer "what to do" and "how to travel" in a niche, premium market to capture high-value travelers.

My Role

I developed website content that combined informative details with emotional storytelling to make the travel experience more appealing to potential customers.

Content Areas Covered

- Home Page
- Tour Packages
- Destination Descriptions
- About Us Page
- Why Travel with Us Section
- Testimonials Section
- Contact Page Content

Content Strategy

The website content was designed to create excitement, trust, and curiosity. The writing style focused on:

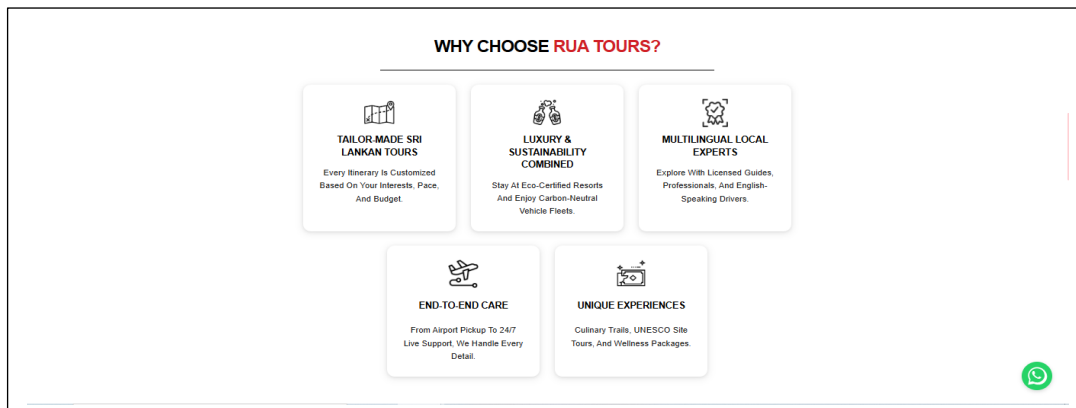
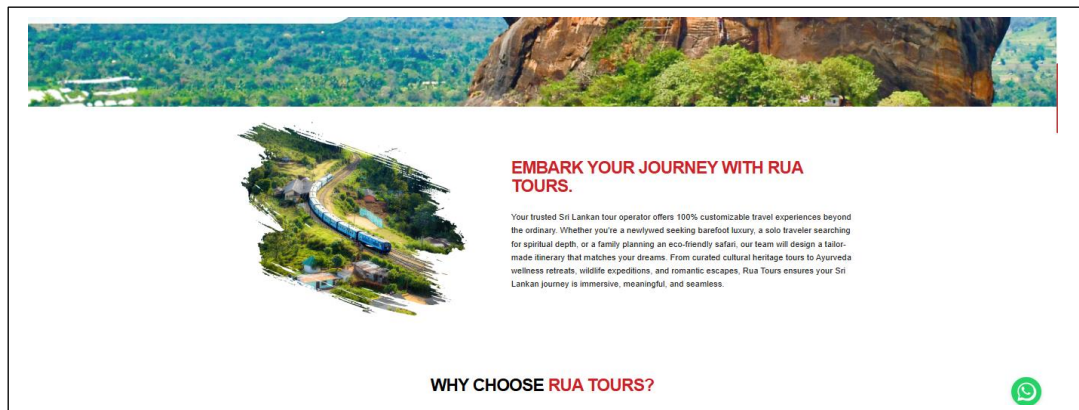
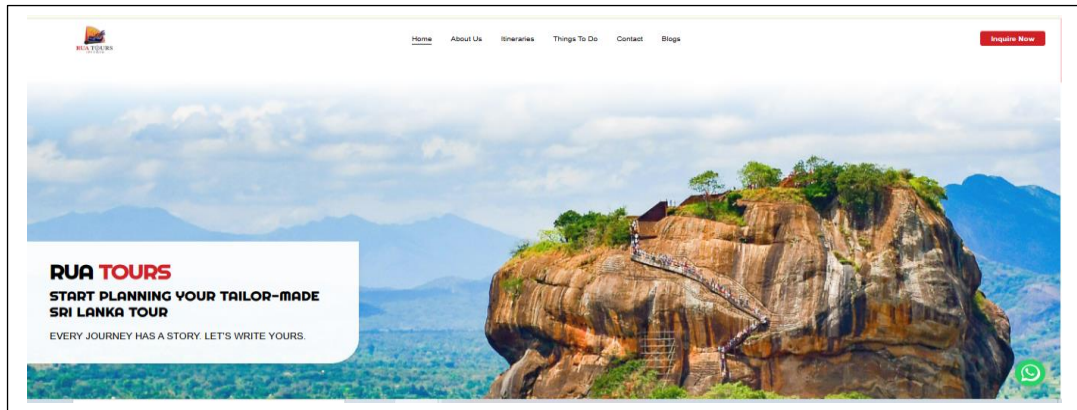
- Descriptive and engaging language
- Highlighting memorable travel experiences
- Making tour information easy to understand
- Building trust through friendly and welcoming messaging
- Using persuasive CTAs to encourage inquiries and bookings

Key Writing Strengths Demonstrated

- Travel copywriting
- Emotional storytelling
- Descriptive writing
- Conversion-focused content
- Brand voice adaptation
- Audience engagement

Sample Website Screenshots

1. Home page



EXPLORE OUR
TOUR EXPERIENCES

Adventure & Serenity: Sri Lanka's Ultimate Active Escape 11 Days
Unleash your inner explorer on a journey through Sri Lanka's most breathtaking landscapes. Climb ice...

Ramayana Trail (10 Days)
Follow the footsteps of Rama, Sita, and Ravana on a 10-day Ramayana Trail across Sri Lanka. From sac...

UNESCO (14 Days)
Discover Sri Lanka's timeless treasures on a 14-day journey through seven UNESCO World Heritage Site...

Unlock your signature tour!

WHAT OUR
TRAVELERS SAY...

Witness Our Success Stories.
It's More Than A Journey.

Our family safari was magical! The kids loved every moment. Highly recommended.

The Smith Family, Australia

START PLANNING YOUR TAILOR-MADE
SRI LANKA TOUR

Whether You're Looking For A Romantic Honeymoon, A Family Adventure, Or A Wellness Retreat, Rua Tours Is Ready To Help You Experience Sri Lanka In A Luxurious, Responsible, And Unique Way.

Contact Us For A Free Consultation Or Personalized Itinerary Plan

Plan Your Journey

Contact Us: +94 74 031 4213 | Email: info@ruatourst.com

RUA TOURS
TAILOR-MADE SRI LANKAN
TRAVEL EXPERIENCE

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Home

About Us

Itineraries

Things To Do

Contact

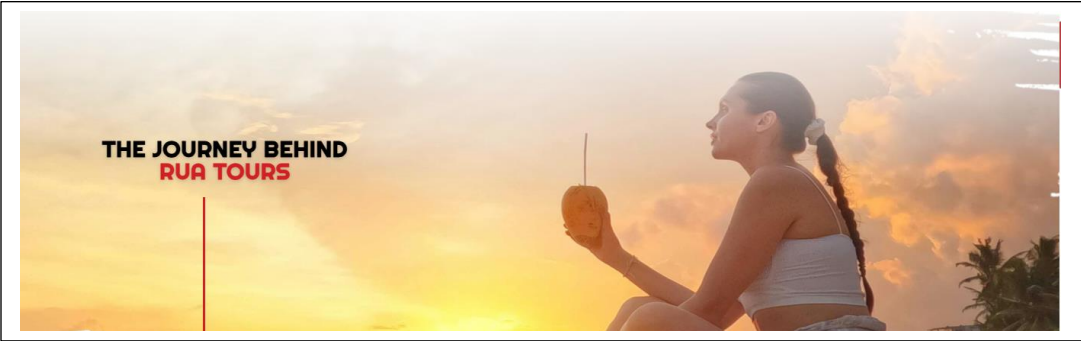
Blog

Terms and condition

Privacy Policy

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2. About Us



WHO WE ARE

Rua Tours is a premium, Sri Lankan tour company based in the heritage city of Kandy. Founded in 2020 by two passionate travel professionals, we specialize in tailor-made Sri Lankan holidays, offering personalized, immersive, and culturally rich experiences.

Whether looking for a romantic honeymoon on a secluded beach, a spiritual pilgrimage tour, or a photography-friendly safari through Sri Lanka's wilderness, our team designs each journey with care, creativity, and local insight.

With a strong commitment to sustainable travel practices, we go beyond traditional itineraries, curating eco-conscious cultural experiences, village-based immersion, and luxury escapes that reflect our clients' interests and values.

OUR MISSION

To craft transformative travel experiences that connect global travelers with Sri Lanka's rich culture, spiritual heritage, and natural wonders. We aim to create journeys that preserve the environment, support local communities, and reflect the unique pace and passion of each moment.

WHAT SETS US APART

TAILOR-MADE TRAVEL SOLUTIONS

100% Customized Itineraries
Created By Local Travel Specialists In Sri Lanka

PREMIUM EXPERIENCE DESIGN

From UNESCO Cultural Tours
To Ayurveda Wellness Escapes,
Every Moment Is Curated.

GLOBAL CLIENTELE, LOCAL EXPERTISE

Trusted By Travelers From
Germany, The UK, France,
India, Russia, And China

24/7 CONCIERGE SUPPORT

Enjoy Real-Time Itinerary
Access, Licensed Guides, And
Chauffeur-Driven VIP Services

SUSTAINABILITY FIRST

We Use A Carbon-Neutral
Vehicle Fleet, Support Women-
Led Homestays, And Design
Zero-Plastic Journeys.

MEET THE TEAM BEHIND THE JOURNEYS

Led by Krishan (Managing Director) and Anushka (Director of Operations), Rua Tours combines over 10 years of collective tourism experience. Our multilingual, government-certified tour guides, vetted drivers, and dedicated planners ensure every journey is seamless, safe, and meaningful.

OUR CLIENTS TRAVEL FOR MEANING

Rua Tours has worked with:

- Wellness travelers from the UK and Australia
- European travel agents seeking high-end cultural packages
- Solo photographers and heritage lovers
- Family groups and senior citizens looking for comfort, enrichment, and a real local connection
- Pilgrimage seekers and honeymooners are designing slow-paced luxury travel in Sri Lanka

OUR SUSTAINABILITY COMMITMENT

Beyond the tour operator, we are curators of conscious travel. Get ready for an adventure like no other, where every experience is tailored just for you!

Strengthen local economies through village partnerships.

Promote eco-tourism and heritage preservation.

Offer slow travel alternatives and low-impact experiences.



READY TO TRAVEL DEEPER?

At Rua Tours, every journey has a story. That story celebrates Sri Lanka's wonder spirit.

Whether planning a luxury honeymoon, a spiritual escape, or an extended family holiday, we're here to help you write the perfect itinerary.

RUA TOURS
TAILOR-MADE SRI LANKAN TRAVEL EXPERIENCE

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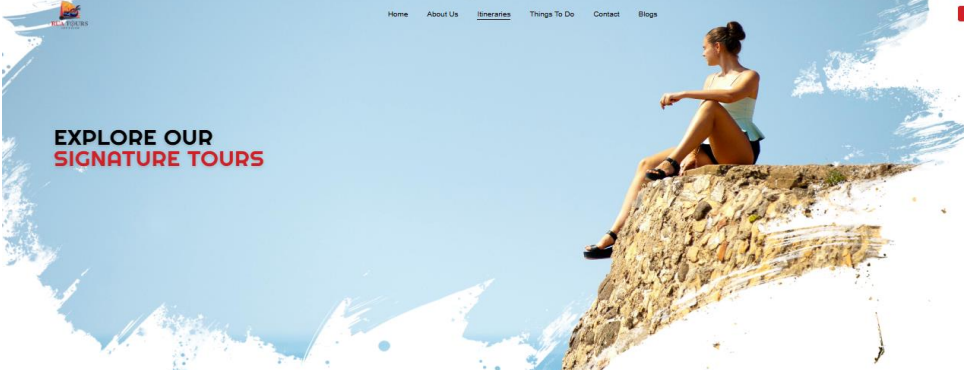
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Facebook Instagram WhatsApp



3. Itineraries



EXPLORE OUR SIGNATURE TOURS

Home About Us Itineraries Things To Do Contact Blogs

Inquire Now



Discover the best of Sri Lanka with our expertly crafted tour packages.

From cultural deep dives to thrilling adventures, we have something for everyone.

Let us help you create unforgettable memories.

EXPLORE OUR SIGNATURE TOUR PACKAGES



Adventure & Serenity: Sri Lanka's Ultimate Active Escape 11 Days

11 Days

Unleash your inner explorer on a journey through Sri Lanka's most breathtaking landscapes. Climb iconic rock fortresses, trek misty highlands, dive into jungle...

Discover More



Ramayana Trail (10 Days)

10 Days

Follow the footsteps of Rama, Sita, and Ravana on a 10-day Ramayana Trail across Sri Lanka. From sacred temples and mystical caves to golden beaches... and misty highlands, this journey blends

Discover More



UNESCO (14 Days)

14 Days

Discover Sri Lanka's timeless treasures on a 14-day journey through seven UNESCO World Heritage Sites. From ancient capitals and majestic rock... fortresses to misty highlands and colonial

Discover More



Every Rua Itinerary Is 100% Customizable. Add A Wellness Retreat, Swap A City For A Village, Or Create A Hybrid Tour From Two Itineraries. We're Here To Help You Travel Your Way.

Start Your Personalized Journey!

Contact Us: +94 74 031 4213 Email: info@rustourssl.com

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[Inquire Now](#)

Unleash your inner explorer on a journey through Sri Lanka's most breathtaking landscapes. Climb iconic rock fortresses, trek misty highlands, dive into jungle adventures, and unwind on sun-kissed beaches. Packed with safaris, white-water thrills, snorkeling, and spa indulgence, this is the ultimate balance of adventure and relaxation.

ITINERARY OVERVIEW

Day's Overview: Arrive in Sri Lanka and settle in near Sigiriya. Take it easy after your flight with a short walk or spa session.

Route: Bandaranaike International Airport → Sigiriya

Travel Distance: 170 km

Activities:

1. Check-in, unwind, nature walk

Overnight Stay: Sigiriya

Day's Overview: Explore the iconic Sigiriya Rock Fortress and surrounding village.

Day's Overview: Explore the iconic Sigiriya Rock Fortress and surrounding village.

- Route: Local transfers around Signya
- Travel Time: Minimal

 Activities:

1. Climb Sigiriya Rock

2. Visit Sighya Village
3. Guided tour of frescoes and gardens

Overnight Stay: Sigiriya

Day's Overview: Spend the day in the wilderness with a safari at Minneriya National Park.

Day's Overview: Spend the day in the wilderness with a safari at Minneriya National Park.

- Travel Time: ~1 hr each way

Travel Distance: 30 km

Activities:

1. Morning or afternoon safari
2. Explore local villages or temples
3. Leisure at the resort

Overnight Stay: Sigiriya

Day's Overview: Travel to Kandy, the cultural heart of Sri Lanka. Visit the

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 Day's Overview: Enjoy adrenaline-filled white-water rafting in Kitulgala

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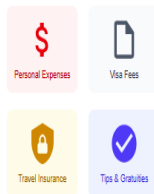
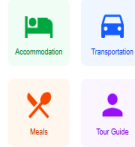
2 **Day's Overview:** Trek Horton Plains National Park (World's End & Baker's

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TOUR INCLUSIONS

- 10 nights' accommodation in carefully selected hotels, resorts, or eco-lodges
- Daily breakfast and selected meals (lunch during adventure days)
- All private transfers and transport in air-conditioned vehicles
- English-speaking tour guides at all sites
- Entry fees for all attractions listed in the itinerary
- Safari tours at Minneriya/Kaudulla and Yala National Parks
- White-water rafting experience in Kitulgala
- Horton Plains trek guided tour
- Snorkeling excursion on Southern Coast
- Ayurveda or spa sessions on selected days (as mentioned in itinerary)
- Local taxes and service charges



TOUR EXCLUSIONS

- International flights to/from Sri Lanka
- Travel insurance
- Personal expenses (shopping, tips, beverages, etc.)
- Meals not mentioned in inclusions
- Optional activities not specified in the itinerary

[Book Now !](#)

TERMS AND CONDITIONS

Payment Policy

A 40% deposit is required upon confirmation of booking.
Balance must be settled at least 14 days before arrival.

Cancellation Policy

30 days or more before arrival: Full refund minus administrative fee.
14-29 days before arrival: 50% refund
Less than 14 days: No refund.

Amendments

Itinerary changes after confirmation are subject to availability and may incur extra charges.
Rus Tours reserves the right to alter the itinerary due to weather, road conditions, or operational reasons.

Child Policy

Children below 5 years sharing with parents: Free (no extra bed).
Children aged 5-11: 50% of the adult rate when sharing with two adults.
Family-friendly room arrangements are available on request.

Travel Insurance

We strongly recommend that all travellers have valid travel insurance that covers trip cancellations, health, and accidents.

Force Majeure

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Force Majeure

Rus Tours shall not be liable for failure to perform its obligations due to acts of God, war, strikes, natural disasters, or any other unforeseen events.

Hotel Check-in/Check-out

Standard hotel check-in time is 14:00, and check-out is noon.
Early check-in or late check-out is available upon request and subject to availability.

General Notes

All accommodations are subject to availability at the time of booking.
Prices are based on 2 adults sharing; single supplements will apply for solo travelers.
Modest clothing is required for temple visits.
Certain attractions may close on Poya (full moon) days or public holidays.



SCENIC TRAIN JOURNEYS THROUGH THE HIGHLANDS

Every Turn of the Track Tells a Story

Regarded as one of the most scenic train rides in the world, Sri Lanka's highland rail journeys are a must, made better with Rua's upgrades, private carriages, and storytelling guides.

- Take the Ella to Nuwara Eliya train ride past tea fields and misty valleys
- Book luxury compartments or panoramic view seats
- Add mid-route stops for tea tasting, hiking, or cultural detours
- Ideal for couples, seniors, and slow travelers





READY TO EXPLORE SRI LANKA'S SOUL?

From sacred peaks and forest monasteries to tuk-tuk trails and village artistry, Rua's land experiences go beyond transportation because they're transformations.

Let's Plan Your Land Adventure

[Let's Plan Your Land Adventure](#)

Contact Us: +94 74 031 4213 | Email: info@uatoursril.com

5. Contact us



LET'S DREAM UP YOUR SRI LANKAN ADVENTURE!

Every unforgettable journey starts with a "Hello". Reach out to our expert team to plan your tailor-made itinerary.

**WOULD YOU LIKE
INSTANT PLANNING?**




WOULD YOU LIKE
INSTANT PLANNING?


WHATSAPP NOW!
+94 74 031 4213

WANNA HAVE A
THOUGHTFUL
CUSTOMIZATION?


SEND US AN EMAIL!
info@ruahoursal.com



Full Name

Sample Name

Email Address

sample@gmail.com

Phone Number

 +1

Arrival Dates

dd-----yyyy

Departure Dates

dd-----yyyy

Flight No

Sample No

No of Adults

1

No of Kids (0-11 years)

0

No of Infants

0

Country

Choose your country

Types of Travel

PREFER TO CONNECT
DIRECTLY?

Fill out the form below, and our dedicated travel specialist will be in touch within 24 hours.

OPENING HOURS

WEEKDAYS

8:00 AM – 5:00 PM (GMT+5:30)

SATURDAY

8:00 AM – 12:00 PM (GMT+5:30)

SUNDAY CLOSED



No of Kids (0-11 years)

0

No of Infants

0

Country

Choose your country

Types of Travel

Honeymoon

Message

Hi need to plan a tour....

0/1000 characters

Your privacy is assured. Submitted information is for travel planning only.

Plan My Tour