



# BUILT TO BE REMEMBERED: HOW WE HELPED CEYPIN LEISURE MAKE ITS MARK ONLINE

## BACKGROUND

Nestled in the heart of Sri Lanka's growing tourism scene, CeyPin Leisure is a travel and tourism agency with a passion for bringing the island's most thrilling outdoor experiences to foreign visitors. From jungle treks and water sports to cultural adventures off the beaten path, the company was built around one simple idea - giving travellers something they'd never forget. As a fresh face in a competitive market, CeyPin Leisure came to us with a clear vision and an equally clear need: a digital presence that could speak for the brand before a single conversation ever took place.

We were worried that our budget would hold us back, but Fospertise proved us wrong. The website turned out better than we imagined - it's unique, it's fast, and it truly represents who we are. We've already had people comment on how different it looks from other tourism sites.

*Dhanushka: Owner of the company*

## CHALLENGE

Starting a tourism business is exciting, but it comes with its own set of pressures and CeyPin Leisure felt all of them. Being a new company meant there was no established reputation to lean on, no word-of-mouth momentum yet, and a limited budget that ruled out any over-the-top extravagance. Yet the client refused to let those constraints define the outcome. They wanted a website that didn't just exist on the internet, they wanted one that stuck. Something that a foreign visitor would land on and immediately think, "this is different."

The design was, without question, the client's biggest concern. They were firm on this point from day one. It wasn't enough to have a clean or functional website - it had to be memorable from the very first glance, the kind of site that gets screenshotted and shared. With a tight budget on one hand and bold creative ambitions on the other, the challenge for our team was clear: deliver something remarkable without compromise. They came to us looking for a solution that was visually unique, high-performing, and built to attract the right audience international travellers hungry for an authentic Sri Lankan adventure.



## THE SOLUTION

After several rounds of ideation and close collaboration with the client, our team delivered a website that hit every mark. Here's what we brought to the table:

- ✓ **Creative & Unique Homepage Design** - The front page was crafted from scratch with a design language unlike anything typical in the local tourism space, instantly drawing the visitor in and setting the tone for the brand.
- ✓ **Custom-Designed Mascot as Chatbot Icon** - We took the company's own symbol and transformed it into a fully custom chatbot icon, giving the site a personality that felt personal, playful, and unmistakably CeyPin.
- ✓ **Fast Loading Website** - Speed was non-negotiable. The site was optimised to load quickly so potential customers wouldn't bounce before they even got a chance to explore.
- ✓ **SEO and AEO-Friendly Build** - The website was built with search and answer engine visibility in mind, helping CeyPin Leisure get found by the right people at the right time.
- ✓ **Fully Responsive Across All Devices** - Whether a visitor lands on a desktop, tablet, or mobile phone, the experience remains seamless and visually consistent throughout.

## RETURN ON INVESTMENT

- ✓ **Stronger first impressions** - The unique design immediately communicates credibility and creativity to potential international customers.
- ✓ **Increased organic discoverability** - The SEO-friendly structure gives the business a fighting chance in search results without spending heavily on paid ads.
- ✓ **Lower bounce potential** - Fast load times and a responsive design mean visitors stay longer and engage more, increasing the likelihood of conversions.
- ✓ **Brand differentiation** - In a market where many tourism sites look and feel the same, CeyPin Leisure now has a visual identity that genuinely stands out.



## FOSPERTIES'S ROLE

Delivering this project wasn't just about writing code and shipping a website - it took genuine involvement at every stage. Here's how our team showed up:

- ✓ **In-depth discovery sessions** to fully understand the client's brand, target audience, and long-term vision before a single design element was decided.
- ✓ **Custom UI/UX design** tailored specifically to the tourism niche, with foreign travellers in mind as the primary audience.
- ✓ **Brand-aligned graphic design**, including the creation of the custom mascot icon used across the site.
- ✓ **Technical development and optimisation**, ensuring the site was fast, stable, and built on a solid foundation.
- ✓ **SEO groundwork laid** during the build phase, not as an afterthought, to give the site the best possible start in search rankings.

Need a unique solution for your company? Let's discuss how we may help you streamline your business as well.



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