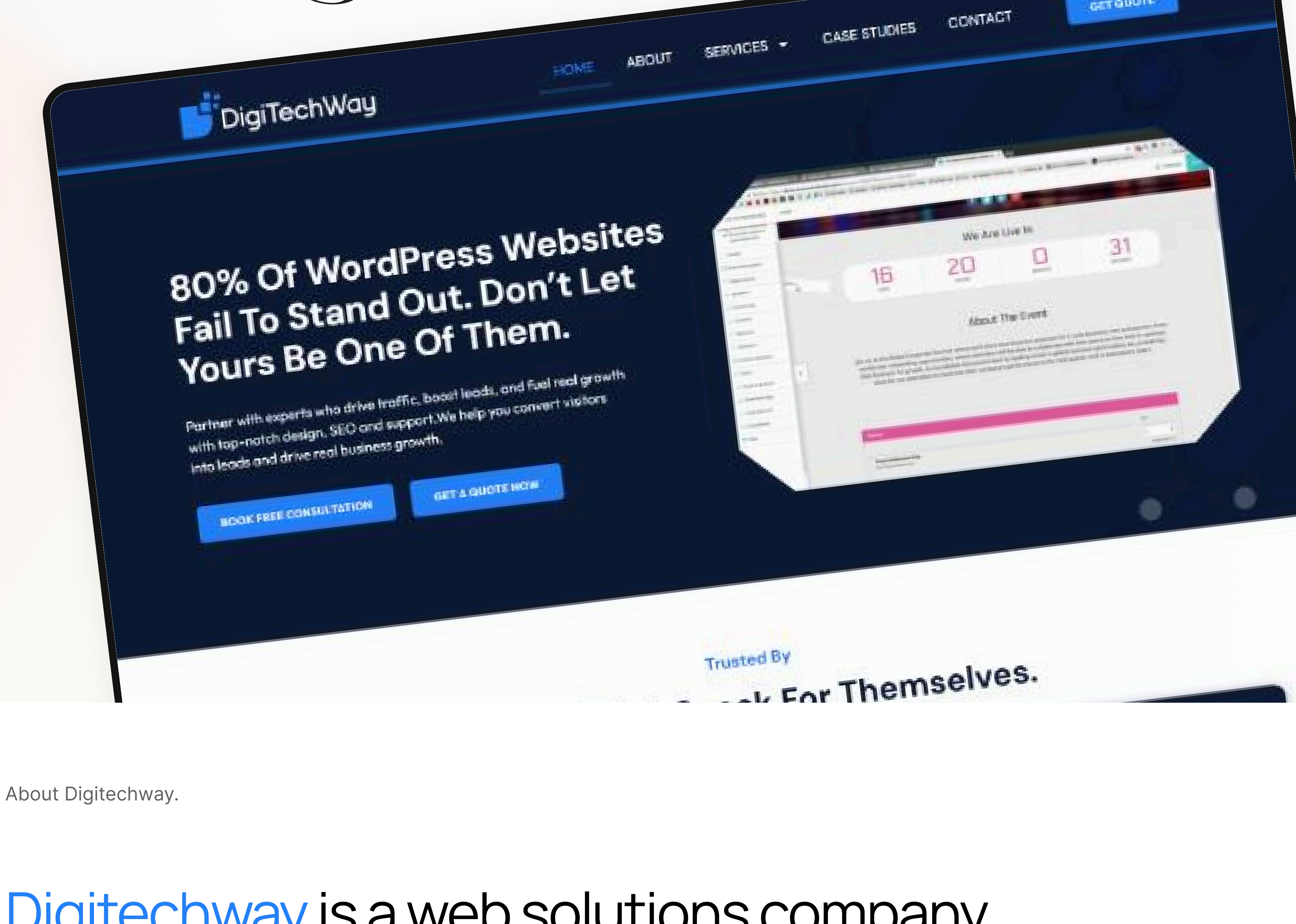


Digitechway



About Digitechway.

Digitechway is a web solutions company dedicated to helping businesses of all sizes establish a strong online presence through custom WordPress websites.

Client: Digitechway

Industry: Tech Services Provider

Scope of work: Website Copy

Timeline: 4 days

Project Overview

I worked with Digitechway to craft compelling website copy and messaging that reflected their mission of empowering businesses with custom WordPress solutions. The goal was to highlight their expertise in building functional, scalable, and user-friendly websites while positioning them as a trusted digital partner for businesses of all sizes.

Clear Positioning	Simplifying Technical Jargon	Conversion-Driven Structure
Framed Digitechway as more than just a web development agency — a partner helping businesses grow through tailored digital solutions.	Translated complex technical aspects of WordPress development into clear, client-friendly language that business owners could easily understand.	Structured the copy with benefit-focused storytelling and persuasive CTAs to encourage inquiries and project sign-ups through website content.

The Challenge

In the highly competitive web development space, Digitechway needed website copy that clearly communicated its unique value. While many agencies offered WordPress solutions, the challenge was to differentiate by emphasizing scalability, usability, and client-focused results — all while keeping the language accessible for non-technical decision-makers.

As a growing company, Digitechway needed to project credibility and expertise to win projects from both small and mid-sized businesses.	The website needed to do more than describe services — it had to persuade visitors to take action, from inquiries to project onboarding.
Work Process	
Strategy & Content Process	01 Market & Competitor Research Analyze the WordPress development industry to identify common messaging gaps and uncover opportunities to

Work Process

Strategy & Content Process

01

Market & Competitor Research

Analyzed the WordPress development industry to identify common messaging gaps and uncover opportunities to position Digitechway more effectively.

02

Messaging Framework

Created a clear value proposition that highlighted Digitechway's strengths: functionality, scalability, and user-friendly design tailored to each client's needs.

03

Audience-Centric Language

Translated technical details into simple, benefit-driven messaging that resonated with business owners and non-technical decision-makers.

04

SEO Integration

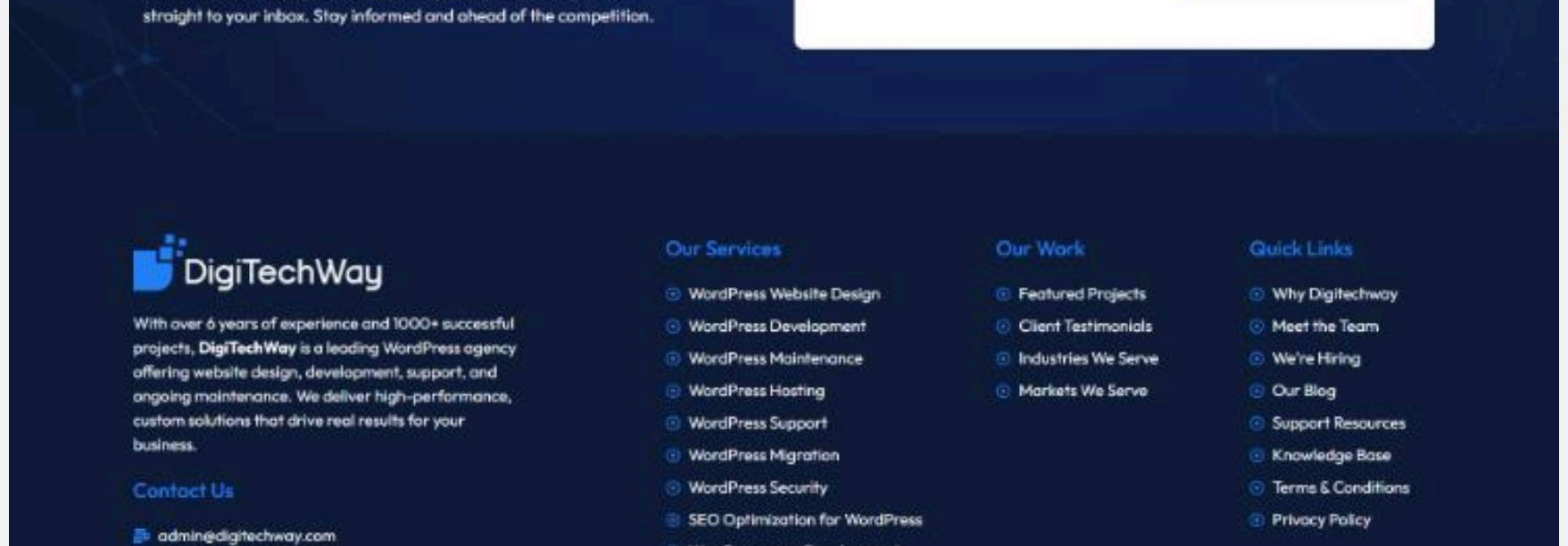
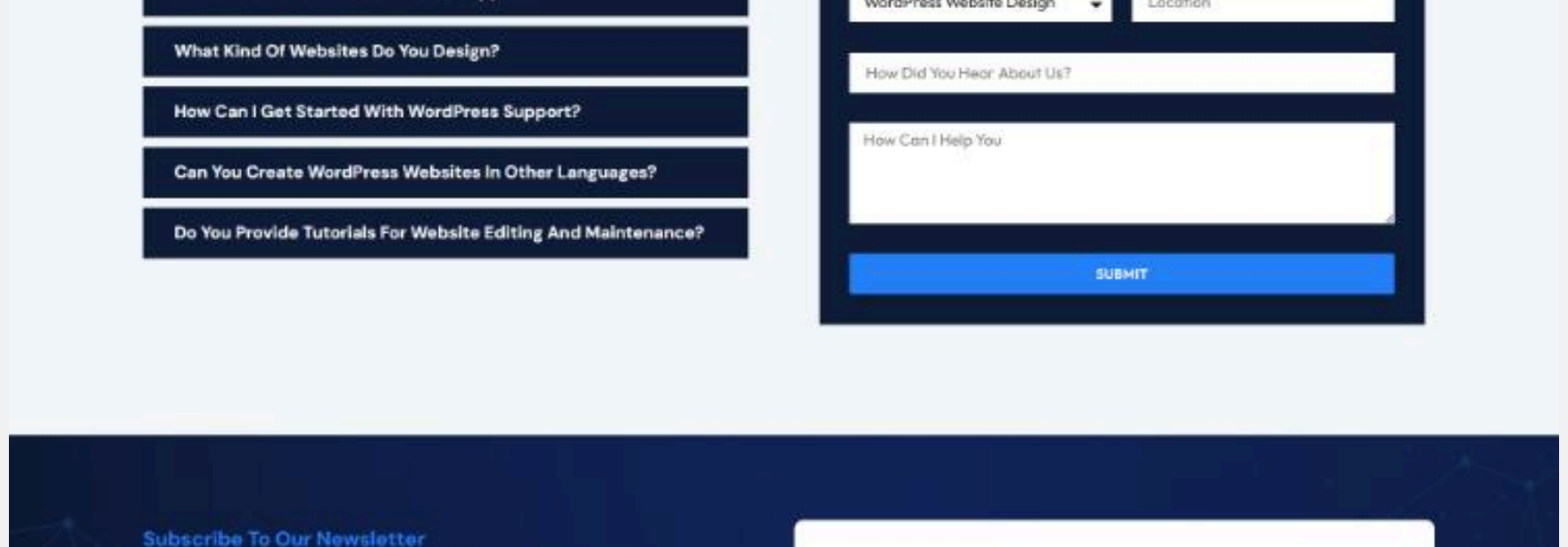
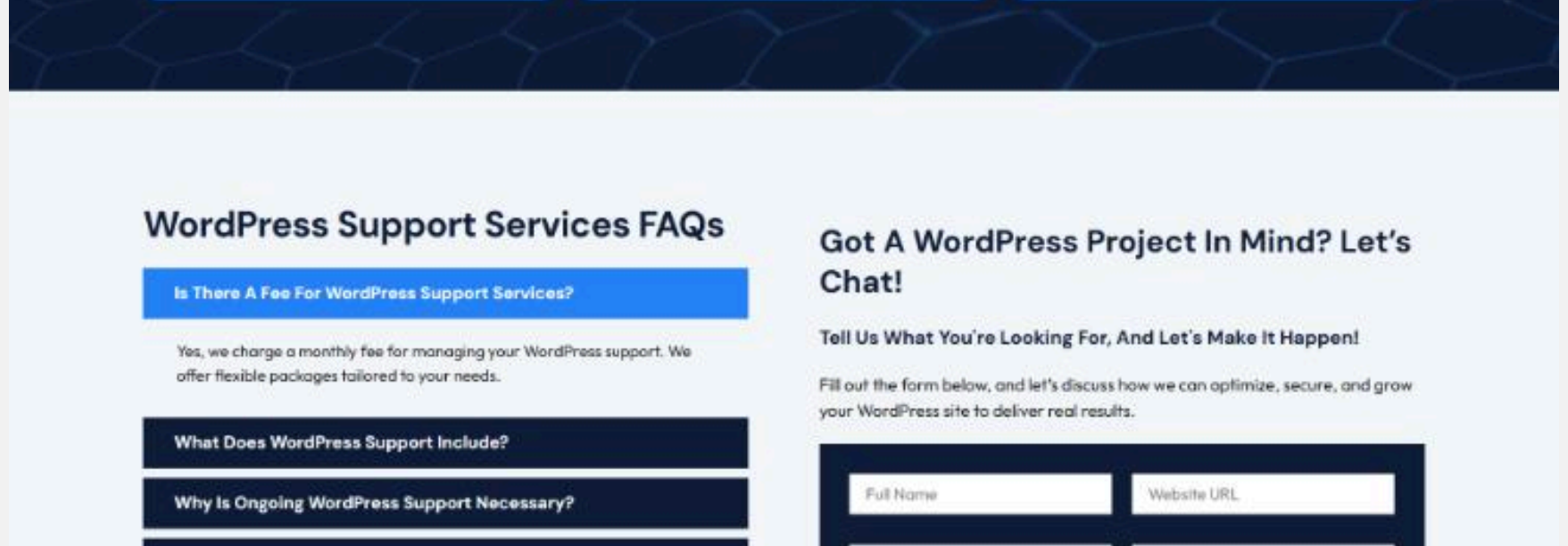
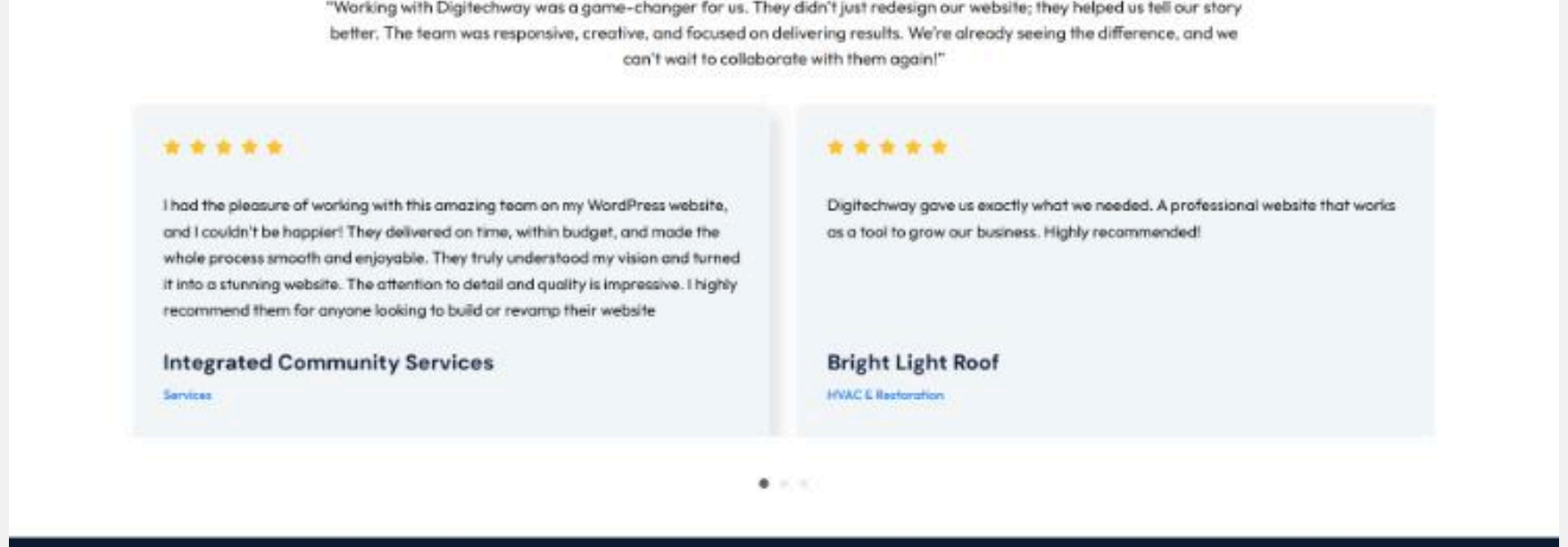
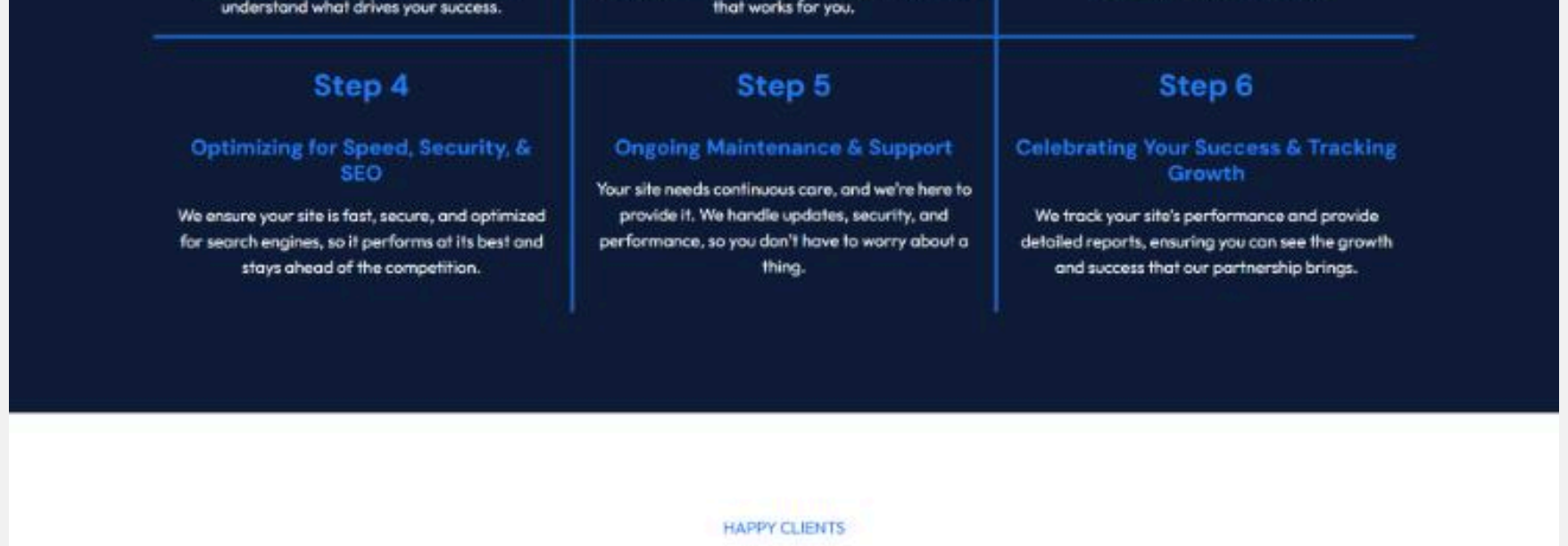
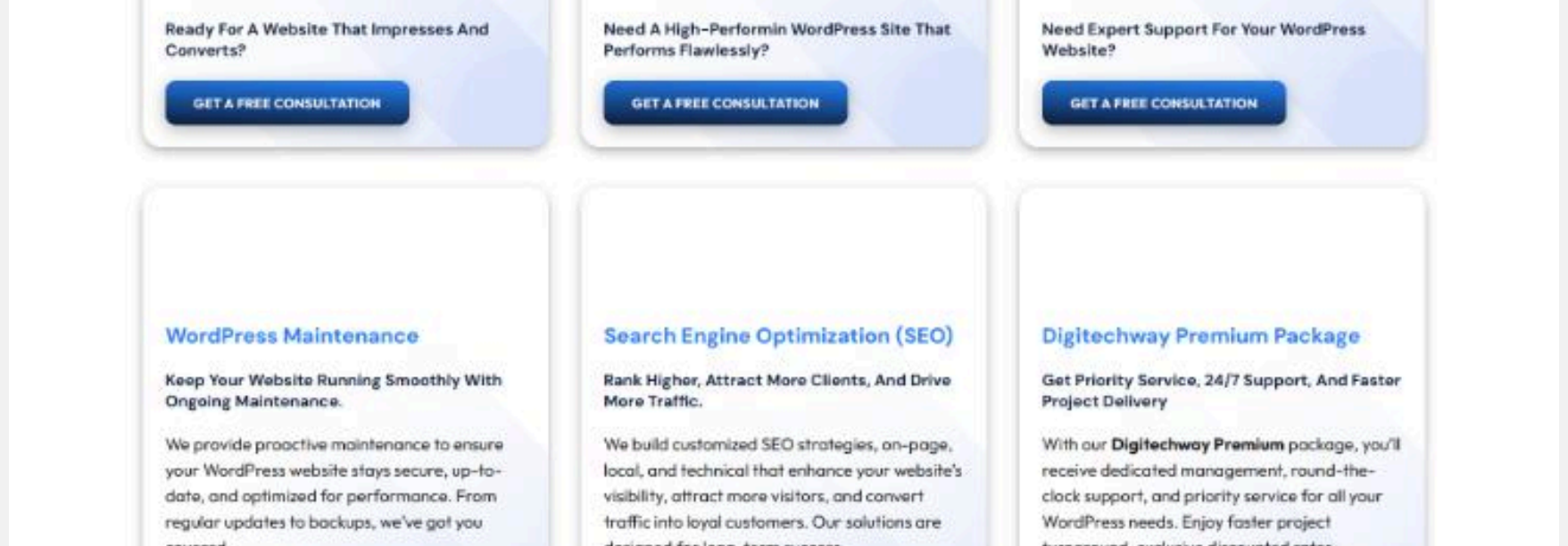
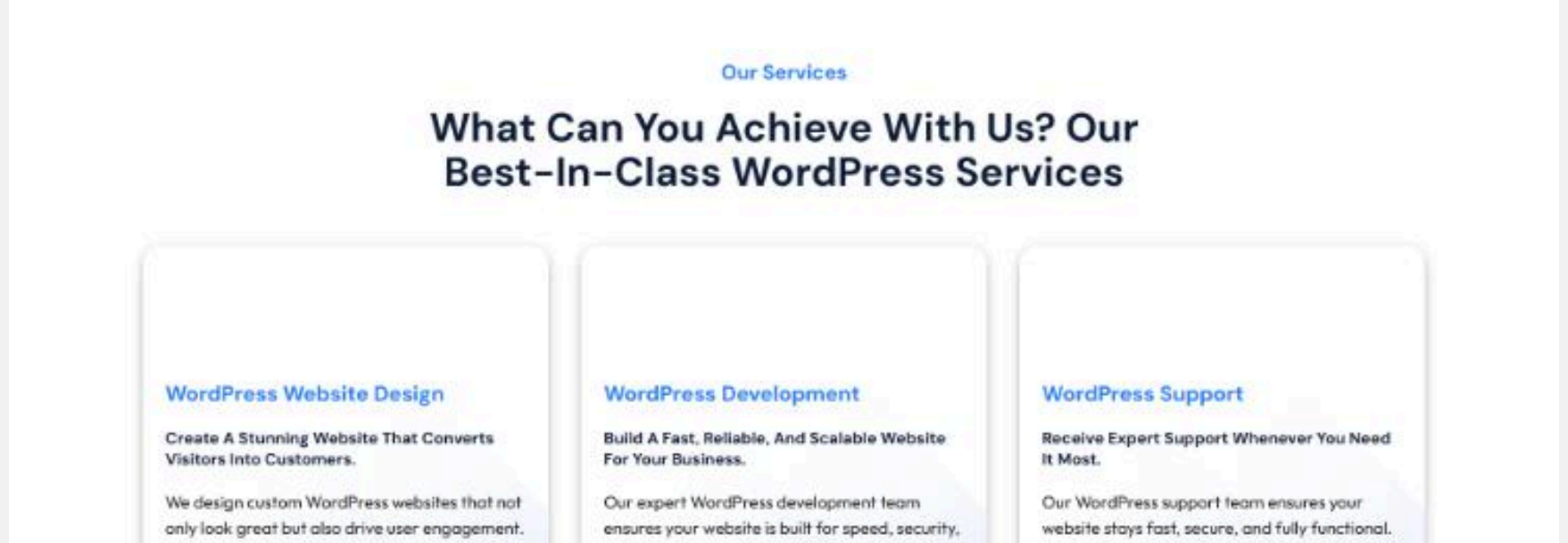
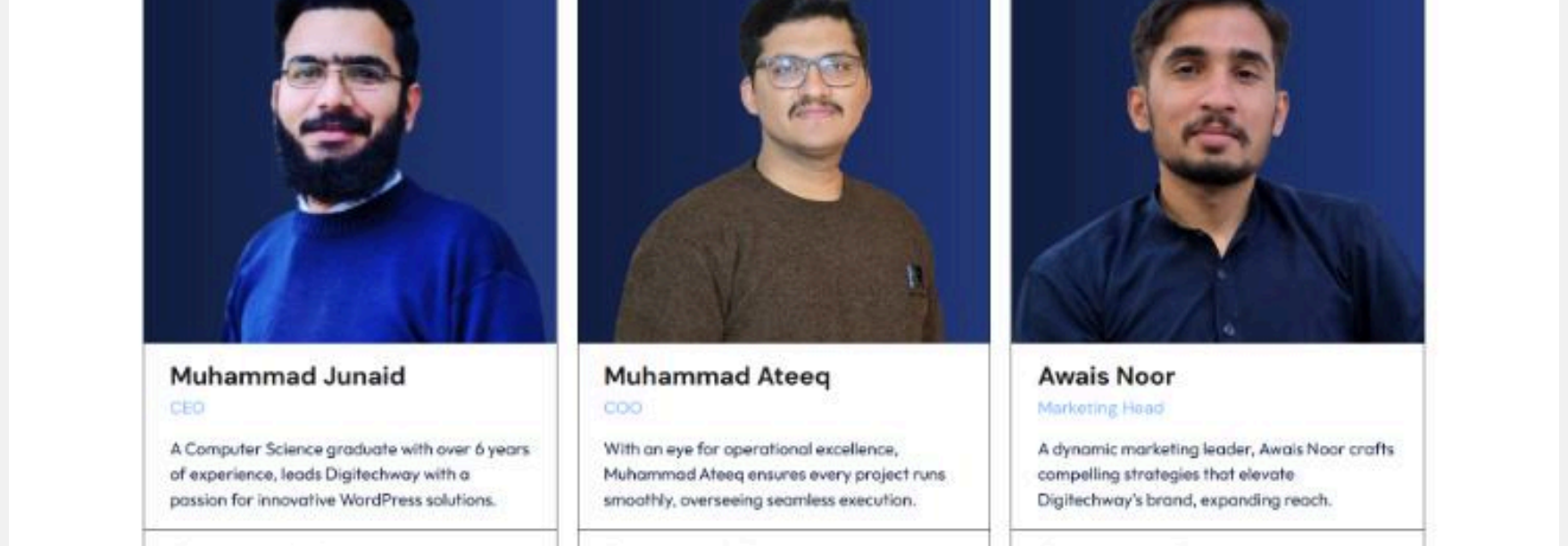
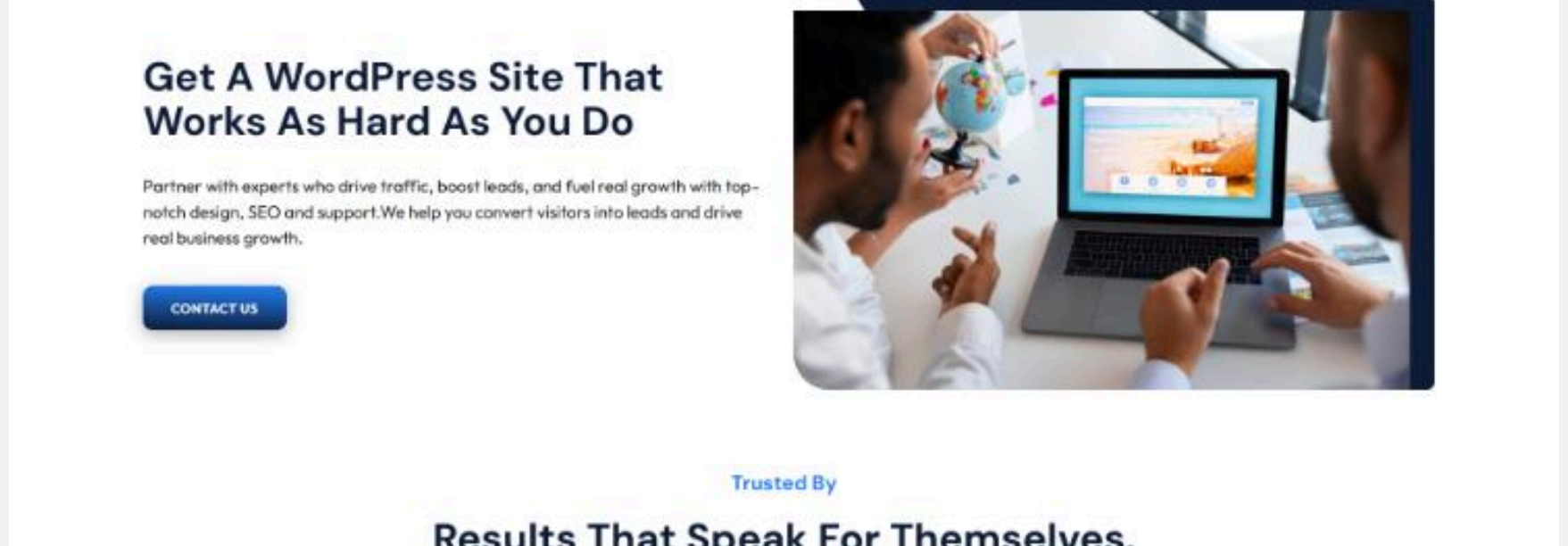
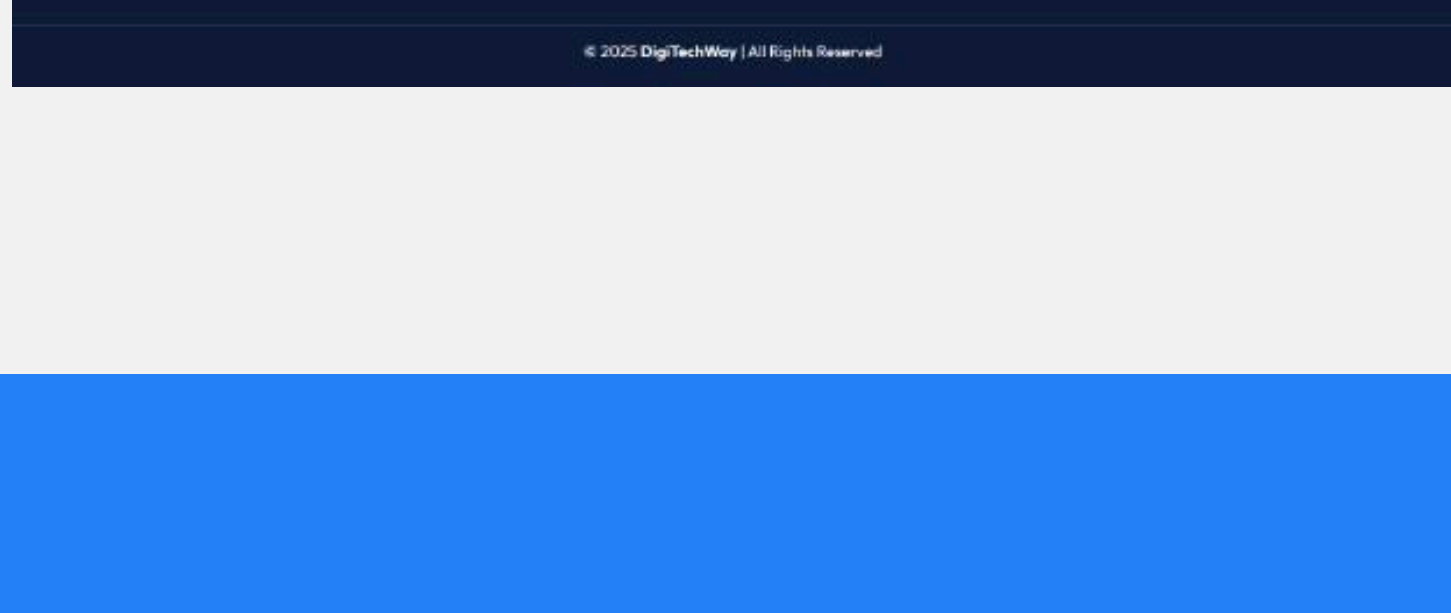
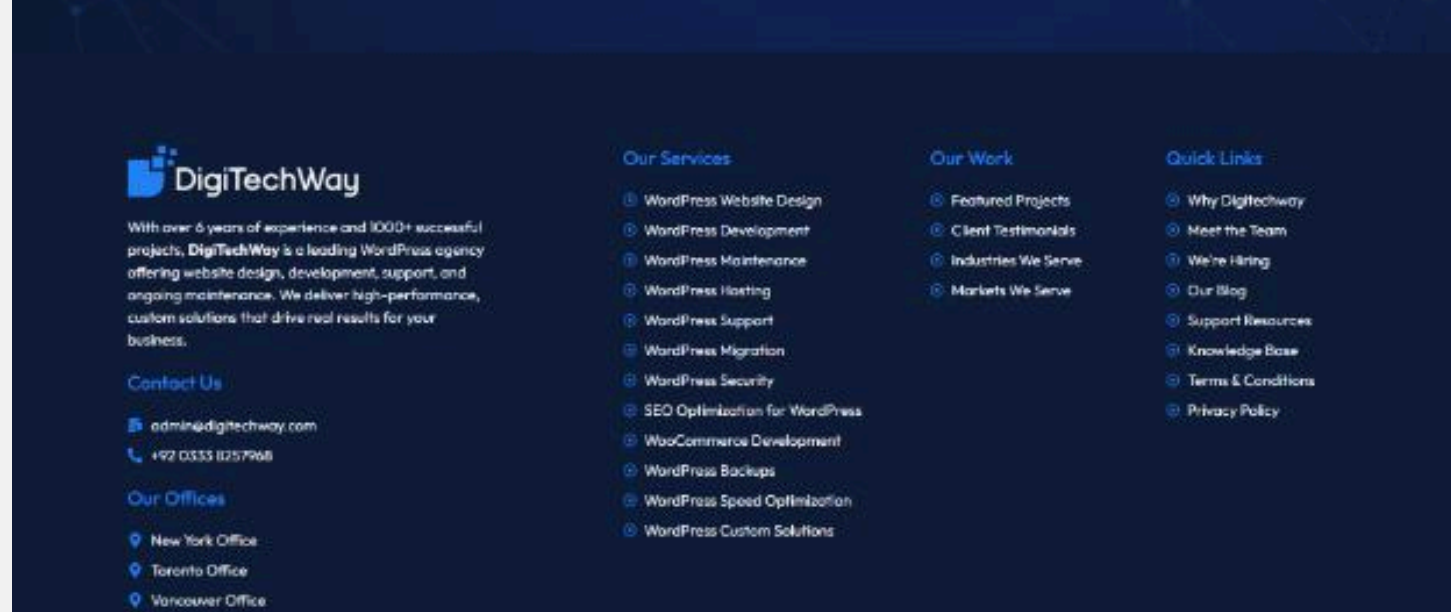
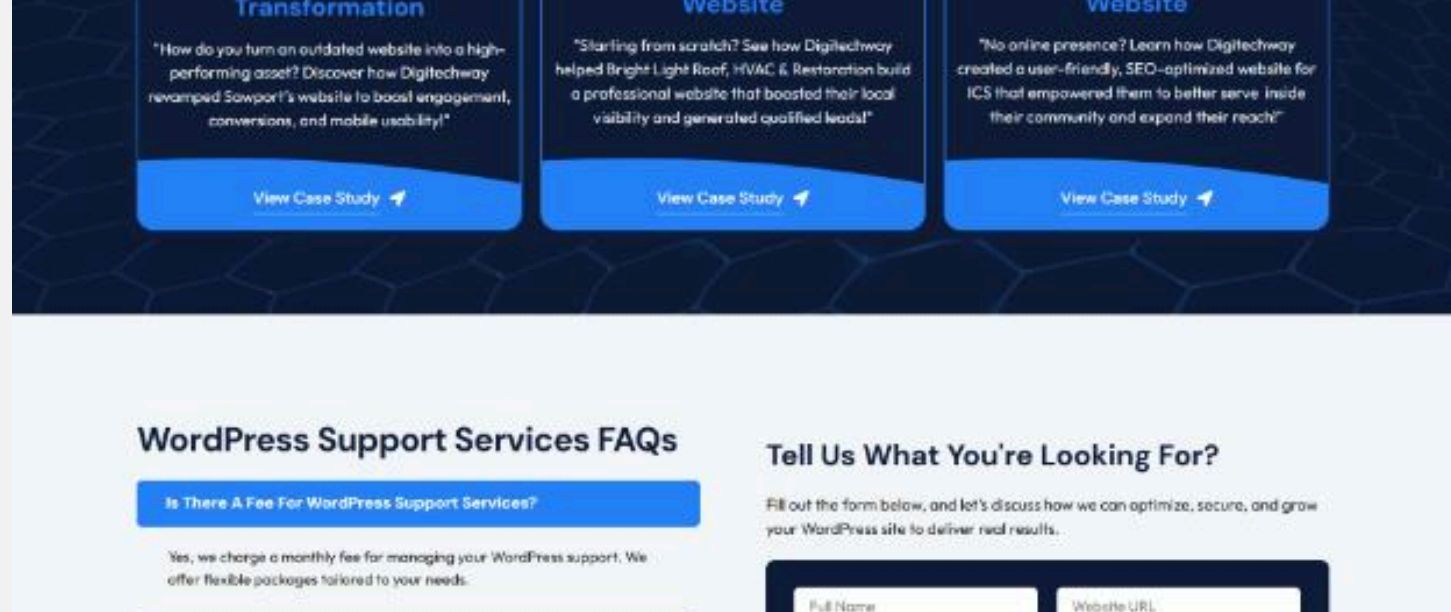
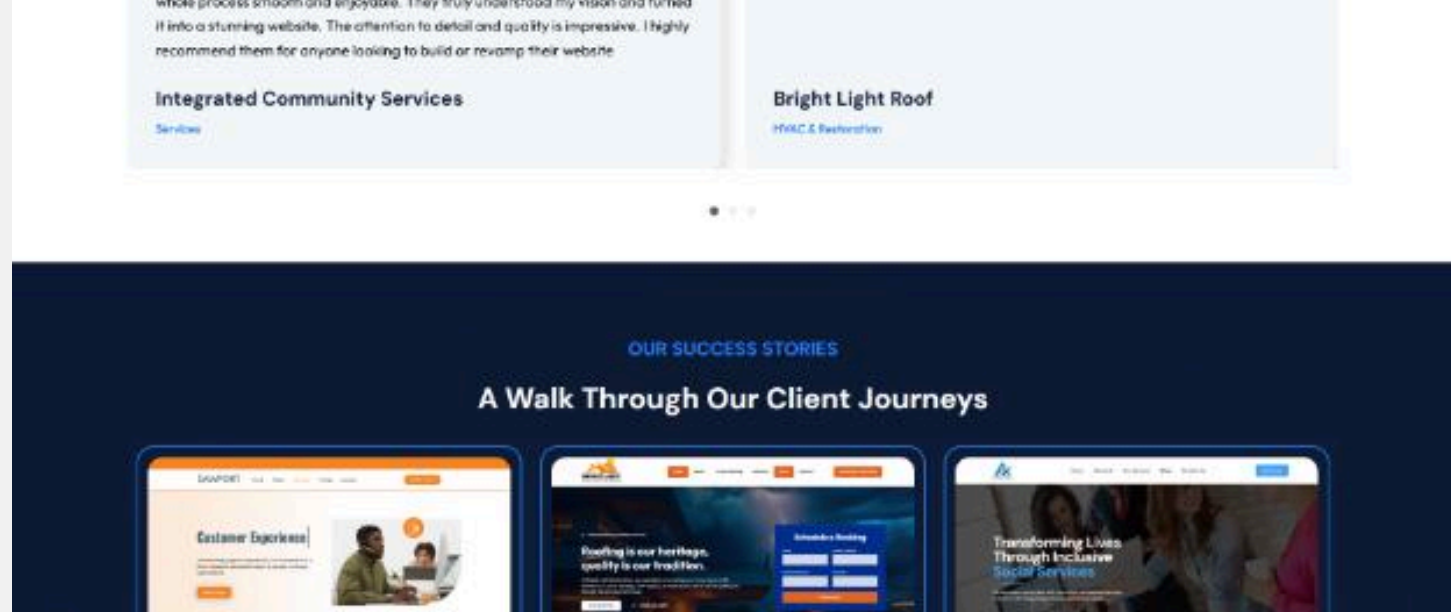
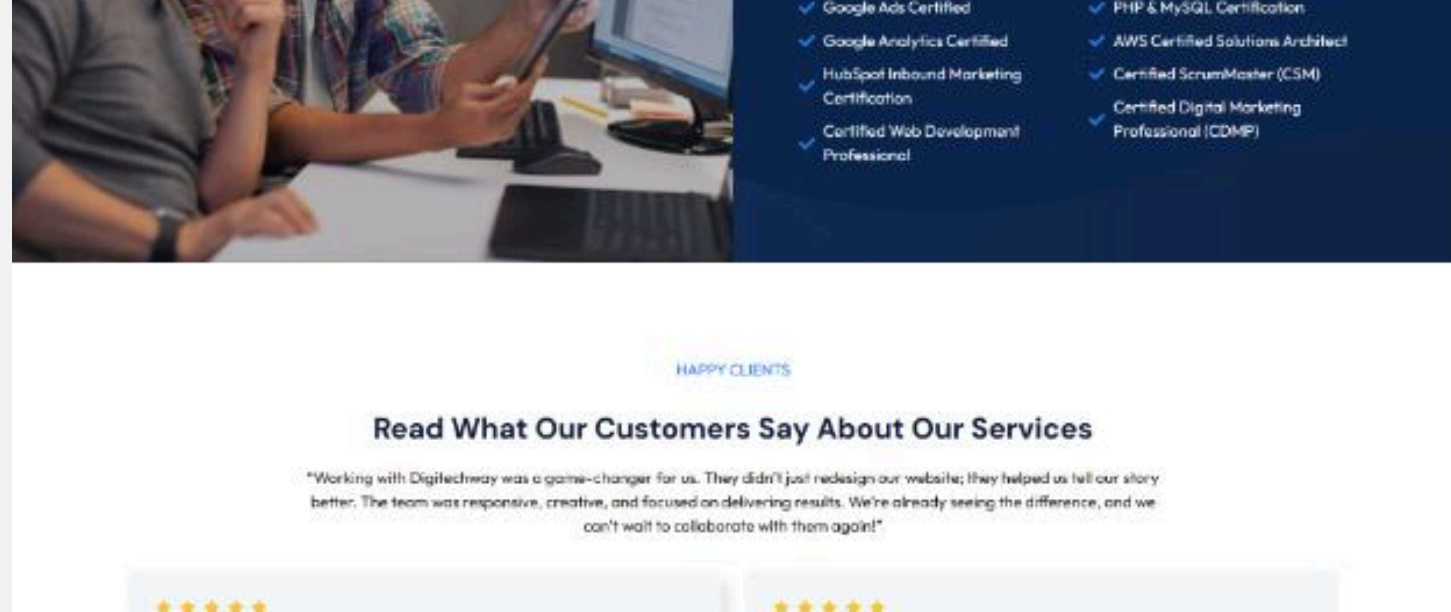
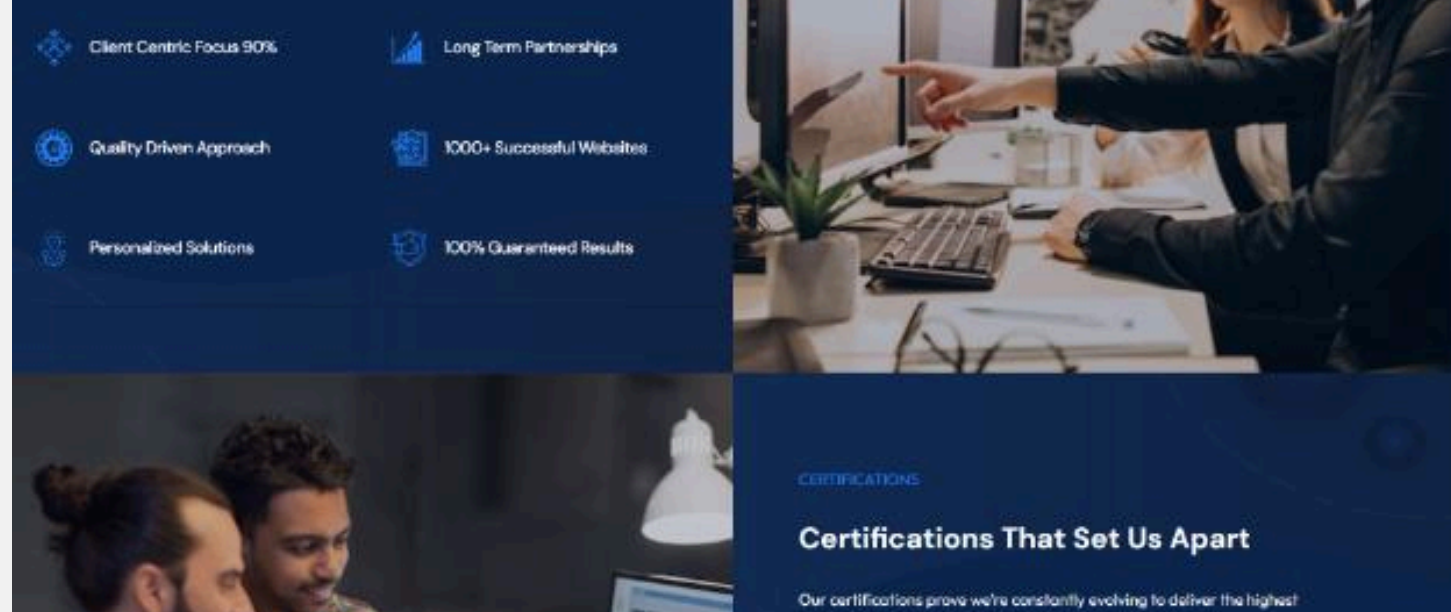
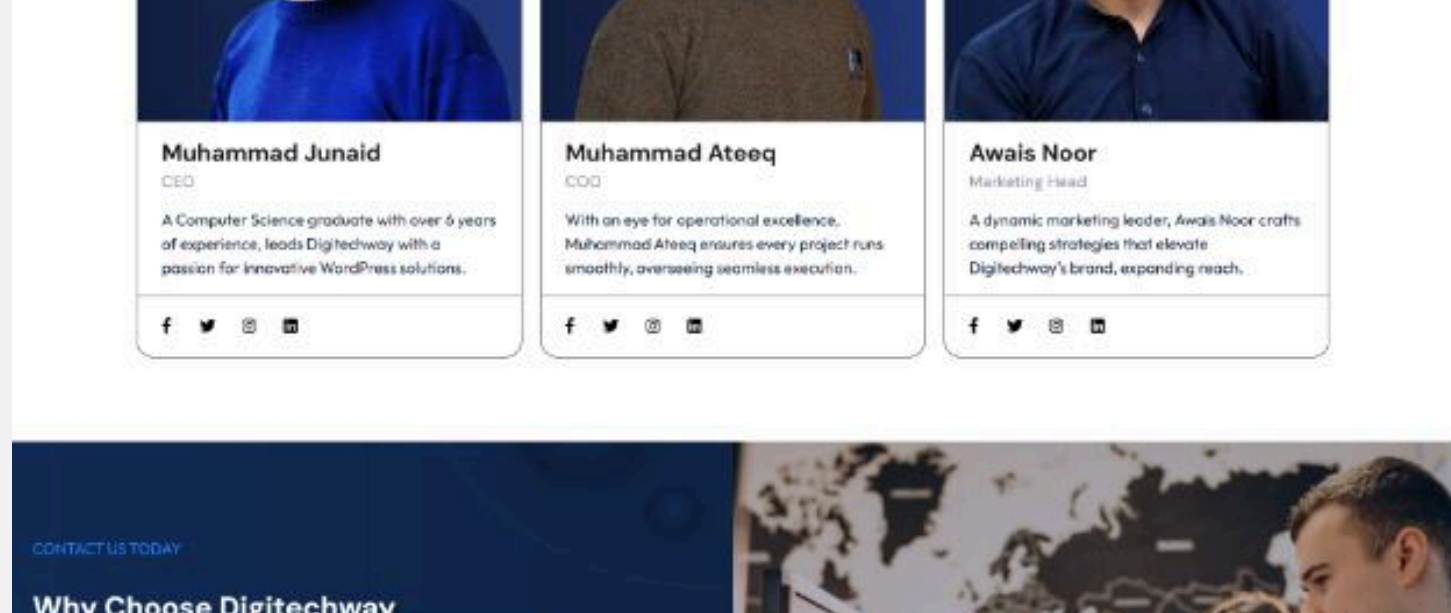
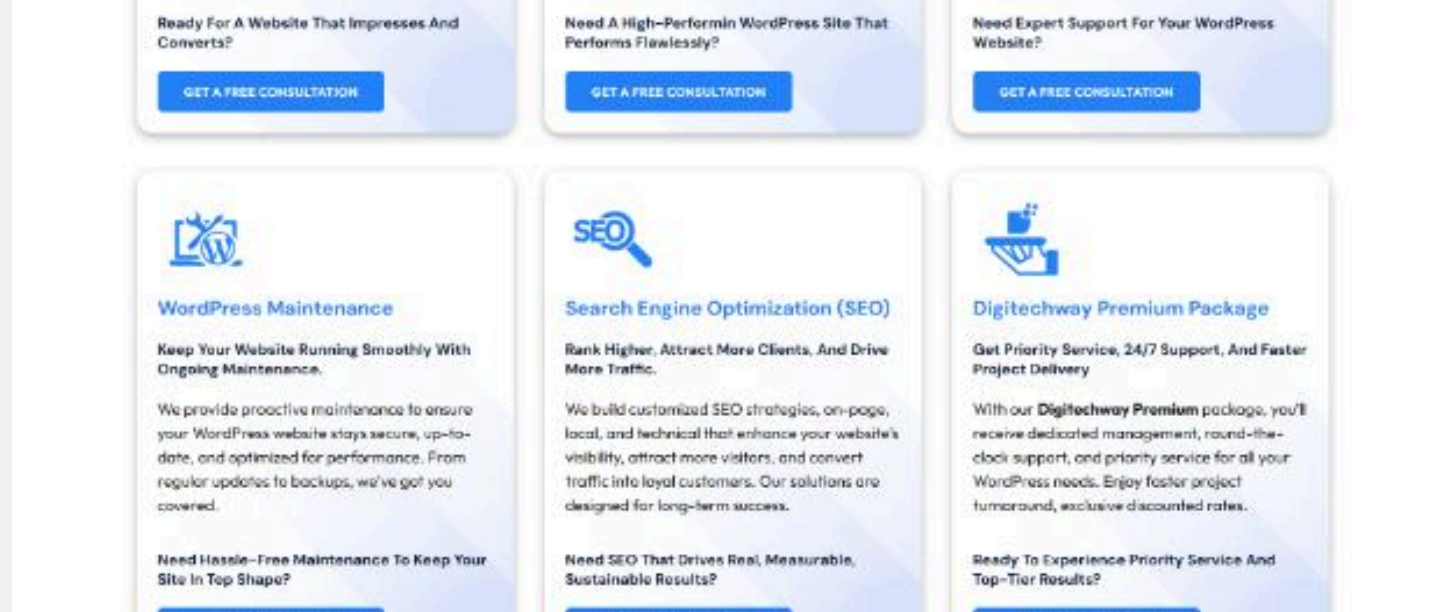
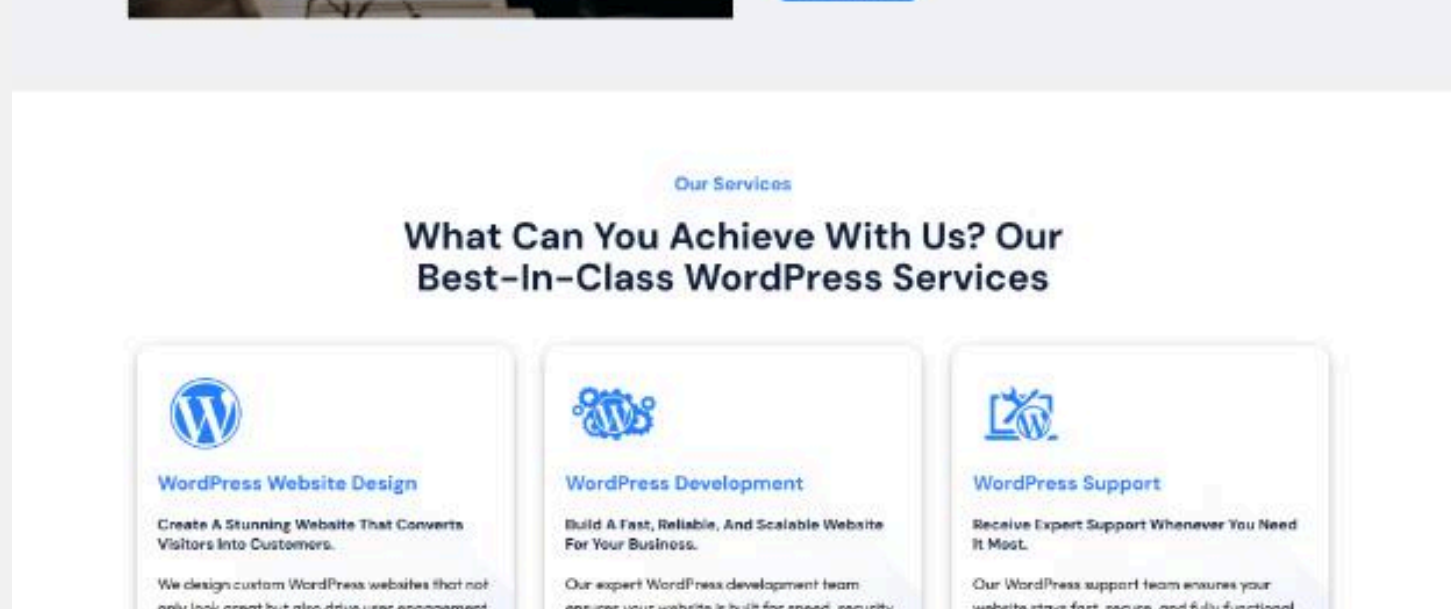
Researched and integrated relevant keywords (e.g., custom WordPress websites, scalable web solutions) into copy while ensuring clarity and readability.

05

Copywriting Structure

Structured the website flow (hero, services, process, testimonials, contact) with persuasive CTAs to encourage inquiries and project sign-ups.

Website Copywriting



Let's Collaborate

Have a project in mind or want to build something amazing?