

Web Technology Group – digital how?

As part of Why Digital's content generation team, I've created a series of engaging and illuminating blog articles for Web Technology Group. Informative and inclusive, the content seeks to promote practical ways to implement digital solutions in public sector departments.

WTG plans, builds and manages digital services for government. So the primary audience for their blog articles is public sector IT and project management professionals and the suppliers that serve them. With pressure on governmental functions to 'go digital' – yet ongoing confusion as to what this entails and whether the rewards are worth the upheaval – a clear, back-to-basics voice acts as a beacon for initiating and managing change.

With subjects covering everything from the level of the UK public's digital familiarity – to the key modern developments in building mobile apps, a broad background understanding of issues needs to be gleaned. From there, audience needs and interests are focused on to ensure articles speak to them and relate to the 'pain points' they experience in their working life.

Articles are written in a language all can understand – acronyms and unnecessary jargon are avoided wherever possible. Sub-headings and impactful titles all contribute to making pieces easy to read and suitable for project managers and software developers alike.

With all good content, the relevance and usefulness of information should outweigh any attempt to sell to the audience. I certainly subscribe to this code in writing for WTG. However I also recognise the value of crediting the article and providing a closing invitation to discuss the content further (or refer to other relevant articles) for each piece.

Client crossover

Writing articles for WTG while separately generating copy for a tech startup (developing mobile apps) has meant that the subjects I've been writing about have really found some context. It's reassuring to recognise terms software developers use in their conversations – if only so I can explain them in simpler terms in my articles!

