CAPABILITIES STATEMENT

Write Way Digital helps organizations build modern, user-focused digital experiences that improve visibility, accessibility, and long-term growth. Through strategic website development, ADA-conscious design, and thoughtful execution, we deliver clear, effective solutions that enhance usability, strengthen public trust, and support sustainable results.

Competency & Capabilities

Custom Computer Programming Services, Marketing, Communications

CUSTOM COMPUTER PROGRAMMING SERVICES

- Custom Web Development & Optimization
- Website Administration & Maintenance
- CRM Development & Integration
- Marketing Automation Solutions
- API Development & System Integration

MARKETING & COMMUNICATIONS

- Strategic Campaign Development & Execution
- Digital Media Strategy & Implementation
- Public Relations & Communications Management
- Performance Metrics & Impact Analysis
- Target Audience Optimization

Personal / Past Performance

Healthcare, Real Estate, Dental & Trades Portfolio Management | $850,000+ | 2017–Present

- Website modernization, custom web applications, automation, analytics, search optimization, and strategic communications.

WJD Management Website Modernization & AWS Migration | $24,000 | 2025

- Modernized a legacy WordPress platform and migrated a large client portal database to AWS, improving system performance, security, scalability, and operational reliability.

Imagineeer | $10,000 | 2025–2026

- Supported digital modernization initiatives through website strategy, accessibility-aligned communications, messaging architecture, and public-facing digital content for a government transformation consulting firm.

Optimized Technical Solutions (OTS) | $5,000 | 2025–Present

- Developed capability statements, briefing materials, presentation assets, and strategic communications supporting federal technology, cybersecurity, and modernization initiatives.

Loudoun County Economic Development Technical Services Pilot Program | $7,500+ | 2025–Present

- Approved service provider delivering website development, branding, digital communications, graphic design, and technical consulting services to Loudoun County small businesses through the Launch Loudoun Technical Services Pilot Program.

Virginia APEX Accelerator / George Mason University | $3,950 | 2026

- Modernized a legacy WordPress website to improve accessibility, user experience, performance, scalability, and mission-focused stakeholder outreach.

Differentiators

Write Way Digital helps public-sector organizations **modernize digital platforms** and **communicate effectively** with the communities they serve. We deliver **responsive**, **hands-on support** for websites, documents, outreach materials, and digital resources that improve accessibility, usability, stakeholder engagement, and public access to information.

- Website Modernization, Accessibility & Digital Services
- Public Information, Outreach & Stakeholder Communications

NAICS Codes

541511 Custom Computer Programming Services
541613 Marketing Consulting Services

Contract Vehicles

Federal Agencies can buy from Write Way Digital through:

- Simplified Acquisition Procedures (SAP)
- Government Purchase Cards

Company Data

D-U-N-S number: 112916388
UEI: HD5SGRVQWDU5
Cage Code: 9SUB3
Size: Small

Location: Write Way Digital LLC
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