

# **TECHWRITEABLE PORTFOLIO PLATFORM:**

**Empowering Writers to Showcase, Grow,  
and Shine**

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# Executive Summary

In today's competitive digital landscape, freelance journalists, marketers, and content writers are having a hard time marketing themselves and acquiring well-paid, regular clients. According to a recent survey by *Content Assistant*, only 22% of freelance content writers experience regular, stable work, illustrating the serious demand for tools of self-promotion. (<https://contentassistant.in/freelance-content-writing-survey/>)

A professional portfolio is key to establishing credibility and landing clients. But the majority of writers' portfolios are plagued by outdated content, unappealing design, and a lack of niche focus that can actively turn off potential clients.

**TechWriteable** transcends these limitations by offering an all-in-one portfolio site solely for content professionals. It is an interactive, SEO-optimized live resume that gives access to screened job boards, a network of peers, and the capability to showcase diverse writing styles.

# Problem Overview

The global demand for digital content is higher than ever. From blogs and whitepapers to social media posts and technical writing, businesses, agencies, and brands are leveraging content to engage their audiences and drive results.

With this explosion has come a corresponding rise in the number of freelance content writers, marketers, and journalists seeking to build a sustainable career in this space.

However, despite this surge in opportunity, the path to visibility and consistent earnings remains uncertain for many. The freelance content economy is oversaturated, competitive, and all too often favors those with strong self-branding, rather than just skills. The traditional ways of showcasing one's work; individual blogs, Google Docs folders, or outdated PDF files, fail to meet the expectations of modern clients and hiring managers, who demand professional, accessible, and SEO-friendly portfolios that communicate value at a glance.

Content creators are not just competing on writing ability; they are also being evaluated on how they promote their work, the strength of their niche, and their digital professionalism. In this environment, a compelling, optimized portfolio has become as essential as writing itself, but most writers lack the technical knowledge or equipment to produce one that demonstrates their abilities.

**TechWriteable** enters this landscape as a timely solution, providing a centralized, intelligent, and scalable platform that can assist content professionals to rise above the noise.

## What About TechWriteable?

**TechWriteable** is an all-in-one platform built to empower technology writers, including content writers, marketers, and journalists to thrive in the digital age. While its widely used SEO-optimized portfolio builder is a flagship feature, TechWriteable extends far beyond that, offering an integrated ecosystem that supports skill development, content marketing, job discovery, thought leadership, and career growth.

The platform serves as a launchpad for writers to showcase their work, access exclusive opportunities, grow their personal brand, and stay ahead in the competitive tech content space.

A Platform for Technology Writers

## TW lets you stand out.

Your portfolio is your digital CV as a tech writer.

Set up in 3 mins

Enjoy the best features

### Features designed to unlock your potentials



#### Writer's Profile

Establish your identity and connect with your readers, recruiters, or clients on a personal level.



#### Biography & Experience

Showcase your resume through relevant experiences across different projects.



#### Writer's Works

Demonstrate your expertise and build authority on your favorite topics by publishing on TW.



#### Supercharged SEO

Become more discoverable on Google through SEO features that make your TW posts rank better.

Get Started

## Ready to **boost** your writing career?

Join other top writers using their TW portfolios to build authority and access better opportunities.

Create a free portfolio

# TechWriteable's Portfolio Platform

At the heart of the TechWriteable ecosystem is its flagship Portfolio Platform, a powerful tool designed specifically for content writers, marketers, and journalists to professionally showcase their work, build authority, and attract high-quality opportunities.

In a crowded digital marketplace where first impressions are made online, many skilled writers struggle to stand out. Traditional CVs and scattered Google Docs no longer suffice to communicate value to potential clients, editors, or hiring managers.

**TechWriteable** solves this problem with a portfolio solution that is not only visually compelling but strategically built for discovery, SEO performance, and credibility.

## **Key Features of the Portfolio Platform**

### **Live Digital CV**

Writers can showcase their writing samples, past experiences, niche expertise, and testimonials, all in one place. The portfolio serves as a living resume that evolves with the writer's career.

### **SEO Optimization**

Each portfolio is built to rank well on search engines, increasing a writer's discoverability and giving them a competitive edge when potential clients or recruiters search for niche-specific talent online.

### **Custom Branding**

Writers can personalize their portfolio to reflect their voice and professional identity, including custom domains, featured sections, and visual consistency.

### **User-Friendly Interface**

With a clean, intuitive layout, the platform enables writers to upload content quickly, organize it by category or topic, and present it with clarity and professionalism.

### **Job Board & Community**

The TechWriteable Portfolio offers more than just a space to showcase your work, it provides users with access to curated job opportunities tailored to their niche. In addition, users gain entry into a vibrant community of content writers, marketers, and journalists, creating an environment for connection, collaboration, and professional growth.

# Step-by-Step Guide to Get Started

Having your portfolio live is ridiculously simple; you can do it under 4 minutes:

**Step 1:** Go to <https://techwriteable.com/portfolio-platform>

**Step 2:** on 'Set up in 3 min'

**Step 3:** 'Click on 'Register'

**Step 4:** Enter details required:

Username

First Name

Last Name

Email

Password (Must contain one upper case letter, a special character, and a number)

**Step 5:** Once you log in, you have to complete your profile:

Enter your professional bio

Connect your social media handles

Add your relevant experiences

Publish your very first post ( You can highlight a favorite project, article, or campaign of yours.)

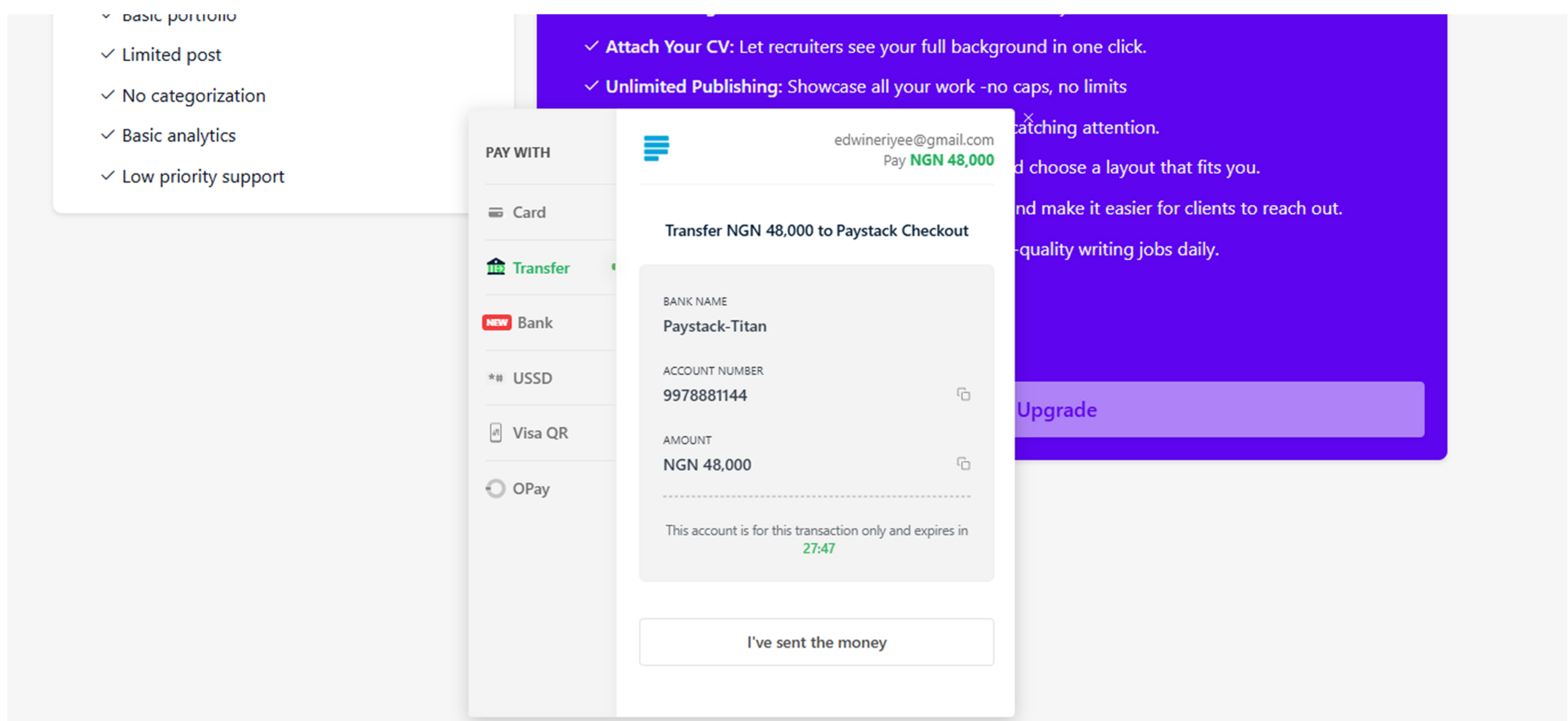
**Step 6:** Share your profile with recruiters, readers, and clients, and watch new opportunities roll in!

## Setting up a Premium Account

**Step 7:** On your dashboard, click on ‘Go premium’ at the top right of your screen.

**Step 8:** You can pay for a month (N5,000) or a year (N48,000). Click on ‘N48,000/- year upgrade’.

**Step 9:** You can make payment via transfer, bank card, bank app, USSD, Visa QR, or with OPay. After selecting your preferred option, click on ‘I’ve sent the money’.



**Step 10:** Payment confirmation will only take a minute. Once it’s confirmed, you can go back to your dashboard and start enjoying your premium features.

**Pro Tip:** To fully maximise your premium portfolio subscription on TechWriteable, you must consider the following;

- **Start with a strong bio:** Don't just say "I'm a writer." Say who you write for, what you specialize in, and what makes your work different. Use this section to convey credibility and personality.
- **Use categories wisely:** With Premium, you can break down your work into tabs like "Tech Articles," "SaaS Copy," or "Long-Form Guides." This makes your page much easier to navigate and more attractive to niche clients.
- **Add a profile image & background:** A professional headshot + a banner image that reflects your personal style or niche helps your portfolio stand out. People connect with faces.
- **Don't skip the highlights:** Use TechWriteable's "Featured Posts" section to pin your best work. If you have bylines on Forbes, Medium, or brand blogs, those should go here.
- **Link to your social handles:** You never know who's watching. Adding your LinkedIn, X (Twitter), and Medium profiles can lead to more opportunities beyond just the TechWriteable platform.

## Premium Package: Breaking Free from the Ordinary

For seasoned writers who wish to elevate, Techwriteable Premium provides unparalleled professional value. This package is designed for driven professionals seeking greater visibility, flexibility, and results.

When you subscribe to the premium package for just N5,000 per month or N48,000 per year, you enjoy the following;

- **Job Board Access:** Get a handpicked board of high-quality writing jobs every day. No more scrolling all day, with focused opportunities tailored specifically to your skills.
- **Verified Badge:** You can easily establish immediate credibility. The Verified Badge places an added layer of authority on your profile, increasing your visibility to clients and editors immediately.
- **Add Your CV:** Add your résumé so potential clients or employers can easily view your full history and credentials at the click of a button.
- **Unlimited Publishing:** You can publish an unlimited number of pieces, articles, case studies, and thought-leadership posts, with no restrictions. This is like having a personal blog for a very low fee.
- **Advanced Analytics:** We will help you understand what's working. With our advanced analytics, you can monitor your page views, reader engagement, and referral sources to refine your strategy and content.
- **Customizable Portfolio:** You can infuse your personal brand flair, upload a logo, add a banner, and select a layout that mirrors your style and voice.
- **About Me Page:** With the premium package, you can build a strong, focused page that showcases your values, experience, and expertise, making it simple for recruiters and collaborators to reach out directly.

No matter if you're a freelance writer, journalist, or marketer, Premium provides you with the means to establish yourself as an authority in your niche.

## TechWriteable Portfolio Plans

Feature	Free	Premium Plan (#5,000/Month or #48,000/Year – Save 20%)
Portfolio Access	Basic Portfolio	Advanced Portfolio
Publishing Limit	6 posts	Unlimited posts
Analytics	Basic analytics on portfolio posts	Advanced analytics on portfolio posts
Themes	Fixed theme	Customizable (banner, logo, and theme)
Post Categorization	✗	✔ Categorize your posts into niches
Expertise & Skills Section	✗	✔ Included
Verified Badge	✗	✔ Included
Attach CV	✗	✔ Upload your CV for recruiters
Job Board Access	✗	✔ View available jobs in content marketing
TW Community	✔ Included	✔ Included
Custom URL	✔ Dedicated Portfolio Page & URL	✔ Dedicated Portfolio Page & URL

# Conclusion

Techwriteable Portfolio Platform is the ultimate solution for writers who are fed up with being anonymous and are prepared to be visible. It's more than a portfolio, it's your professional brand, turbo-charged with SEO, storytelling, and simplicity.

Ready to elevate your writing career?  
*Start now at <https://techwriteable.com/portfolio-platform>; your future readers, employers, and clients are already waiting.*