



## VMC SUCCESS STORY

# Online Game Site Technical Writing

*When a leading software company needed technical writing for their online game site they turned to the experts at VMC.*

## Overview

**Country:** USA

**Industry:** Consumer Electronics

**Service area:** Technical Communications and Web Content

**Customer Profile:** A worldwide leader in software, services, and Internet technologies for personal and business computing.

**Business Challenge:** The client needed technical communication for its online game site with strong market-savvy editorial writing with customized reporting to track advertising click-through traffic.

**VMC Solution:** With tools in place for management reporting and an experienced technical writing team, VMC saved the client time and money by quickly responding to the need for timely web content.

### Benefits:

- Client's assets were freed up by utilizing VMC's experts to meet deadlines and surpass goals.
- VMC project management and reporting kept the client well informed and on schedule.

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## Business Challenge

The client, a leader in software, services, and Internet technologies required technical writing and editing expertise for their online game site. Since the client needed to focus on its core business they looked to VMC to offer technical writing and project management solutions.

The VMC team was asked to provide customized weekly and monthly reports and technical editorial for electronic advertising as well as for the online advertising research tool. The team size was to be scalable in conjunction with the level of content on the website with a plan in place for additional technical communications support for minor and emergency editorial content.

## VMC Solution

The VMC Managing Editor went to work to assign all major online game content through an internal publishing SharePoint site to the VMC team. All content was to be published and periodically refreshed on the site. Edits for the online game site included:

- content creation for blurbs, game specifications, newsletters copy;
- technical writing with sales and marketing appeal;
- special events, headlines and offsite promotional copy; and
- grammar, spelling, and consistent style.

The VMC team created and published site content after multiple reviews for accuracy and a commitment to publish crisp, market savvy content to the online game site.

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## Results

VMC provided expert writing and game support services to the site in the form of copywriting and copyediting that conformed to the site's content strategy, while maintaining the site's brand and style guidelines. Ancillary support for content updates and revisions to the site, supporting documentation, and guidelines.

The project is ongoing and the services include:

- refining and implementing content strategy;
- ensuring compliance with corporate branding and style guidelines;
- making updates and revisions to the game site's documentation and guidelines.

On a daily and weekly basis articles are published to the site and edited for content and style. In addition, advertising and promotional content has been added.

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## About VMC

VMC is a project management and technology services company specializing in software testing, IT and customer contact solutions. VMC provides consulting, project management, technical services and more to give an innovative face to traditional outsourced IT services. From our quality assurance and product testing, to in-depth technical support expertise and IT implementations and service management, VMC helps global companies manage more efficiently and effectively.

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