

Technical Writer

Shout-out to Hackmamba who helped make this roadmap

Visit their Website

Find the detailed version of this roadmap along with other similar roadmaps

roadmap.sh

- Technology Expertise
- Language Proficiency
- Written Communication Proficiency

Required Skills

- Story Telling
- Subtle Selling
- Content Structure
- Call to Actions
- References
- Crafting Great Titles
- Content Objectives & Intent
- User Persona
- Writing Style Guides

- ICP & Buyer Persona
- Buyer Journey & Content Funnel

Technical Content Marketing

- Short-tail Keywords
- Long-Tail Keywords
- SEO Keywords
- Backlinking

Content SEO

- Link Shorteners / Tracking
- Platform Tracking and Metrics
- Conversion Tracking
- Content Aging & Timelines

Content Analysis

Introduction

- Research Tools
- Blogging Platforms

Tooling

- Who is a Technical Writer?
- What is Technical Writing?
- Role of Technical Writers in Organizations
- Forms of Technical Writing
- Growth as a Technical Writer

- Publishing Tools
- SEO Tools
- Plagiarism Checker
- Editing Tools
- Git / Version Control
- Markdown

Best Practices

Content Research

- Product Content
- General Product Prose
- How-to Guides

- Topic Score
- Keyword Volume
- Communities & Forums
- Search Trends
- Support Request Evaluation

Types of Technical Content

| | | |
|-------------------|-------------------|-----------------------|
| Help Content | Developer Docs | API Reference |
| Troubleshooting | User Goals | Docs Generation Tools |
| Developer Support | Developer Journey | API Definitions |
| Platform Support | Docs Structure | |

- Comparative Posts
- Tutorials

Top-funnel Content

Mid-funnel Content

Bottom-funnel Content

- Pillar Content
- Awareness Blog Posts
- Research Reports

- Generic Gated Content
- White-papers
- eBook

- Release Notes / Product Announcements
- Customer Case-Studies
- Technical Website Copy
- Frequently Asked Questions

Content Optimization

Content Distribution

- Canonical Link
- OpenGraph Data
- Content Distribution Channels
- Content Distribution Amplification Strategies

Keep Learning