

How to create technical content (written content >> blog post)

Amazon Principles that guide a lot of what we do here at Amazon >>>

<https://amazon.jobs/content/en/our-workplace/leadership-principles>

Guide used at AWS to evaluate a post:

Before you write (Working backwards from your reader (customer) >>> check the “Customer Obsession” Leadership Principle

This information helps you ensure that you focus on the right audience, with the right content.

- Does this post serve the reader? What problem does this blog post solve, and how?
- Does the solution pass the “Google test”? Does this post tell a unique story in a way that we've not yet heard?
- Is it uniquely me? (am I using own voice?)
- Is it relevant and timely?
- Does the post have wide-ranging impact? Who is the target audience? Who benefits the most from the topics covered in this post?
- Which AWS services are primarily involved?
- What is the top-level outline of the post?

Writing the article

- Does the title accurately describe the post content?
- Does the first paragraph draw readers in?
- Does the introduction describe the topic in a way that a nonspecialist could understand?
- Does the post clearly state what prerequisite knowledge readers need to understand the concepts and instructions?
- Are the examples or case studies relevant to the readers?
- Does the post contain terms that may not be understood by new readers? (if not, explain them, especially if targeting at beginner level readers)
- Could more code samples be added to help readers get started immediately? Can you link to the same procedure in the service documentation?
- Is the post grammatically correct? Have you checked that spelling, capitalization, and punctuation are correct?
- Does the order of the subheadings or paragraphs make sense? Is there a logical flow, such as overview/problem/solution/details?
- Are all technical concepts explained accurately?
- Is every code sample accurate? Have you gotten a code review?
- Do you exaggerate or misrepresent the technology that you are writing about's capability or performance? Remember to always stay away from sounding like you are selling or marketing.
- Do the instructions put reader data or privacy at risk at any time?

- Is any information missing that would prevent readers from completing what is promised?
- Do you have a conclusion that summarizes the post, with a call to action (links to more reading, references where you've quoted other sources, etc.)

Before posting (check Leadership Principle >>> “Insist on Highest Standards”

- You can always get a second pair of eyes to read your content before you publish. This can be a friend (doesn't have to be someone in tech or someone who knows the topic at all)

After posting

- Be ready to receive feedback on your post, in fact, invite feedback!
- Be ready to learn from the feedback
- Don't personalize feedback that sounds “negative”, sometimes there's something to learn even in this type of feedback
- Learn from the feedback, and use it as input into your next piece of content.