

Write your Docs Like Nobody Reads Them

API The Docs Chicago
April 8th 2019



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He/Him



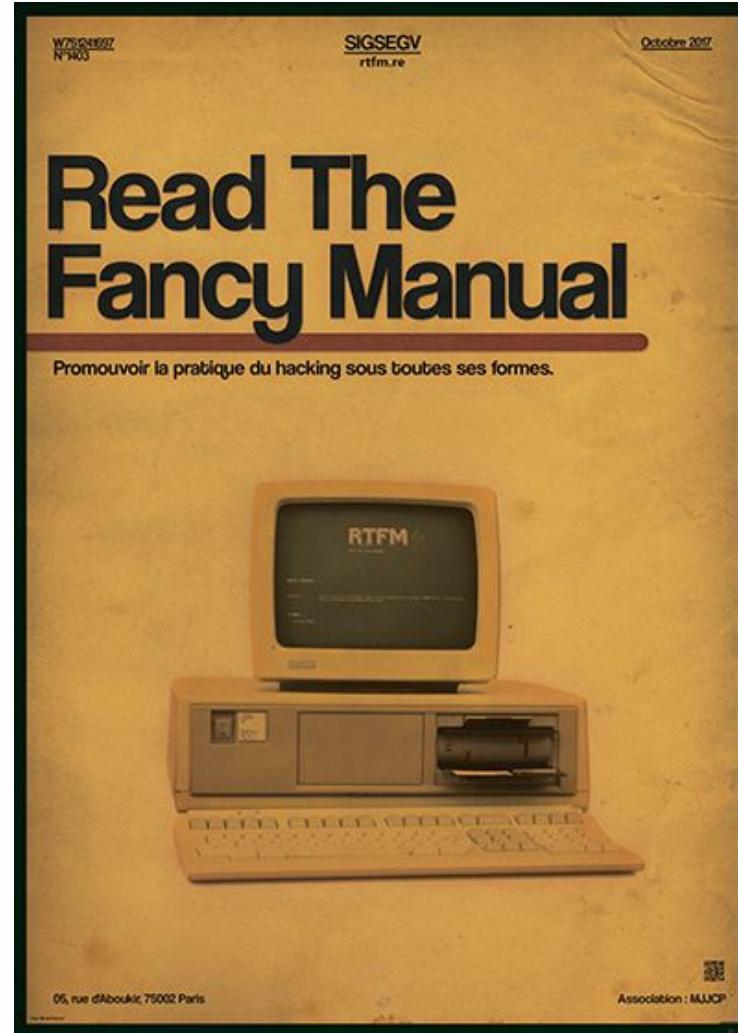
How do folks engage with documentation?



Not always by reading it



RTFM





When you use RTFM, you're saying, "Not only am I not going to help you, but I also want to make sure that you feel ashamed about your inability to help yourself."

-April Wensel

medium.com/compassionate-coding/its-time-to-retire-rtfm-31acdfef654f



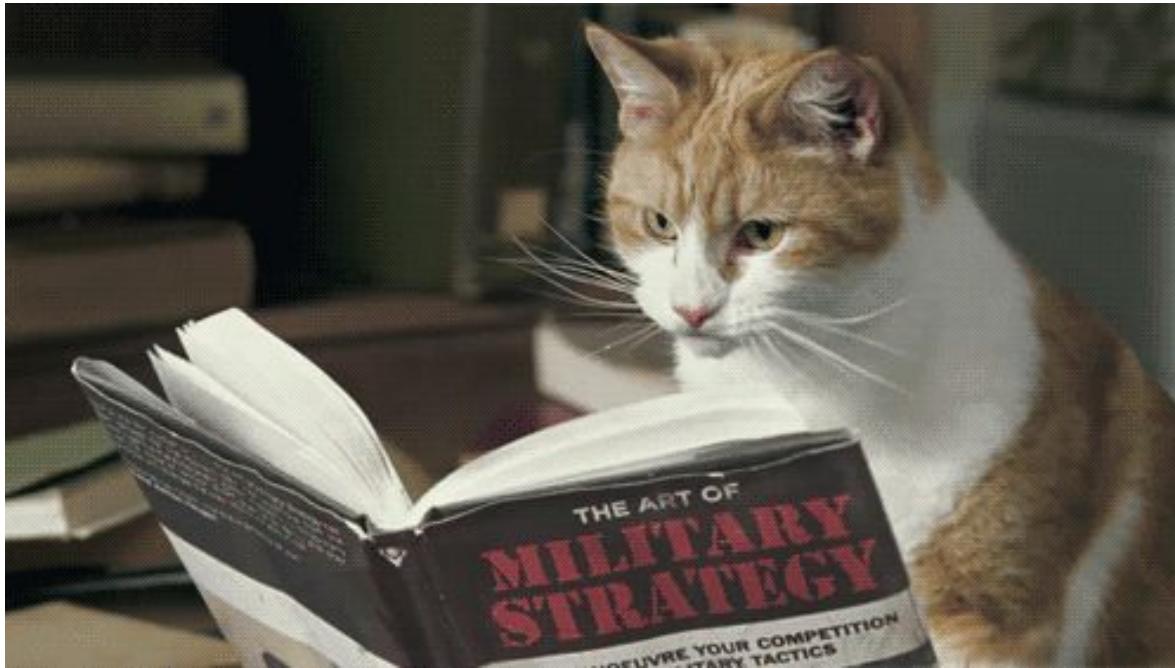
How do people engage with documentation?



How do people learn?



Reading/Writing Learning



Visual Learning



Auditory Learning

I'M ALL EARS.



SLOTHILDA.COM



Kinesthetic learning



Contentful Documentation



Contentful

contentful

Product Solutions Customers Learn Pricing Talk to us Try for free

How enterprises deliver better digital experiences

You don't need another CMS. You need a better way to manage content – unified, structured, and ready to deploy to any digital channel. Finally, something editors and developers can agree on.

How it works Request demo

```
curl cdn.contentful.com/spaces...
{
  "fields": {
    "brandLogo": {
      "linkType": "Asset",
      "id": "...",
      "type": "Image"
    },
    "heroLeftModel": {
      "linkType": "Entry",
      "id": "...",
      "type": "Page"
    },
    "heroRightProduct": {
      "linkType": "Entry",
      "id": "...",
      "type": "Product"
    },
    "homepageText": "...",
    ...
  }
}
```

Presentation Layer
Content Model
JSON Data

What can you do with Contentful?



Launch digital products faster

Content infrastructure helps digital teams work better together by unifying content in one hub, so marketers and developers can build simultaneously.



Create compelling experiences

With the freedom to use their favorite tools and frameworks, developers can focus on building leading-edge websites, apps and omnichannel experiences.



Store and edit content in one hub

Editors have full control of content in an intuitive web app. Marketers can test and refine, publishing changes to every platform from one interface.

Start building free Request demo



Areas of documentation

Strategic

Content Operations
Processes, workflows, people

Content Modelling

Architecture

Tactical

Practitioner Guides

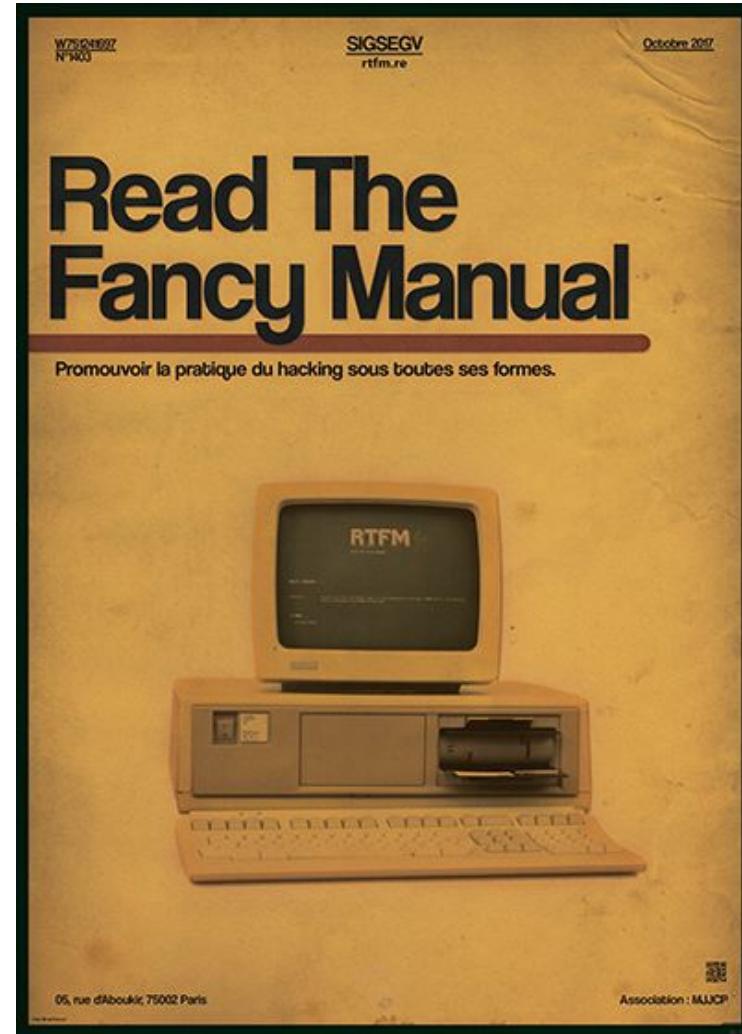
Developer Guides

Reference

API & SDK Docs



What part of the manual?



Reducing Friction around Information Discovery



Developer Empowerment



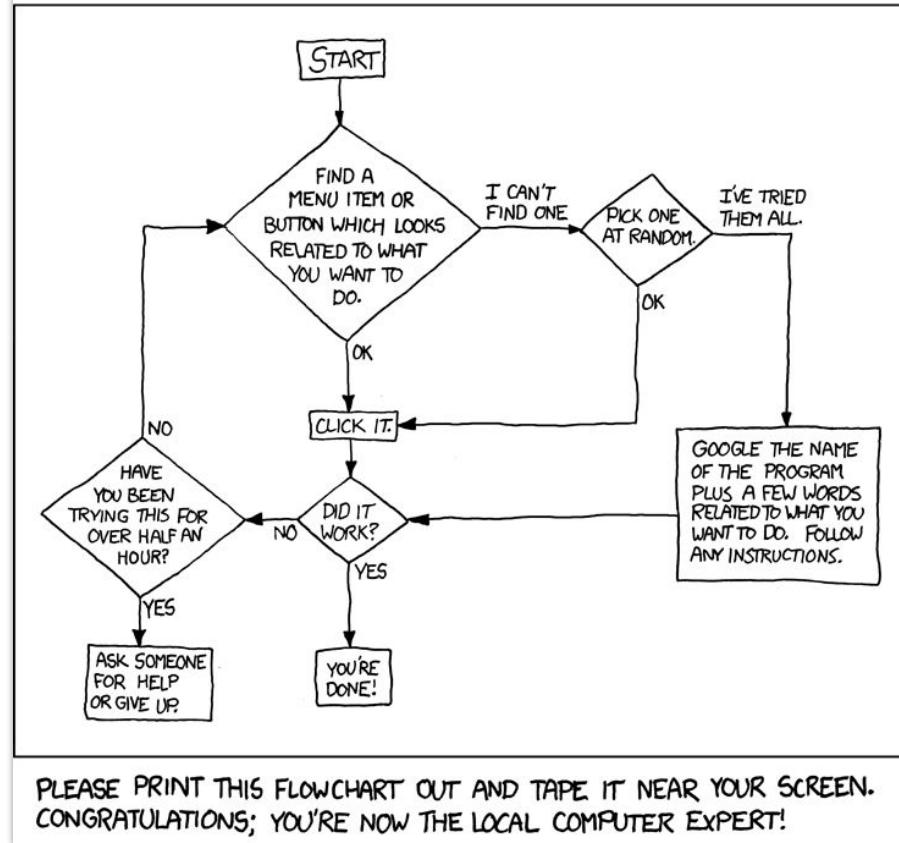
Content Discovery



Coding is at least 50% knowing how to google

DEAR VARIOUS PARENTS, GRANDPARENTS, CO-WORKERS,
AND OTHER "NOT COMPUTER PEOPLE."

WE DON'T MAGICALLY KNOW HOW TO DO EVERYTHING IN EVERY
PROGRAM. WHEN WE HELP YOU, WE'RE USUALLY JUST DOING THIS:



PLEASE PRINT THIS FLOWCHART OUT AND TAPE IT NEAR YOUR SCREEN.
CONGRATULATIONS; YOU'RE NOW THE LOCAL COMPUTER EXPERT!

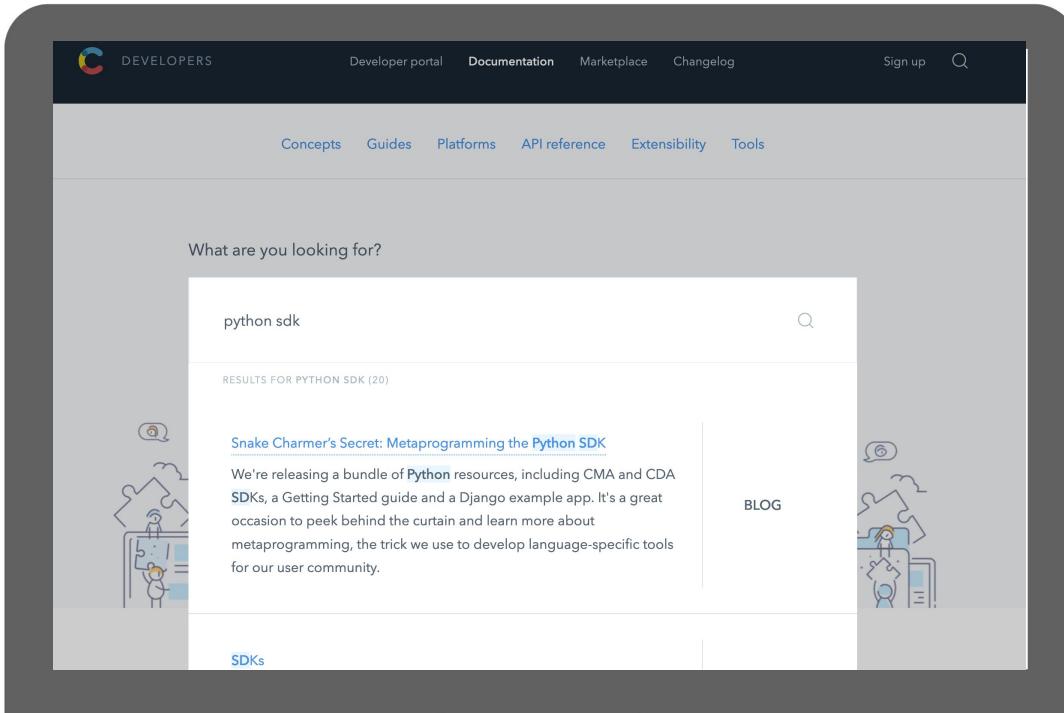


Documentation Discovery

<input type="checkbox"/>	36. contentful .net get content
<input type="checkbox"/>	37. contentful accept invitation
<input type="checkbox"/>	38. contentful api gateway
<input type="checkbox"/>	39. contentful api validation
<input type="checkbox"/>	40. contentful blade
<input type="checkbox"/>	41. contentful blog
<input type="checkbox"/>	42. contentful cms azure
<input type="checkbox"/>	43. contentful content guide
<input type="checkbox"/>	44. contentful dynamic site content
<input type="checkbox"/>	45. contentful environment
<input type="checkbox"/>	46. contentful events
<input type="checkbox"/>	47. contentful font colour code
<input type="checkbox"/>	48. contentful import json
<input type="checkbox"/>	49. contentful inc
<input type="checkbox"/>	50. contentful marketo plugins
<input type="checkbox"/>	51. contentful multi-site setup
<input type="checkbox"/>	52. contentful phone number format
<input type="checkbox"/>	53. contentful platform fee
<input type="checkbox"/>	54. contentful roles
<input type="checkbox"/>	55. contentful sso
<input type="checkbox"/>	56. contentful talpa



Internal Search



Internal Search



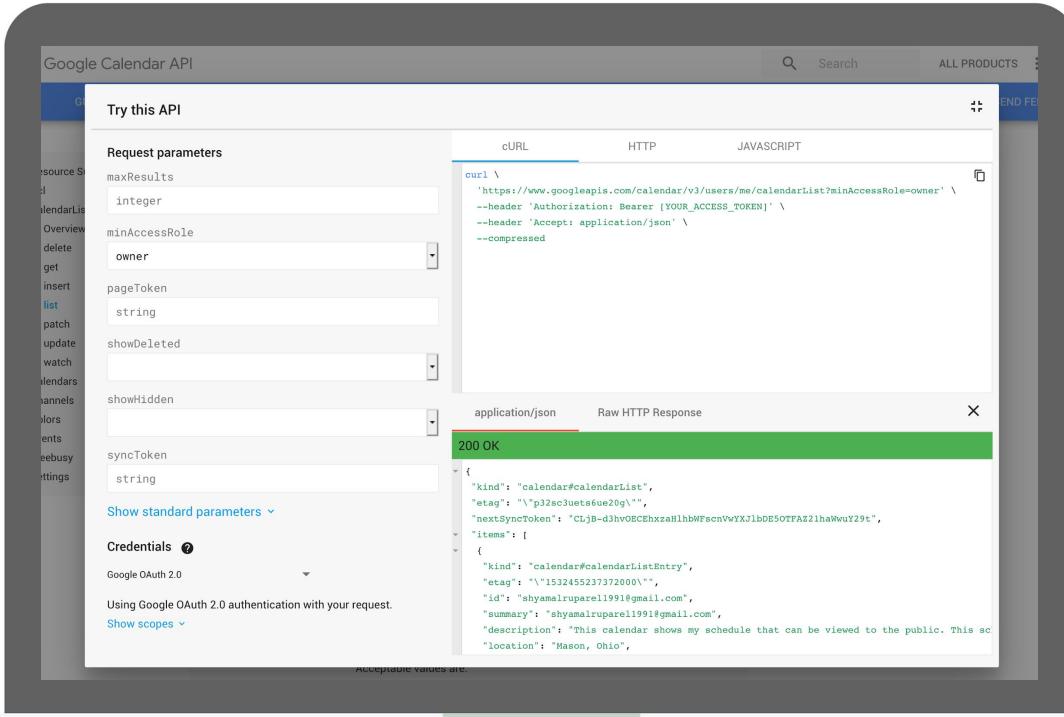
algolia



Documentation doesn't need to just be static content



Clicking Things



Copy/Paste ready samples

The Twilio Python Helper Library

Python Helper Library SMS Test

PYTHON

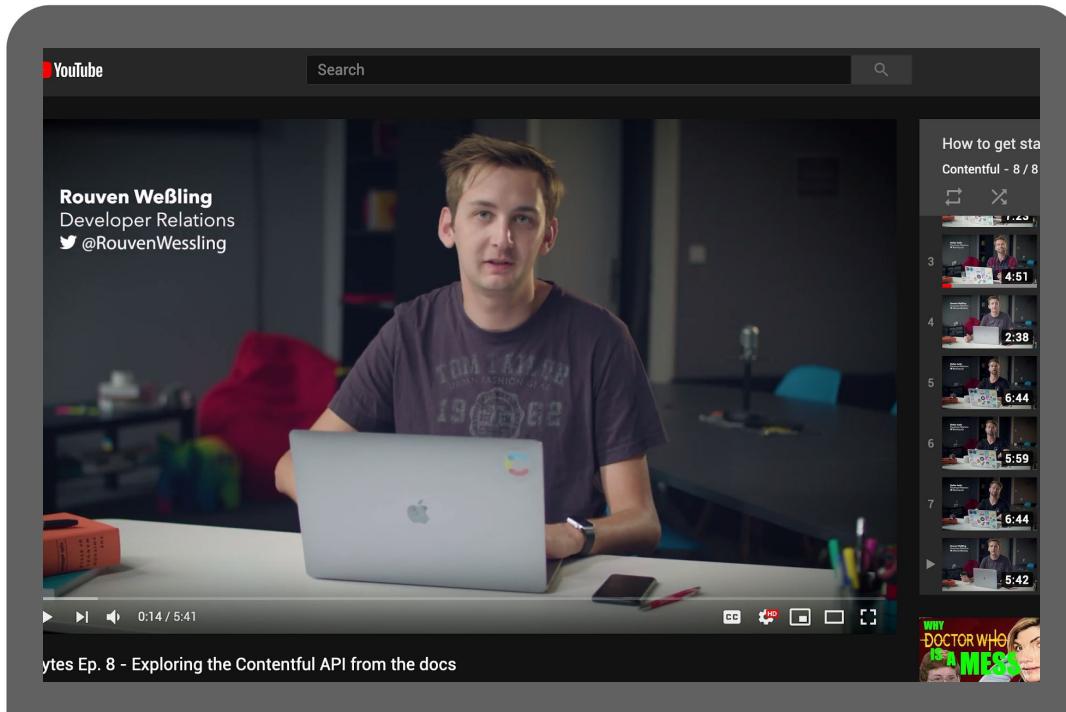
DEFAULT

```
1  from twilio.rest import Client
2
3  # Your Account SID from twilio.com/console
4  account_sid = "ACXXXXXXXXXXXXXXXXXXXXXX"
5  # Your Auth Token from twilio.com/console
6  auth_token = "your_auth_token"
7
8  client = Client(account_sid, auth_token)
9
10 message = client.messages.create(
11     to="+15558675309",
12     from_="+15017250604",
13     body="Hello from Python!")
14
15 print(message.sid)
```

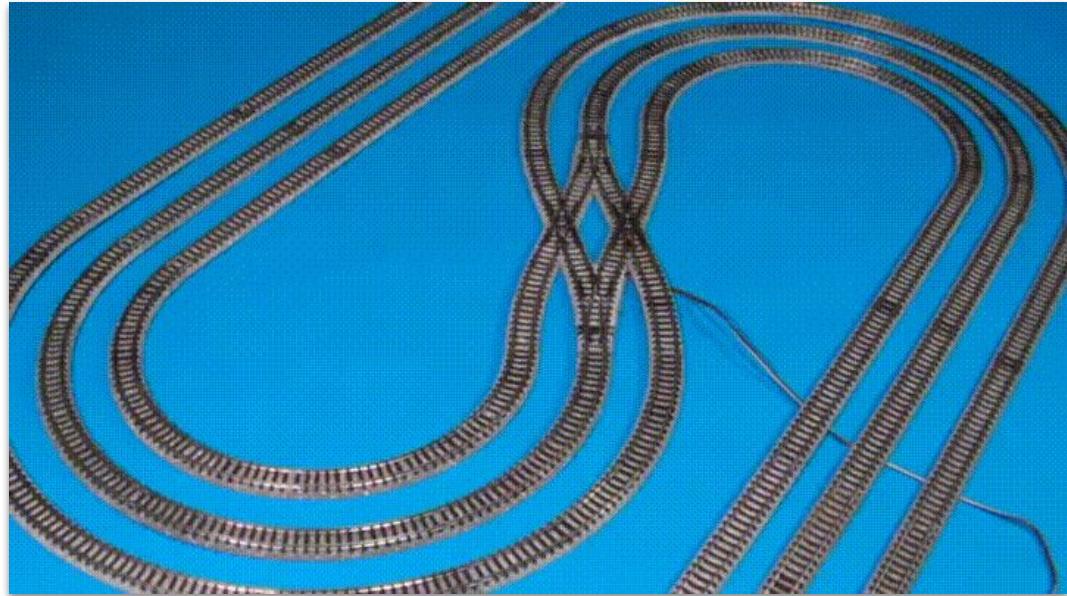
Click to copy



Video



Don't be
afraid to
delete
content
when it
gets stale



Extending your Docs



Developer Community



Let's chat about Stack Overflow

NEVER HAVE I FELT SO
CLOSE TO ANOTHER SOUL
AND YET SO HELPLESSLY ALONE
AS WHEN I GOOGLE AN ERROR
AND THERE'S ONE RESULT
A THREAD BY SOMEONE
WITH THE SAME PROBLEM
AND NO ANSWER
LAST POSTED TO IN 2003

WHO WERE YOU,
DENVERCODER?
WHAT DID YOU SEE?!



Developers Use Stack Overflow

The screenshot shows a Stack Overflow question titled "How to copy content from one space to other space in contenful?". The question was asked by a user named "jack" on March 20 at 12:28. It has 1,227 views, 2 answers, 18 comments, and 49 votes. The question text is: "I have created a new space in contentful. Now I want to copy all content model, content from old space to new created space to save my time. Please assist me how I can do that?" Below the question, there is an answer from "stefan judis" dated March 21 at 9:19. The answer text is: "You can use the [Contentful CLI](#) for that. All the content can be exported to a JSON file which then can be imported into a new space." The Stack Overflow sidebar includes links for Home, PUBLIC, Stack Overflow, Tags, Users, Jobs, Teams, and Learn More.



Stack Overflow is better at SEO than I am

Google contentful longtext fields GraphQL

All News Images Videos Shopping More Settings

About 815 results (0.56 seconds)

GatsbyJS - How to query longtext Contentful fields in GraphQL ...
[https://stackoverflow.com/.../gatsbyjs-how-to-query-longtext-contentful-fields-in-grap... ▾](https://stackoverflow.com/.../gatsbyjs-how-to-query-longtext-contentful-fields-in-grap...)

1 answer
Jan 22, 2018 - The query will look something like: query getStoreById(\$relativeUrl: String!) {
contentfulStore(relativeUrl: { eq: \$relativeUrl }) { relativeUrl ...

GraphQL Content API – Contentful
[https://www.contentful.com/developers/docs/references/graphql/ ▾](https://www.contentful.com/developers/docs/references/graphql/)

Jump to **Filters by field type** - For each field in a content type a set of filter fields is added to the
GraphQL Content API does not distinguish between ...
Missing: longtext | Must include: longtext
HTTP Methods · Query complexity limits · Schema generation · Collection fields



Optimize your time spent on Stack Overflow



Link back to your own docs when you answer questions

A screenshot of a Stack Overflow question page. The question is titled "How to copy content from one space to other space in contentful?". It has 0 votes and is tagged with "contentful". The asker, "jack", asked the question on March 20 at 12:28, with 1,227 views, 2 answers, 18 comments, and 49 votes. The question asks for assistance in copying content from an old space to a new one created in Contentful. A single answer was provided by "stefan judis" on March 21 at 9:19, which suggests using the Contentful CLI to export content to a JSON file and import it into a new space. The answer has 1 vote, 448 views, and 11 comments.

How to copy content from one space to other space in contentful?

I have created a new space in contentful. Now I want to copy all content model, content from old space to new created space to save my time. **Please assist me how I can do that?**

asked Mar 20 at 12:28
jack 1,227 ● 2 ● 18 ● 49

1 Answer

You can use the [Contentful CLI](#) for that. All the content can be exported to a JSON file which then can be imported into a new space.

answered Mar 21 at 9:19
stefan judis 448 ● 4 ● 11



Developer Portal

The screenshot shows a developer portal interface. At the top, there's a dark header bar with the word "DEVELOPERS" and a stylized "C" logo. To the right are links for "Developer portal", "Documentation", "Marketplace", "Changelog", "Sign up", and a search icon. Below the header, the main content area has a title "Developer portal" and a "Get started" button. A central message reads: "The go-to place for all developer related content and social activities." Below this, there are three main sections: "Documentation" (with a "C" icon), "Chat" (with a multi-colored hashtag icon), and "Forum" (with a speech bubble icon). Each section includes a brief description and a "Learn more" link. At the bottom, a dark call-to-action bar says "Learn with video: core concepts explained in Bits & Bytes".

Developer portal

Developer portal Documentation Marketplace Changelog Sign up Q

Support Get started

The go-to place for all developer related content and social activities.

Documentation

Learn more about the ecosystem

Chat

Talk to the community in realtime

Forum

Ask questions and learn from each other

Learn with video: core concepts explained in Bits & Bytes



Chatrooms



Slack

Typeform

Hello!

start

2 1 1 1

Siva Sajja 11:59 AM
joined #general along with Kevin.

Kevin 1:20 PM
Hi there,
looks like this is real slack channel with lot of awesome people
thank u
I am trying to understand Contentmodel vs content
i am bit confused about them
also within content, there is Page type which is equivalent to Web page in Website

shy 1:22 PM
This might be an interesting page from our docs for you to read: <https://www.contentful.com/r/knowledgebase/content-modeling-basics>

Contentful

Content modelling basics

This guide gives you an introduction to content modelling with Contentful, including best practices and common solutions.

+ Message #general



Automation



Contentful Bot APP 1:01 PM

Hello! 🎉 Good to see you.

To make your start as easy as possible let me give you some information.

Code of Conduct

We want this Slack to be a safe and welcoming place. [The Contentful Community Code of Conduct](#) applies here. If you experience any problems or don't feel welcome, please don't hesitate to reach out to our moderators (@rouven, @stefan, @irina) or write an email to devrel@contentful.com — we're happy to help!

Useful channels

If you need help using Contentful please use #help, or the channel for the programming language of your choice. We have channels for:

- #javascript
- #php
- #dotnet
- #python

[Show more](#)

Developer Portal

Our hub for all developer-releated content. Videos, blog posts, community tools, upcoming events, ... it's all there.

👉 www.contentful.com/developers/

Community Forum

Last but not least I also want to tell you about the Contentful Community Forum. It's a place where you can discuss and look for help and feedback. If you have a question the chances are quite high, that it's been answered there already.

👉 www.contentfulcommunity.com

If you want to see what questions are posted there join #community-forum.

Product feedback

We're eager to hear what you think could make Contentful better. Let us know in #feature-request.

Enjoy!!! 🎉

Spend Time with your Community



Meetups



Log where folks are struggling



Create Content to reduce struggle

Guides

General

JavaScript

PHP

Android

iOS

Java

Python

Ruby

.NET

[Documentation](#) / [Guides](#) / General

General

All-purpose tutorials and resources to help you get up and running with Contentful.

- [Get started with Contentful](#)
- [Modifying REST API responses](#)
- [Scripting migrations](#)
- [Localization with Contentful](#)
- [Setting default field values with a configurable UI Extension](#)
- [Setting a default preview environment](#)
- [Managing Roles - programmatically](#)
- [Triggering static site builds with webhooks](#)
- [Integrating migrations in a continuous delivery pipeline with CircleCI](#)
- [Extending the Content Delivery API with AWS Lambda & API Gateway](#)
- [Enhancing search experience with Algolia](#)
- [Getting started with Rich Text](#)
- [Getting Started with GraphQL Content API](#)
- [Importing and Exporting Content](#)
- [Migrate content to Rich Text](#)
- [Personalisation of structured content](#)
- [Rich Text and Localization](#)
- [Scheduling Posts](#)



Summary

Support Different Learning Styles

- Reading/Writing
- Visual
- Auditory
- Kinesthetic

More than Text

- Video
- Search
- 1-click API Calls
- Copy / Paste ready samples
- Deprecated stale content

Beyond the Docs

- Stack Overflow
- Slack
- Meetups
- Document and Evolve



Questions?

@ShyRuparel

Slides: github.com/shy/talks