

# WHERE TO PUBLISH?





# BRENDEN NIEDERMEYER

Expeditors®

CARGO SIGNAL™



<https://brenden.codes>

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# OPTIONS

- ▶ Medium
- ▶ Dev.to
- ▶ Personal Blog
- ▶ Wordpress
- ▶ Etc...



# Publishing your technical writing

Do you write technical articles? Please share some information on where you go to showcase your work.

\* Required

Where do you like to publish your technical writing? (Choose all that apply) \*

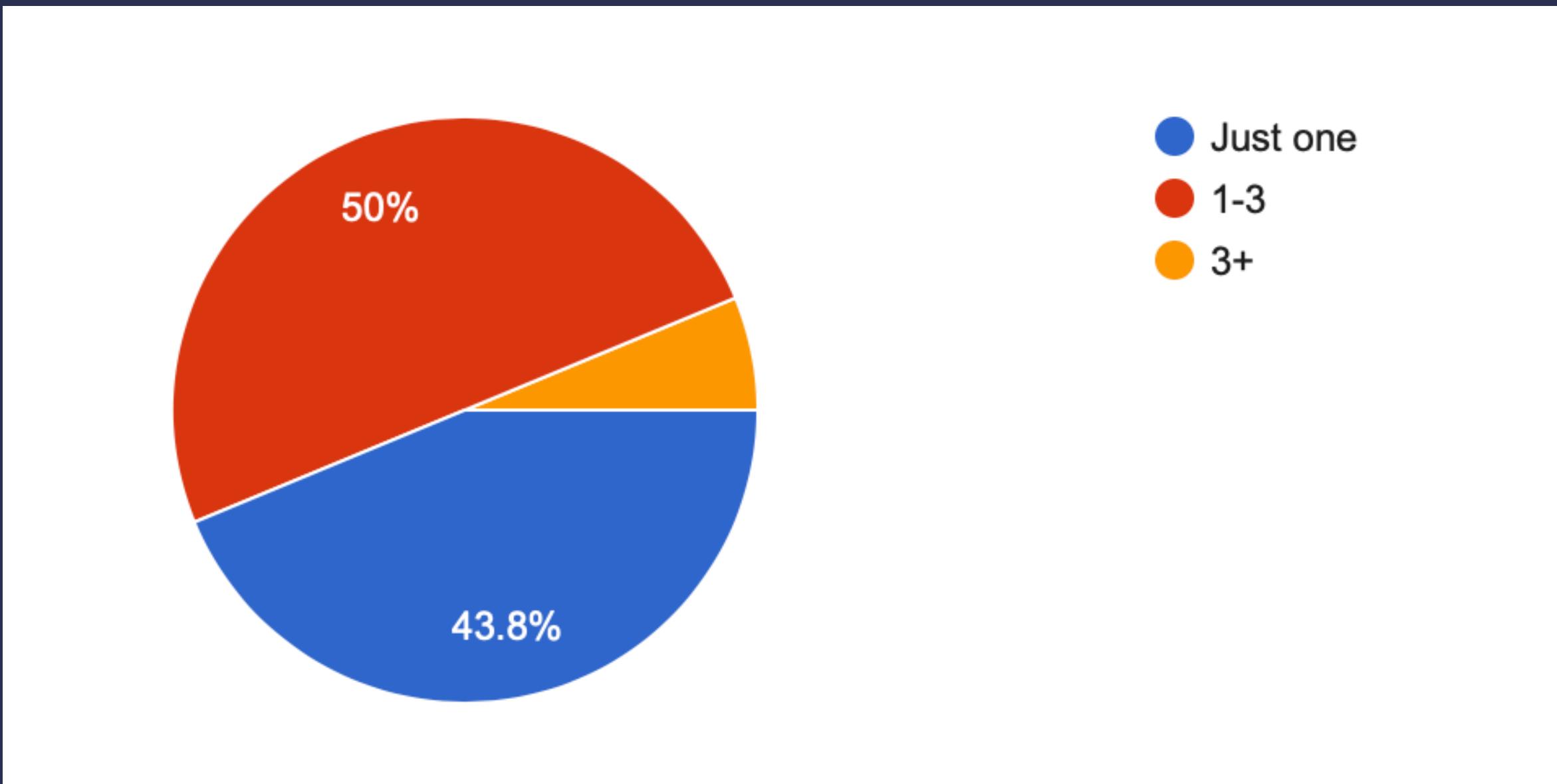
- Personal hosted blog
- Medium
- Blogger
- [dev.to](#)
- Squarespace
- Ghost
- Other: \_\_\_\_\_

Do you normally publish in one place or multiple when you share your writing? \*

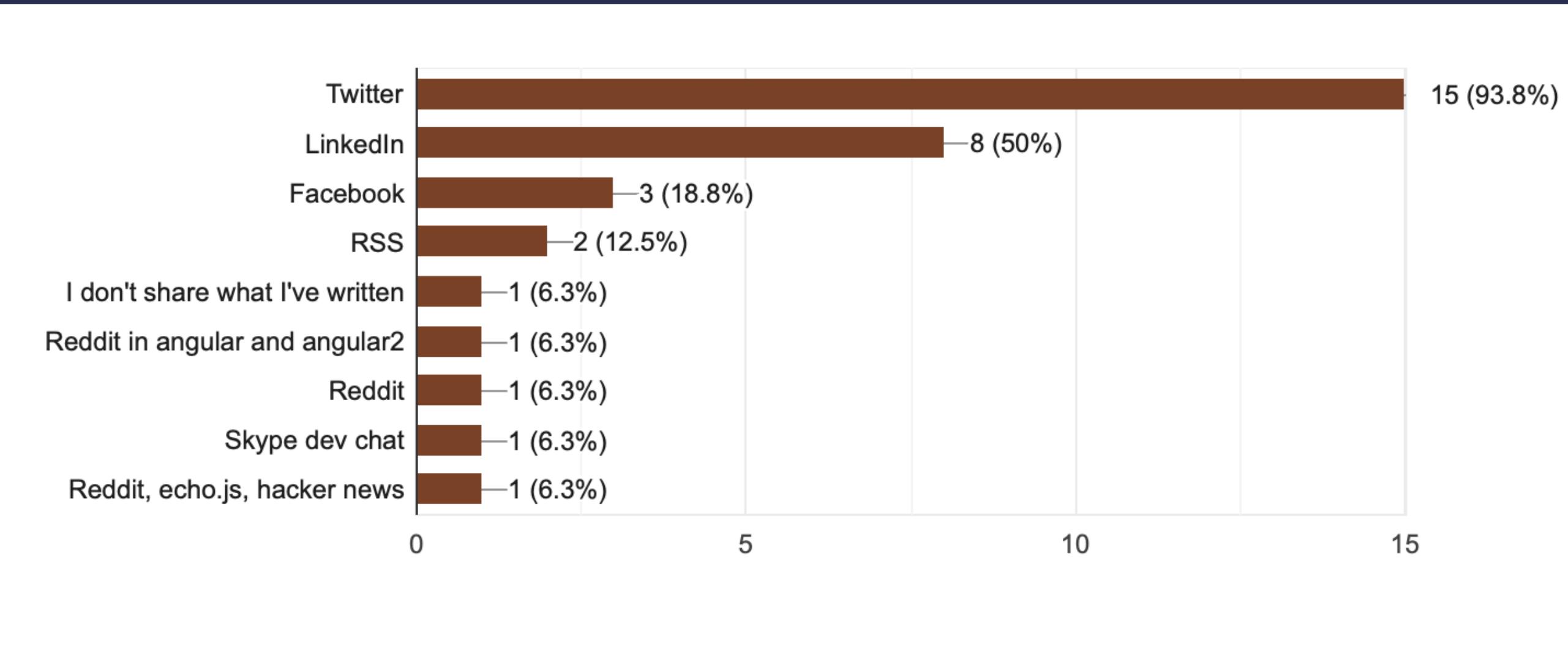
# WHERE?

- ▶ 75% - Medium
- ▶ 62.5% - personal blog
- ▶ 31% - dev.to
- ▶ 1% - Wordpress, Hashnode

# HOW MANY PLACES DO YOU POST?



# HOW DO YOU SPREAD THE WORD OF YOUR WRITING?



*"The publication that I contribute to is  
on that platform. Hopefully move onto a  
better one soon."*

A close-up photograph of a man with dark hair and a beard, wearing a dark suit jacket over a light-colored shirt and a patterned tie. He is looking down at a laptop computer, which is open and positioned in front of him. The background is slightly blurred, showing what appears to be an office or public space with other people and furniture.

# PAIN POINTS

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- ▶ Code blocks/syntax highlighting
- ▶ Handling edits
- ▶ Not simple to crosspost

# WHAT ARE SOME REASONS YOU WOULD NOT CHOOSE TO PUBLISH TO A SPECIFIC PLATFORM?

- ▶ Paywalls (56%)
- ▶ Copyright/Licensing Concerns (50%)
- ▶ Lack of user base (43.8%)

# RESOURCES

- ▶ Slides:
- ▶ Survey: <https://brenden.dev/survey>

