

# 5 COMMON TECH WRITER DISORDERS AND HOW TO CURE THEM



It's not easy being a tech writer. With so many people counting on you for critical information, you carry the weight of the world on your shoulders. All this responsibility can take its toll and cause a variety of unpleasant symptoms.

Fortunately, your content therapists at Zoomin have identified 5 common afflictions and the cutting-edge techniques to help you treat them.

## 1. People aren't able to find your content

**Symptoms:** Despair, Discouragement

Putting all that effort into your content, only to discover that people still can't find the answers they need, can result in an existential crisis and substantial sobbing in the shower. It also translates into a poor customer experience, higher churn, higher support costs, and of course, underutilized content.

Solving this will require a strict regimen of unifying all your content under a single taxonomy, along with an injection of smart search functionality wherever people are looking for answers. Once your treatment has run its course, they'll be able to find answers easily whether they're in your documentation site, community, customer service portal, or elsewhere.



## 2. Everyone is using different tools and formats

**Symptoms:** Frustration, Helplessness

Bringing all your content together can feel like herding chickens – surprisingly stubborn and athletic chickens... in the middle of a blizzard. Different teams might be publishing PDFs here, knowledge articles there, and custom-built content elsewhere. This makes collaboration extremely difficult and produces multiple silos, leading to many unfortunate side effects.

Luckily, marvels of the modern world have allowed for this malady to be easily cured. Ask your Zoomin therapist how you can unify all your content, no matter which tools or formats it's authored in and no matter where it's being published. Within weeks, your users will have convenient access to all your product content, and serotonin levels will be restored to normal.

### 3. Multiple versions of your content are floating around

**Symptoms:** Confusion, Anger



What's worse than not finding the information you need? Finding the wrong information. This can cause significant distress to you as a writer, as well as to your users – whether they're customers, support agents or fellow colleagues.

You already know that your documentation should be maintained so it's accurate and up to date. But it's also critical to push automatic, real-time updates so your users always have a single source of truth – no matter how, when or where they're accessing your content.

### 4. You don't know how your content is being used

**Symptoms:** Uncertainty, Anxiety

To learn, grow and move forward in life, it's important to hold a mirror up to yourself and understand your strengths, weaknesses and blind spots. The same is true of your work. Is your content performing well? How are people finding and interacting with it? What improvements can be made?

An appreciation of the truth will help you evolve into a more intelligent and empowered content creator. And that truth is waiting for you in your analytics dashboards, where you can learn how your content is performing, how people are finding – or not finding – answers, and how to be more strategic in your work.

### 5. Your company won't invest in better content operations

**Symptoms:** Apathy, Disillusionment

Your boss wants you to have the tools you need to do your best work. But what'll really drive them to action is knowing that your customers are having a poor knowledge experience and becoming more likely to churn.

Building a business case is crucial in communicating the value of your work and obtaining the resources and buy-in to improve the content experience. Show your decision-makers the business KPIs that your content can impact – from increased sales to better onboarding to greater case deflection.

Sound overwhelming?  
**IT'S EASIER THAN YOU THINK!**

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