Tricycle Riders to Muscle Car Drivers: Tech Docs for Everyone

- **Speaker**: Liz Kellebrew-Davies
- **Room**: 250
- **Time**: Saturday, Oct 23rd 11:00 – 11:20am

- **Format**: Talk (20 minutes)
- **Difficulty**: Beginner
- **Track**: Documentation & Communication
- **Additional Tags**: Technical Writing, Documentation, SEO, AEO, User Onboarding, Open Source
- **Presenter Location**: In-person
- **Experience**: Senior technical writer and editor with over a decade of experience in the tech industry, specializing in information accessibility and the strategic use of technical communication.

Description:

Having a great open-source project is only half the battle; the other half is ensuring people can actually use it. This session explores how to create technical documentation that caters to a wide spectrum of skill levels—from “tricycle riders” to “muscle car drivers”—ensuring that users of all backgrounds can get started quickly. The presenter will share professional insights on representing a project to the world through search engine optimization (SEO) and answer engine optimization (AEO) to increase visibility and adoption.

Target Audience:

- Open source maintainers looking to grow their user base
- Aspiring technical writers
- Project leads wanting to improve their project's onboarding experience

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