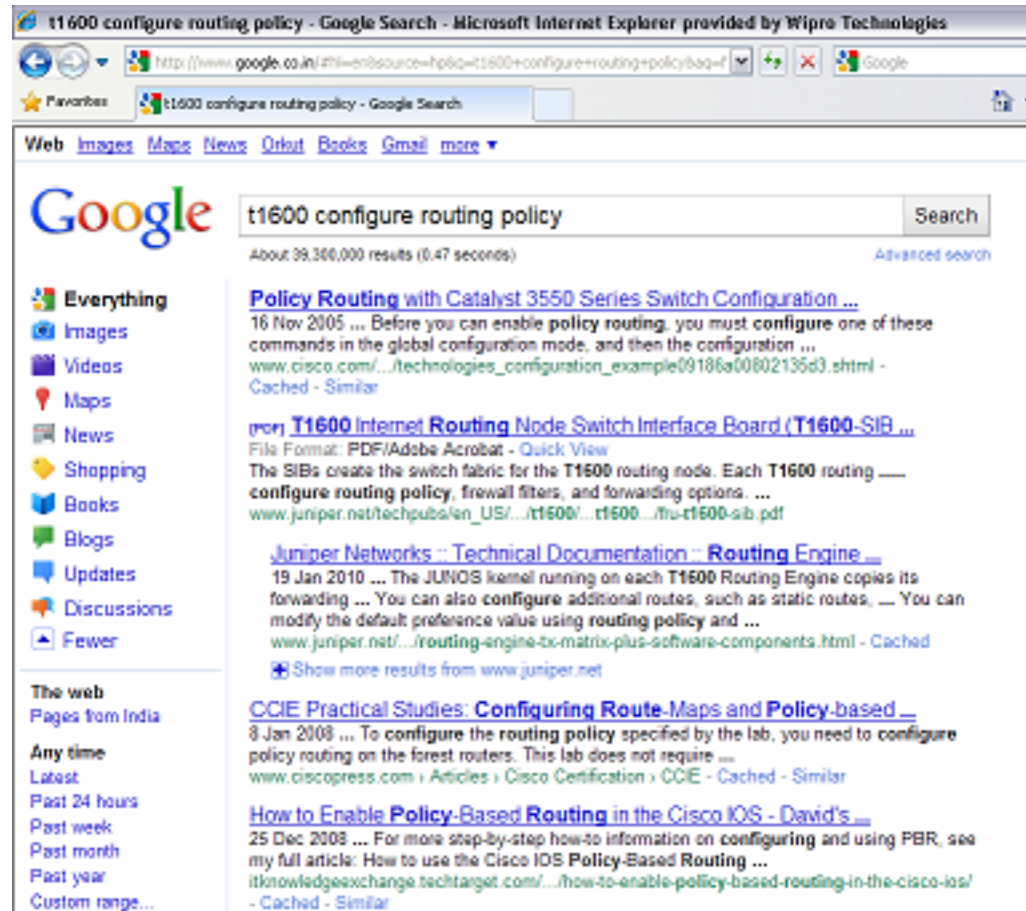
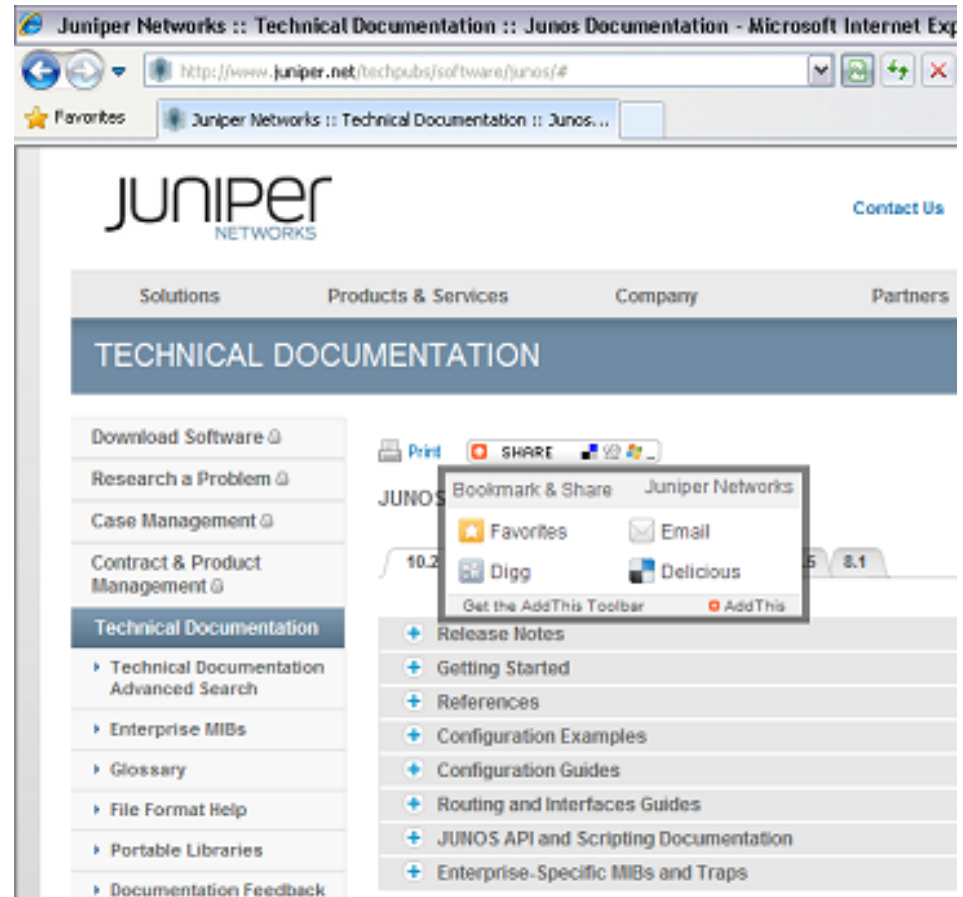


Users search for help.



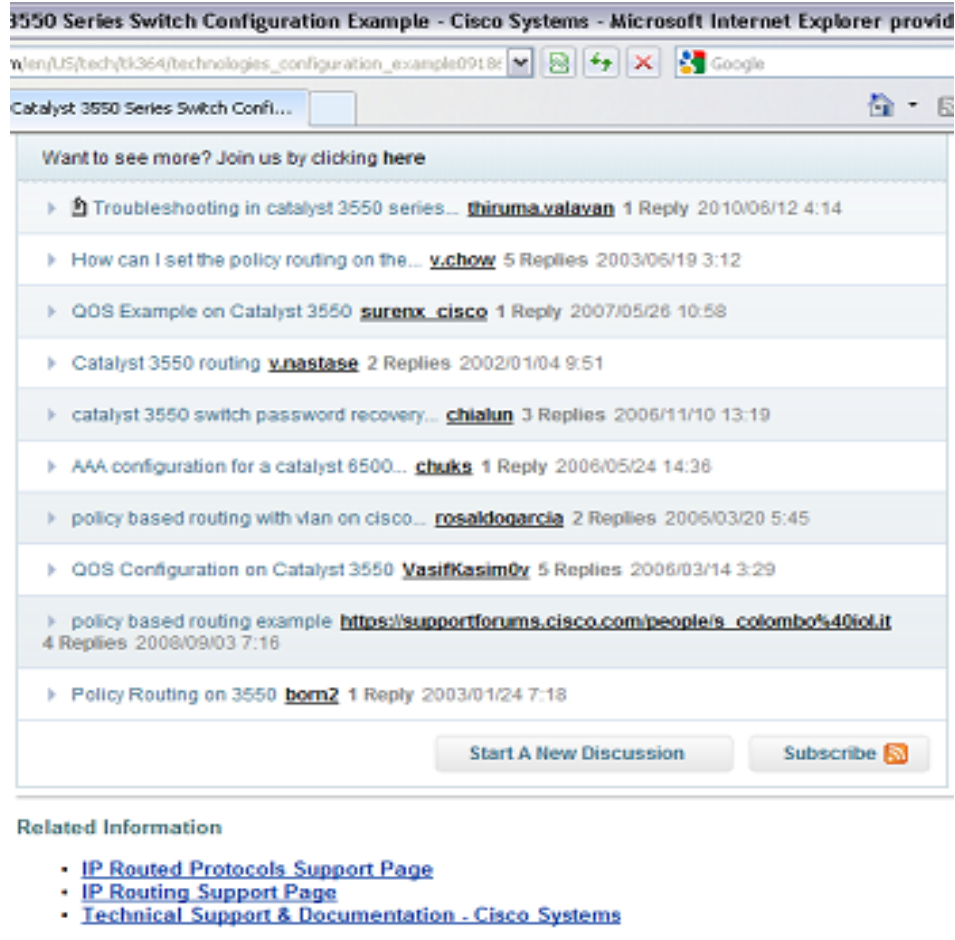
The landscape has changed in the technical communication world. Users find information or solutions to their problems on Google (or other search engines).

Users share and comment.



They discuss and collaborate with other users, subject matter experts, and other stakeholders. They challenge the accuracy of help topics.

Users track updates in real time...



The screenshot shows a web browser window displaying a Cisco support forum page. The page title is "3550 Series Switch Configuration Example - Cisco Systems - Microsoft Internet Explorer provid". The address bar shows the URL "http://www.cisco.com/...". The main content area features a list of forum posts with titles, author names, and reply counts. Below the list are buttons for "Start A New Discussion" and "Subscribe". At the bottom, there is a "Related Information" section with links to "IP Routed Protocols Support Page", "IP Routing Support Page", and "Technical Support & Documentation - Cisco Systems".

Want to see more? Join us by clicking here

- ▶ Troubleshooting in catalyst 3550 series... [thiruma.valavan](#) 1 Reply 2010/06/12 4:14
- ▶ How can I set the policy routing on the... [v.chow](#) 5 Replies 2003/06/19 3:12
- ▶ QoS Example on Catalyst 3550 [surenx_cisco](#) 1 Reply 2007/05/26 10:58
- ▶ Catalyst 3550 routing [v.nastase](#) 2 Replies 2002/01/04 9:51
- ▶ catalyst 3550 switch password recovery... [chialun](#) 3 Replies 2006/11/10 13:19
- ▶ AAA configuration for a catalyst 6500... [chuku](#) 1 Reply 2006/05/24 14:36
- ▶ policy based routing with vlan on cisco... [rosaldogarcia](#) 2 Replies 2006/03/20 5:45
- ▶ QoS Configuration on Catalyst 3550 [VasifKasim0y](#) 5 Replies 2006/03/14 3:29
- ▶ policy based routing example https://supportforums.cisco.com/people/s_colombo%40iol.it 4 Replies 2008/09/03 7:16
- ▶ Policy Routing on 3550 [born2](#) 1 Reply 2003/01/24 7:18

[Start A New Discussion](#) [Subscribe](#)

Related Information

- [IP Routed Protocols Support Page](#)
- [IP Routing Support Page](#)
- [Technical Support & Documentation - Cisco Systems](#)

...and they want to do this on computers, mobile phones, net-books, and on Internet TVs (which are coming soon).

Sridhar Machani
Tech Writer // STC India Webmaster // Web 2.0+ Consultant

Presents...

tech comm dot next

learn to develop, manage, and curate content for
Web 2.0+ properties or risk extinction

First Half - Infrastructure

We know how to
develop content.

Now, let us talk about
delivering content...

...in ways and forms users expect from us (?).

PS: In the second half, we'll talk about people, our roles and careers, in 20 slides from now.

Stop.



It's not just about setting up websites and publishing content.
Get back to the discussion board.
How can we transform or move existing content to Web 2.0 form?
Can we leverage existing systems? How?

Think.

STC India Network Log In Sign Up Visit

Members Search

STC India Network

Home Activity Members Groups Forums Blogs

About

We are pleased to present the STC India Network at <http://network.stc-india.org/>. This release is part of the Phase II development of the new STC India portal that went live in March, 2010.

Features

STC India Network is a community built for the technical communicators in India. On this Network, you can do one or more of the following:

- Create your technical writing blog (at <http://network.stc-india.org/yourname>) or import an existing blog (for example, see my blog at <http://network.stc-india.org/sridhar/>).
- Create special interest groups or SIGs (such as [Site Feedback](#) and more listed at <http://network.stc-india.org/groups/>).
- Join a group of your interest and discuss/follow topics in the group's forum (for example, you should post all topics related to the site feedback at the [Site Feedback forum](#)).
- Add folks as your friends and send them private messages.
- And lots more.

Getting Started

To start connecting please log in first. You can also [create an account](#).

Username

admin

Password

.....

Remember Me

Log In

Who's Online Avatars

There are no users currently online

Content has to be marketed to reach the users.
Remember? Users need to find, discuss, share, and contribute to the content.

Know your brand.



Your brand is everything. You can't mess with it.
Everything that can and cannot be found on your website impacts your brand.

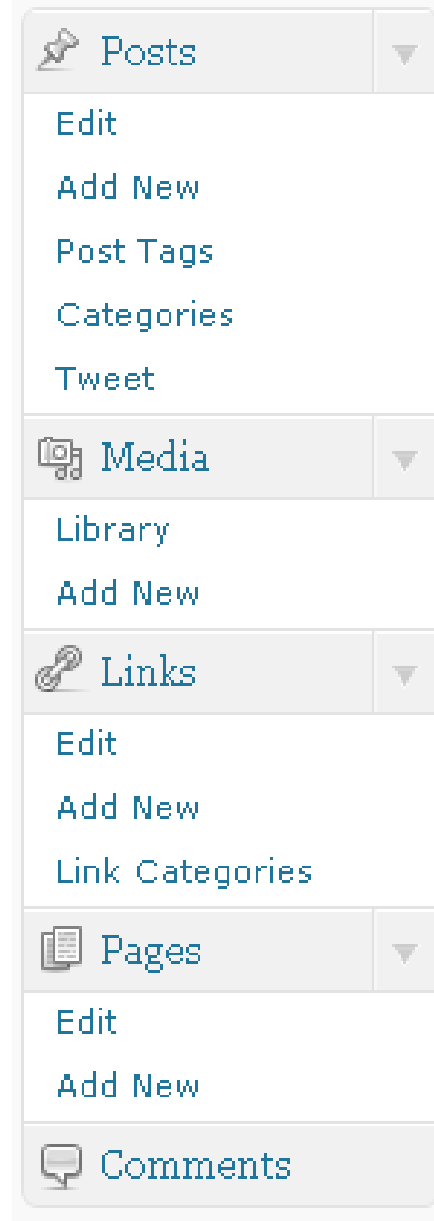
Choose the right CMS.



CMS is the foundation. You can't go wrong with this.

Plan content architecture before anyone says “design”.

Identify the hierarchy, categories, tags, static and dynamic pages.



Keywords.

Keyword ideas [Sign in](#) with your AdWords login information to see the full set of ideas for this search. [About this data](#)

Download Sorted by [Global Monthly Searches](#) [Columns](#)

<input type="checkbox"/>	Keyword		Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	web 2.0			1,220,000	368,000	
<input type="checkbox"/>	web 3.0			165,000	33,100	
<input type="checkbox"/>	web 2.0 .net			27,100	9,900	
<input type="checkbox"/>	web 2.0 is			27,100	-	-
<input type="checkbox"/>	what web 2.0			22,200	-	-
<input type="checkbox"/>	free web 2.0			22,200	-	-
<input type="checkbox"/>	what is web 2.0			18,100	8,100	
<input type="checkbox"/>	the web 2.0			18,100	14,800	
<input type="checkbox"/>	asp.net web 2.0			18,100	6,600	
<input type="checkbox"/>	web 2.0 logo			18,100	3,600	
<input type="checkbox"/>	web20			14,800	2,400	
<input type="checkbox"/>	web 2.0 sites			12,100	5,400	
<input type="checkbox"/>	web 2.0 technologies			9,900	4,400	
<input type="checkbox"/>	web 2.0 template			9,900	1,600	
<input type="checkbox"/>	web 2.0 site			8,100	2,900	

It's a good time have a SEO consultant on board and talk to the team.
 Re-write content based on SEO techniques.
 Try. Do it in phases.

Design.



OK. Now you can design your website.
Aggregate important content on the landing page.
There will be wireframes, prototypes, illustrations.
It's a good time to update your style guides.
Don't worry, there will be iterations.

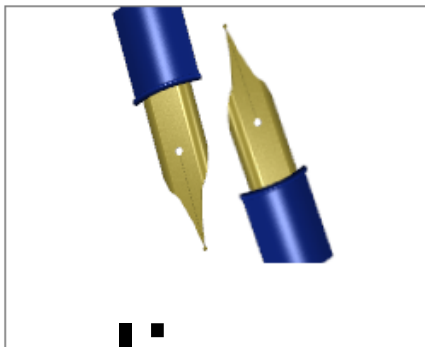
Setup a staging website.

The screenshot shows a web browser window with the address bar displaying 'http://s.ri/indus/'. The page title is 'STC India Chapter's Award-winning Newsletter / Indus'. The browser's search bar contains 'Google'. The website's navigation menu includes 'HOME', 'ABOUT', 'ABOUT US', 'AUTHORING GUIDELINES', 'ARCHIVES (TOCS)', 'REGISTER', 'Search', and 'RSS'. The main content area features a large image of a tree branch with the word 'Indus' overlaid. Below the image is a navigation bar with links: 'Announcements >', 'Career', 'Lounge', 'Newsletters', 'Out of the Box', 'Prez Talk', and 'Tech Write >'. The main article is titled 'Oct-Nov 2009 Newsletter' and is dated 'DECEMBER 20TH, 2009'. It includes a sub-header 'Vol XI, Issue 5' and a list of authors and their contributions. A 'WAMP SERVER 2.0' control panel is visible in the bottom right corner of the browser window.

PS: This is a no brainer.

Get your content and design in place.

Are you ready to go live?



JUNE 20TH, 2010 § IN [STC](#)

May-June 2010 Newsletter



VolXII, Issue 3

Conflict is an inherent feature of any relationship, and we technical writers face it every day. Luckily enough, not as much as policemen, or politicians, or even lawyers – yet enough to make us angry, and irritable. Conflicts for power in the work place, conflicts with managers and employees, conflicts with SMEs and editors, conflicts with peers who question our decisions – the forms of

Go live.

Don't tell anyone. Not yet.

You're only half-way through.

There are things that are best done on the live website.

404.

← STC INDIA.ORG HOME TABLE OF CONTENTS ABOUT US AUTHORIZING GUIDELINES

STC
Society for
Technical
Communication

INDUS

The award winning newsletter of STC India Cha

Current Edition Categories → Career Lounge News STC TechTools WriteM

**Error 404: The page was not found.
Sorry, no articles matched your criteria.
Try search:**

“Error 404 – page not found.”
Broken links? Moved pages?
Deal with it intelligently.
Provide alternate ways to find appropriate content.

Setup a sitemap.

Hire Me

Testimonials



@ Sridhar Machani . com

Consultant { WordPress; Web; Design; Branding; } // Tech Writer

Sitemap By Months

Hey, it's cool you're here. Take a look at all **22** of my articles:

[Expand All](#)

- July 2010 (1)
 - 07: [Checking Posterous Autopost](#) (1)
- June 2010 (1)
- March 2010 (1)
- January 2010 (1)
- April 2009 (3)
- March 2009 (1)

PS: It rhymes, isn't it? ☺

And sitemap as an XML file is a faster way to tell the search engines that you've new/updated content.


Create a sitemap. Automate updates and search-engine submissions.


Monitor traffic.




Site Usage


 **100 Visits**

 **205 Pageviews**

 **2.05 Pages/Visit**

 **60.00% Bounce Rate**

 **00:02:43 Avg. Time on Site**

 **65.00% % New Visits**

Visitors Overview



[view report](#)

Map Overlay



[view report](#)

Traffic Sources Overview

Content Overview

This is a good time to setup a monitoring and analysis system to know your users and their behavior.

Google Analytics is complex, but it's the best tool around. It's free!

Integrate with book-marking and sharing tools.

The FrameMaker contest!

Posted on : 30-06-2010 | By : [Rajdeep](#) | In : Events

1



buzz this

3 tweets
retweet

Hi all,

STC in partnership with Adobe announces the launch of the much awaited FrameMaker contest. Go through the attached file, and let me know if you need further information.

Prize

oppo

TC

If y

you

The

fini

Have

Check

Pre

there will be no bigger the world. Click here:

line yet, I would suggest that you should start to begin working on your files. I would like to see you come to get your entry to the contest.

Share / Save E-mail Bookmark

Search

- Posterous
- Facebook
- Delicious
- Google Bookmarks
- MySpace
- Yahoo Buzz
- Twitter
- Digg
- Google Buzz
- Reddit
- Windows Live Favorites
- Yahoo Bookmarks

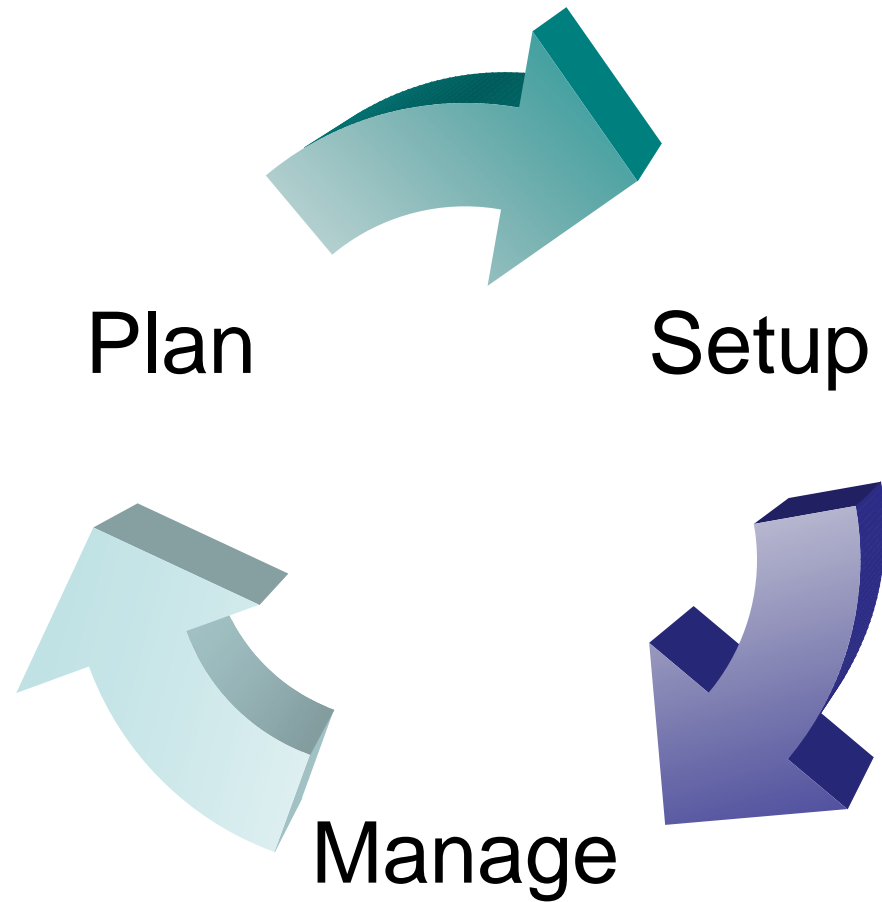
Powered by AddToAny

Share / Save f t

Most of the social bookmarking and networking platforms require an account. They're usually free and easy to create.

Most CMS software provide plugins/modules to do this job.

Repeat...



...for every blog, forum, wiki, or a network that you want to create for your users. Do it in phases and on a need-basis.

Don't overdo it.

Think of what you and your users really need.

Backup.

Backup Options

What to do with the backup file:

Save to server (/home2/stcindia/public_html/wp-content/backup-56985/)

Download to your computer

Email backup to:

Scheduled Backup

Schedule:

Never

Once Hourly

Twice Daily

Once Daily

Once Weekly

Email backup to:

Tables to include in the scheduled backup:

Click and hold down **[SHIFT]** to toggle multiple checkboxes

wp_ak_twitter

wp_commentmeta

wp_contact_form_7

wp_features

PS: This is another no brainer.

Automate it to the extent allowed by your CMS.

In this case, being paranoid helps.

PS: Remember Murphy.

Open ID.

[Get an OpenID](#)[Add OpenID to your site](#)[Developers](#)[Foundation](#)[Community](#)[Government](#)[What is OpenID?](#)[Benefits of OpenID](#)[Start using your OpenID](#)[Join the Foundation](#) | [Member sign-in](#)

Surprise! You may already have an OpenID.

If you use any of the following services, you already have your own OpenID. Below are instructions on how to sign in with each of the following providers on an OpenID enabled website. (When you see bold text, you should replace it with your own username or screenname on that service.)



Look for the "Sign in with a Google Account" button or use your [Google Profile URL](#).



Look for the "Sign in with Yahoo" button.



Look for the "Yahoo! JAPAN ID でログイン" button.



Enter "**username**.livejournal.com"



Click the "Sign in with Hyves" button.



Enter your blog URL: "**blogname**.blogspot.com"



Look for the "Sign in with Yahoo" button or use your photostream URL



Click the "Sign in with Orange" button or enter "orange.fr"



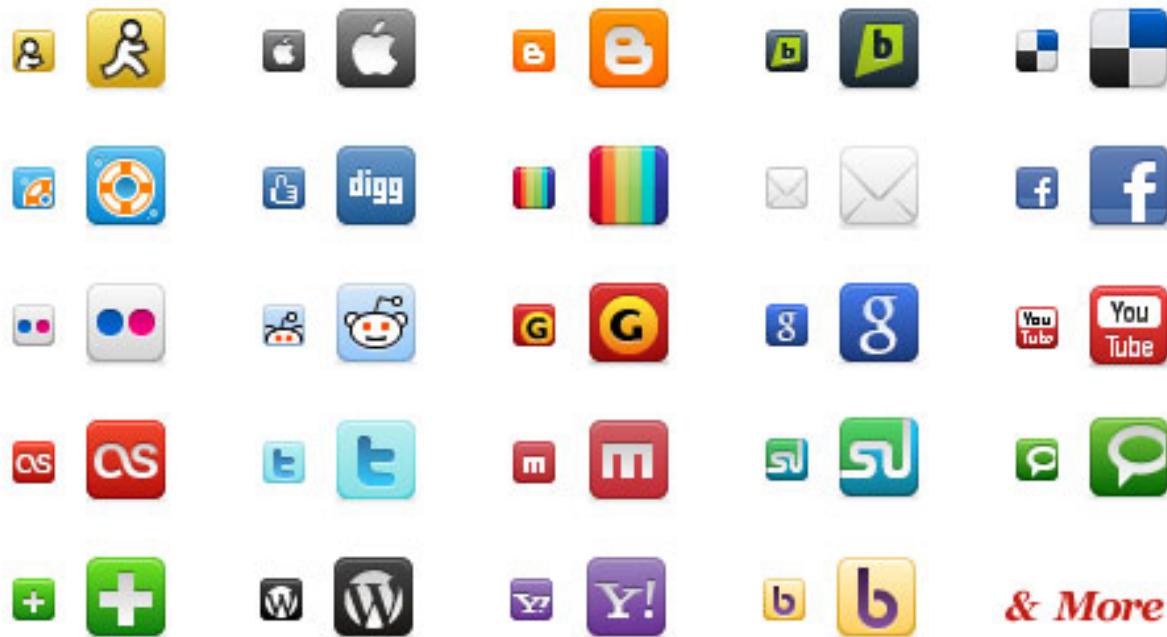
mixi is a web service that allows users to communicate with their friends and



Look for the "Login with MySpaceID" button or enter "[www.myspace.com/username](#)"

You've a number of sub-sites that users need to register and participate. Use open ID-based authentication. Remove the hassles of several user IDs and passwords.

Publicize.



Don't just leave it to the marketing folks.
Remember? Every employee is a brand ambassador.

It's just the beginning.

Yes, keeping up with infrastructure is an eternal job.
Iterate based on user feedback and future needs.
PS: Enjoy it. I'm loving it!

Interval

Questions ?

To the second half...

Second Half - People

**Now, let us talk about
how our roles and careers
would shape up...**

...in the world of Web 2.0 and beyond.

Convergence of skills.

Tech comm skills will always be primary.
Folks will be multi-skilled, with primary and secondary expertise.
PS: This is where it gets colorful...

Content Brand Managers

Operate online infrastructure to project corporate brand value via documentation.

Potential to attract new customers and increase sales via increased visibility and find-ability of products and services.

Content Curators

Ensure consistency and accuracy of information across official and user-generated content.

Moderate and manage users and user-generated content.

Social Communicators

Engage with users on social networking platforms.

Blog about products and services.

Distribute or 'market' news and notes about products and services.

Content Innovators

Research and innovate new or better ways of authoring and publishing content.

In the information world, they'll be the kings and queens.
They're content entrepreneurs.

Mobile Media Experts

A bulk of content will be accessed on mobile devices.

Web System Integrators

Figure out and implement an optimal combination of platforms to form a seamless content system.

Work with web hosts, platform vendors, and designers.

Content Designers

Figure out where, how, and what content needs to be exposed to users. Depends on types of users, types of content (complexity, confidentiality), and other factors.

Work with web designers and information architects.

Know a little programming, HTML, CSS, and other web design skills.

SEO Consultants

Responsible for visibility and high ranking of content in search results.

Web Analysts

Analyze user traffic, search keywords, referrers, navigation patterns, bounce rates, top visited and exited pages, and so on.

Open Source Evangelists

Figure out high-quality, cost-effective, and high-ROI tools and resources for content systems.

PS: OK, back to monochrome.

Common skills...

- Topic conversion (to new formats)
- User engagements (discussions, beta testing)
- Content quality assurance (ratings, polls, surveys)
- Rapid prototyping (quick incubation of ideas)

PS: Did you notice the bias towards individual contributor/specialist roles? Interesting.

The End.

Questions ?

Coming soon...

Next Part (Sequel)!

In the sequel, we can talk about:

- Processes and workflows
- Security
- Impact of Web 3.0 (HTML5)
- Impact of branding

Yesterday,
16-July:
Met [Epic](#).
The first-ever
web *browser*
for India.

What next?

- Exclusive doc browsers and search engines?
- Doc networks?
- Doc apps?

Ready for tech comm dot next?



Thanks for sitting through 40 slides.



I blog on the STC India Network at <http://network.stc-india.org/sridhar/>.

PS: You can visit the blog to download the slides and to keep the discussion going about the exciting times ahead.



Sri@SridharMachani.com



<http://twitter.com/SridharMachani>



<http://www.facebook.com/SridharMachani>



<http://www.linkedin.com/in/SridharMachani>

Take care and have fun.

