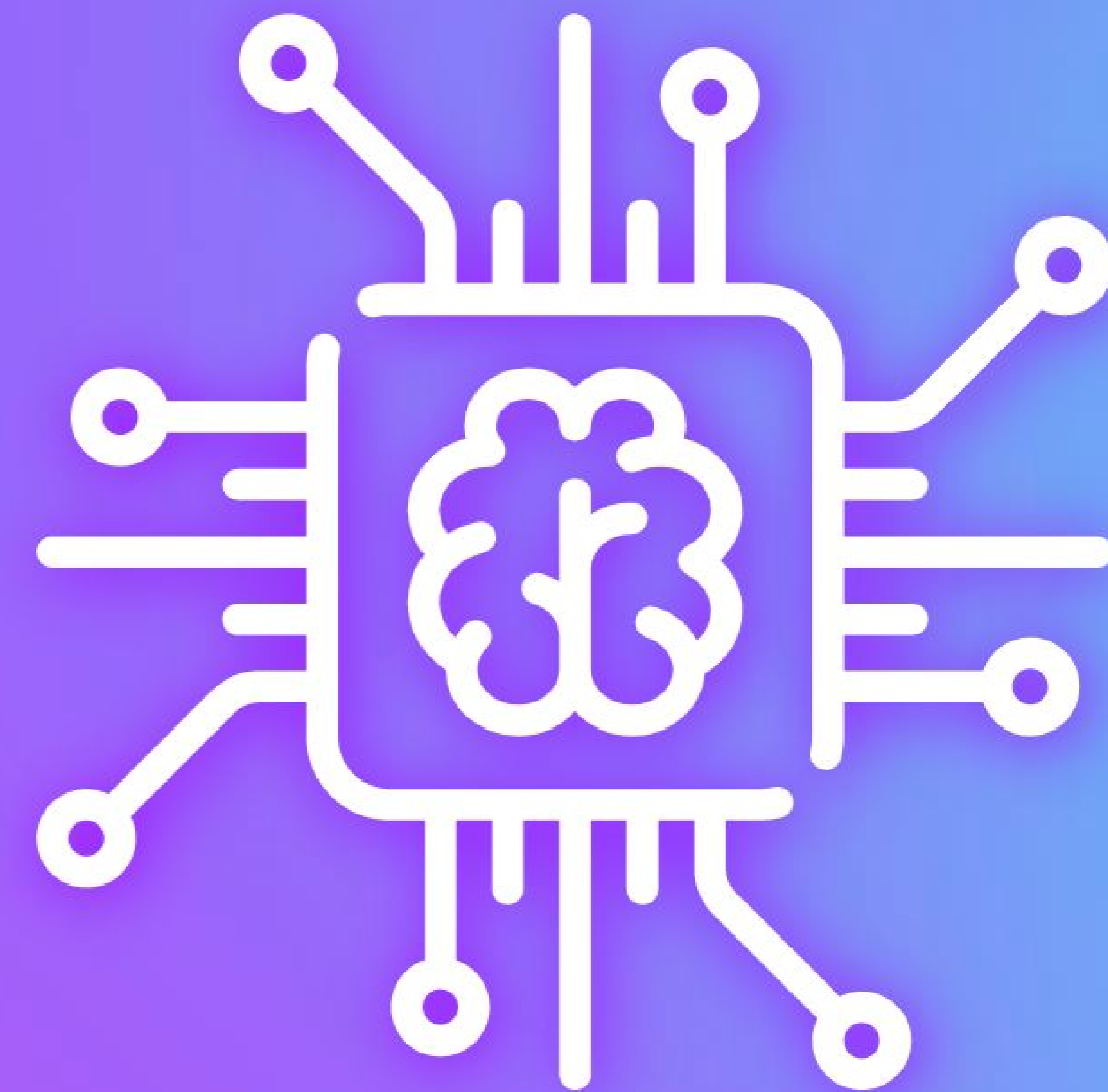


How to talk to the machine



A practical step-by-step guide





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Loosely based
on a true blog
post

How to Talk to Girls



01

Talk to ~~her~~ it directly

It's all about the language

#SEO

#MachineLearning

#HTML



01

Don't hesitate

When approaching the world wide web



01

It's never too late to
understand ~~her~~ its
<BODY/> Language



01

Human body

Feelings, aspirations, dreams



Internet's body

Semantics, descriptions, direction

```
<html>
  <head>
    <title>Title</title>
  </head>
  <body>
    <header>
    </header>
    <main>
      <article>
        <section>
          Article text
        </section>
      </article>
    </main>
    <footer>
    </footer>
  </body>
</html>
```



01

Be direct

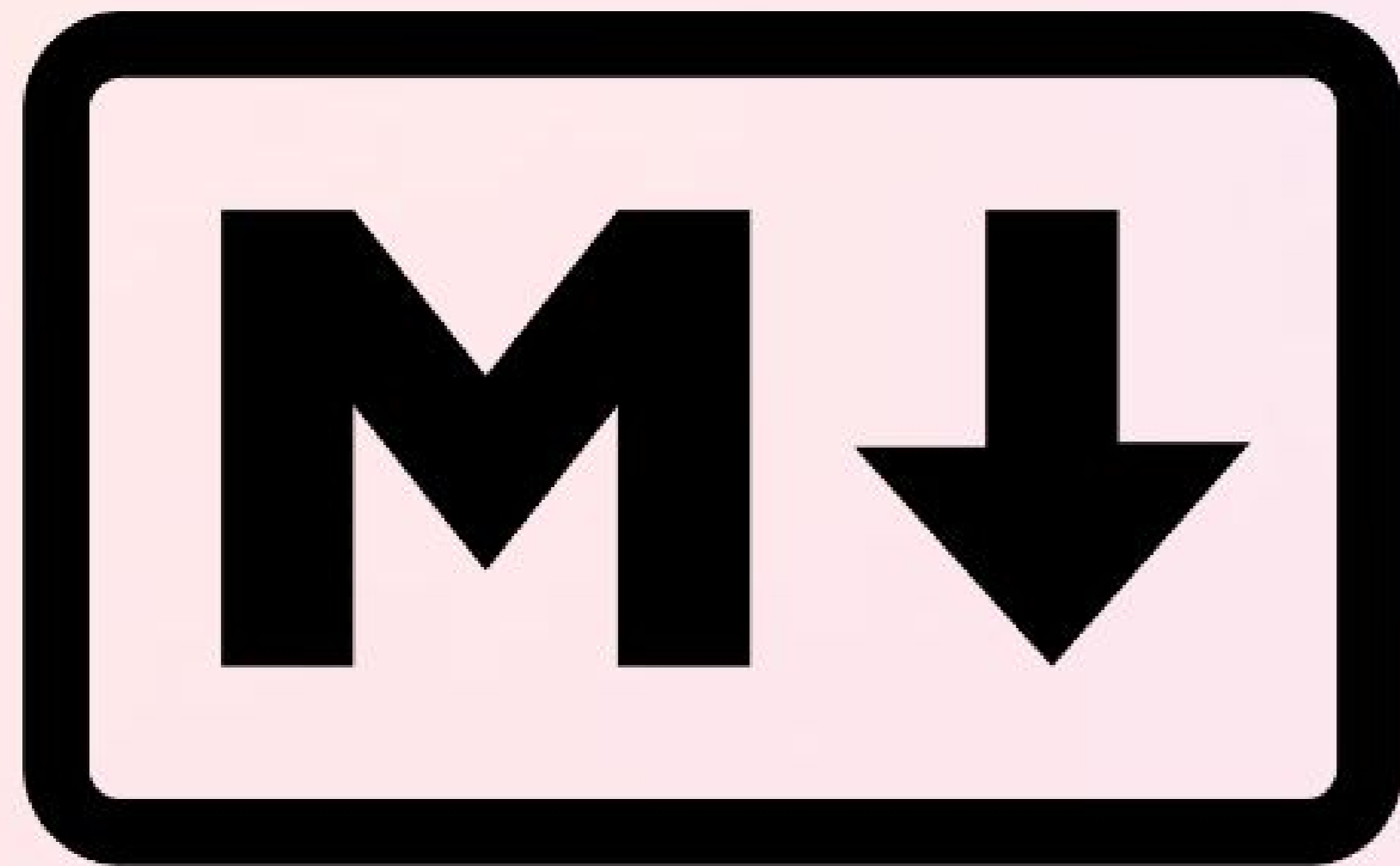
Don't be afraid to talk to ~~her~~ it directly



01

Start small

Small steps are crucial to avoid early pitfalls



Why not learn Markdown?



01

A hint of Markdown

```
# Level 1 heading  
<h1>Level 1 heading</h1>
```

```
## Level 2 heading  
<h2>Level 2 heading</h2>
```

```
- This  
- Is  
- A list
```

```
<ul>  
  <li>This</li>  
  <li>Is</li>  
  <li>A list</li>  
</ul>
```

```
Italics with asterisks or underscores  
<p>Italics with <em>asterisks</em> or <em>underscores</em></p>
```

```
Bold with asterisks or underscores  
<p>Bold with <strong>asterisks</strong> or <strong>underscores</strong></p>
```

```
[This is a link](https://www.google.com)  
<a href="https://www.google.com">This is a link</a>
```

```
![alt text](image.png "Image alt text")  

```

Check the complete cheat sheet



01

Try it out

<https://dillinger.io/>



01

Where will I use Markdown?

What systems support it

- ▶ In Learning Management Systems (LMS)
Moodle
- ▶ Blog engines and static sites
Lektor Gatsby Wordpress
- ▶ Code sharing and documentation
Github ReadtheDocs

Note: Markdown is not a be-all end-all of your knowledge of HTML.
Extend your knowledge by learning basic HTML.



01

Choose the correct words

They matter the most



01

Understand how ~~she~~ SEO works

The key is in the words



**"The way we use language
and the way we socialize
are what make us human."**

Erika Hall </> Conversational Design



01

It's all in the meta

and in the words you choose



01

The semantics that lay within

It's all about yourself and where you are



01

A Master's degree



The Masters!



The same words, completely different results.



01

Market's fluctuate

Check the analytics first before choosing the keywords



01

Show ~~her~~ it who you really are

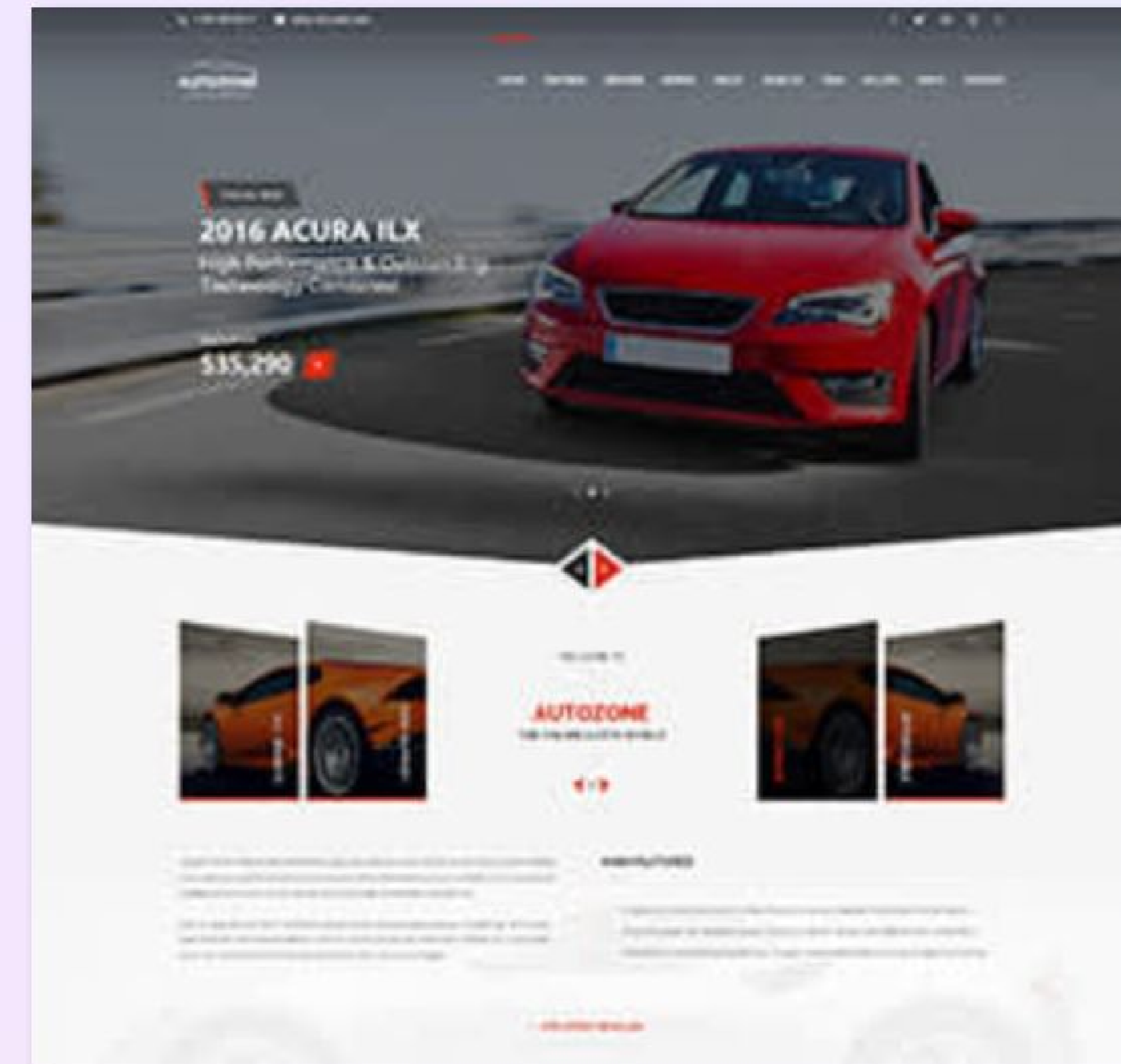
Accuracy is the key when searching





Choose the right words

A technology
bootcamp
website



A car
dealership
website



02

Text ~~her~~ immediately

The best communication
decisions are easy to justify

#Communication

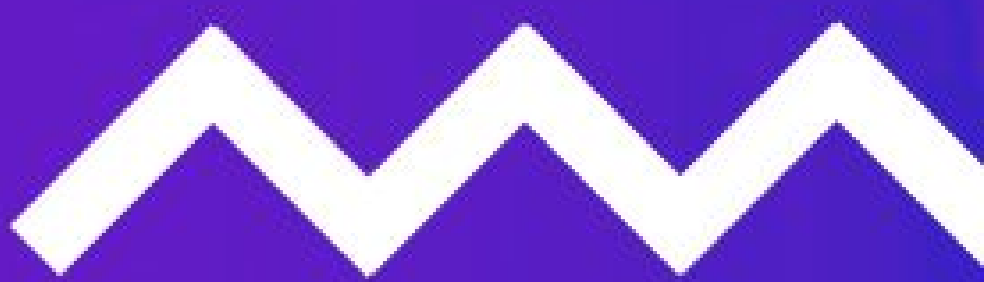
#Analytics

#Accessibility



"Don't make me think!"

Steve Krug</>



02

Clean and simple writing

Avoid being misunderstood



02

Create a communication project

That answers these questions:

- ▶ What is the main purpose of your communication?
- ▶ Who are the target audiences?
- ▶ What are the goals of your communication?
- ▶ What channels will be used?



02

Use the right tools

With your goals in mind



"Discovering how and why people behave as they do and what opportunities that presents for your business or organization will open the way to more innovative and appropriate design solutions than asking how they feel or merely tweaking your current design based on analytics."

Erika Hall </> Just Enough Research



02

Embrace your empathy

Give your audience the type of communication you would like to receive



02

Give ~~her~~ it space

Your message should be readable
at all costs





What you'd like to read and why?

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sagittis erat molestie imperdiet finibus. Pellentesque a pharetra erat. In hac habitasse platea dictumst. Phasellus ullamcorper ipsum nisi, et commodo eros tempor venenatis.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sagittis erat molestie imperdiet finibus. Pellentesque a pharetra erat. In hac habitasse platea dictumst. Phasellus ullamcorper ipsum nisi, et commodo eros tempor venenatis.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sagittis erat molestie imperdiet finibus. Pellentesque a pharetra erat. In hac habitasse platea dictumst. Phasellus ullamcorper ipsum nisi, et commodo eros tempor venenatis.

So why not use justified text every single time?
Why is white space so important?



"Good accessibility is good usability"

Laura Kalbag </> Accessibility for Everyone



02

Avoid a bipolar communication model

Your message should be consistent across all platforms



02

**CLICK HERE if you
want to see more**

Always think about context



02

They'll
read it
as you
wrote it.

Dear Sandro,

I'm here to offer you an EXCLUSIVE DEAL on a new training course that will focus on GIVING YOU THE TOOLS to be an DATA ANALYST.

CLICK HERE to register to our event.

This is a **LIMITED TIME OFFER.**

Kind Regards,
Jenna Watkins.

Avoid capitalizing every word and making it bold to create a sense of importance or desire. Write smarter.

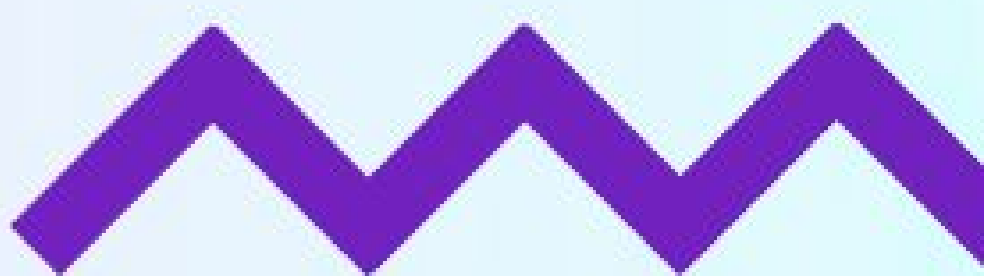


03

Keep the
conversation
focussed on ~~her~~
them

#SocialMedia

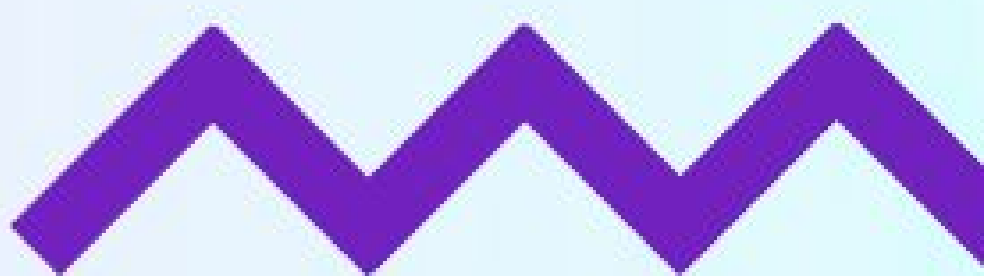
#Communication



03

Take advantage of social media

Use it to interact with your audience



03

Different channels should communicate differently

"the choice is yours neo choose wisely"



03

Understand the power of the image

More than a thousand words



03

The B.C. / A.C. effect

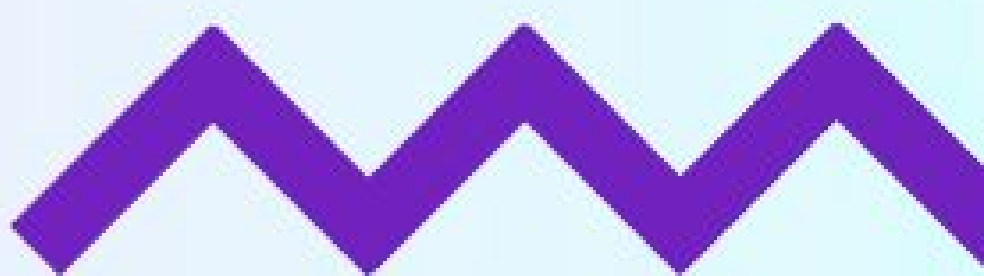


Before christmas



After christmas

Stretching is a physical activity you should be doing after every workout and not to your images. Always maintain the correct **aspect ratio** of your images.



03

Don't be afraid to be graphical and social

Like, Favorite, emoji and #hashtags





Describe me with hashtags



03

Be wary of fake news

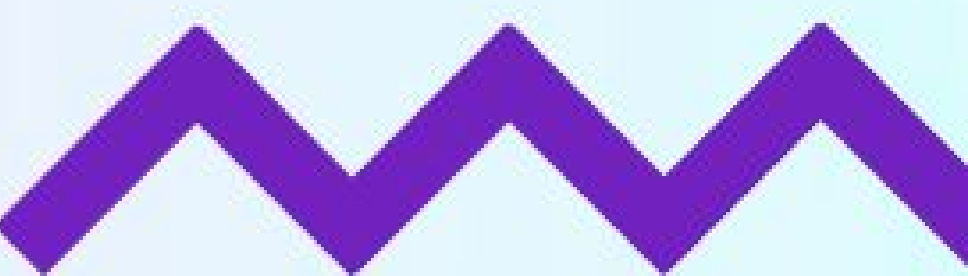
Confirm, confirm, confirm



03

Don't retweet 🐮💩!

Be critical about the information you consume and always fact check. The internet never forgets.



04

Embrace rejection

Things won't always go your way

#Privacy

#Security



04

Ask ~~her~~ for permission

Be GDPR compliant



04

Ensure ~~her~~ their privacy

And with it the security of their data



"There is no such thing as perfect security, only varying levels of insecurity."

Salman Rushdie </>



04

Be truthful about your intentions

The data your providing by filling in this form will be used only for the purpose specified in the description and not for anything else.

Your data will be stored in a secure encrypted database and can only be accessed by authorized personel.

After the process is completed your data will be removed from our database.

In any case, if you wish to delete your account before the end of the process and remove all your information from our database, please fill in the form below.



04

Understand that JSON is not the name of the IT guy

If you are exporting user data, you'll probably use this format to do it.



04

```
[  
  {  
    name: "Sandro",  
    surname: "Costa",  
    email: "sandro.costa@ipleiria.pt",  
    married: "true",  
    children: 2,  
    patience: 0  
  }  
]
```



05

Don't be afraid of the first date

Live it to the fullest

#Communication

#FinalThoughts



05

**The future ~~with her~~ is
fast approaching**

Be prepared



05

Be inclusive

When it arrives it will be for everyone



05

Make concrete plans

Keep planning ahead



The best way to talk to girls is to be honest and keep things moving forward.

David de las Morenas </> How to Beast Blog



**Thank you
for watching**

Sandro Costa

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sandro.costa@ipleiria.pt

