

Coding Awesome Emails

Jonathan Pryer
Senior Email Developer



Email Templates:

why we should be using them in 2020

The big 3 advantages of using an email template

- **Consistency** - You know all of your emails will look the same
- **Time saving** - When you're not focusing on designing and building emails you can focus on other aspects of your email, such as content or testing
- **Reliability** - You know the code already works, it won't need extensive testing

Jargon busting

Template

A re-usable HTML file to create emails based off

Generally stays very static

Can be found for free/low-cost, if required

Master Template

A re-usable HTML file to create emails based off

Has various sections & layouts

Custom-created for a company

Framework

A base file to code a template

Not ready to send straight away

Support Revolution

Title goes here

Due to an unparalleled depth of industry and local knowledge and over 18 years' experience, Support Revolution provides first-class independent Oracle and SAP support and maintenance.


REQUEST A DEMO

Body Text, no image

Maecenas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent lobortis malesuada cursus. Maecenas scelerisque congue eros eu posuere. Praesent in felis ut velit pretium lobortis rhoncus ut erat.

REQUEST A DEMO

Title goes here



This is where we enter text. It's important to keep the amount of content consistent across all 3 columns.

Read More

Mini headline here

Fill in your content here. Fill in your content here. Fill in your content here. Fill in your content here. Fill in your content here.

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Where to find **FREE** templates and frameworks

Free Templates

EmailonAcid: <https://www.emailonacid.com/resource-category/templates/>

Litmus: <https://litmus.com/community/templates>

DesignModo: <https://github.com/designmodo/html-email-templates>

Zurb: <https://foundation.zurb.com/emails/email-templates.html>

Free Frameworks

MJML: <https://mjml.io>

Cerberus: <https://tedgoas.github.io/Cerberus>

Zurb Foundation: <https://foundation.zurb.com>

Email Framework: <http://emailframe.work>

Jargon busting

Responsive

Has a layout which changes depending on set width breakpoints

Relies on Media Queries

Now supported in Gmail!

Hybrid

Adapts to any screen size, rather than breakpoints

Doesn't rely on Media Queries

Mobile-friendly

Emails that are designed with mobile in mind, but don't necessarily contain mobile-specific code.

Often one-column layout

WriterGirl Content Counts July 2015

Content Counts is a monthly WriterGirl newsletter packed with updates and tips on creating powerful healthcare content.

640 x 250

Why I celebrate Nurses Week all year long

Nurses week may be celebrated in May, but WriterGirl Elaine Ziemer recognizes the outstanding work and dedication of Nurses all year long. Throughout her emotional journey from fertility treatment, to the NICU, to being a mom of two boys, nurses were there for her every step of the way.

[READ ELAINE'S STORY](#)

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[READ ELAINE'S STORY](#)

More from the WriterGirl blog

3 powerful SEO tactics to impress the Google goliath

SEO can sometimes feel like a task of David vs. Goliath, if you're feeling overwhelmed, don't worry, you're not alone. These small, actionable steps can help you in a big way.

[Become an SEO Pro](#)

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Finish the fiscal year with strong content

If you need content for campaigns before you wrap up the fiscal year, WriterGirl is ready to jump in and get you across the finish line. Whether it's a CRM campaign, email newsletter, blog posts or website pages, we can provide custom, healthcare content that fits your voice and helps you meet your business goals.

[LET'S CHAT](#)

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Help Scout

The Official Help Scout API

Starting today, you can use Help Scout data to make your apps better.

[Visit the Developer Site](#)

The #1 Thing that Creates Loyal Customers

There's a powerful social construct that leads to legions of loyal customers, and it works every time. Learn how to apply it to your business in our latest article.

Three Elements of Transcendent Customer Support

Jeff Vincent from Vista shares 3 principles that guide their Customer Happiness team on a daily basis. Customer love for the win!

5 Things Customers Can Do Better than You

What's the simplest path to small business success? We believe it's listening to customers, and back it up with some eye-opening data points in this article.

The Art of the Frugal Wow - How Small Acts Create Big Loyalty

The greatest acts of service don't break the bank. Learn how your company can master the art of the "frugal" wow with several ideas from our team.

You are receiving our newsletter as a customer or someone that has signed up for a Help Scout resource. [Web Version](#) | [Forward to a friend](#) | [Unsubscribe](#)

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AT&T 12:22 PM

Blog 4 of 50

Help Scout

Large font size & touch-friendly button!

The Official Help Scout API

Starting today, you can use Help Scout data to make your apps better.

[Visit the Developer Site](#)

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Helpscout Email Courtesy of Litmus

Mobile Examples

Pros and Cons

Responsive

- + Gives you more control over your email design
- + Supported across many clients, thanks to recent updates in Gmail
- Has a more time-consuming development process
- Not supported on every device

Hybrid

- + Works on all devices and email clients
- + Allows you more control over your email
- + Doesn't rely on media queries
- Requires more development knowledge
- Can become tricky with complex layouts

Mobile-friendly

- + Simple to design and code
- + Supported across all devices
- Limited design options; primarily single-column layouts
- Not technically optimized for mobile devices

Where to begin:

Starting with the fundamentals of email design

Use tables...

Using tables for your template layout is still the most reliable method to make sure the design renders well across all email clients. In spite of being an old-fashioned method for web development, this is the preferred way to code your multi-column email design.

```
▼ <table cellpadding="0" cellspacing="0" border="0">
▼   <tr>
      <td>Hey, i'm a table!</td>
    </tr>
  </table>
```

Nesting tables...

```
<table id="outerTable">
```

```
<tr>
```

```
<td>
```

```
<table align="left" id="leftCol" width="270"><tr><td>I'm a left column</td></tr></table>
```

```
<table align="right" id="rightCol" width="270"><tr><td>I'm a right column</td></tr></table>
```

```
</td>
```

```
</tr>
```

```
</table>
```

Styling:

Ensuring your emails stay on brand

Inline CSS...

Embedded or external CSS has very little support by email clients, so I would recommend to inline CSS instead. Unfortunately, this means you have to apply the styling to each element which creates a lot of extra code. Example:

```
<table>
```

```
<tr>
```

```
<td style="color: red; font-size:14px; line-height:18px; font-family: Arial;"></td>
```

```
</tr>
```

```
</table>
```

How to control the layout:

The power of media queries

Media Queries...

Media queries allow mobile users to see an optimised design for their screen size. Some examples include: resizing imagery, adjusting font styling and even complete layout changes. Media queries' can also be used to overwrite existing styles and hide information unnecessary for mobile users. This is achieved with `!important`.

```
1
2 <style type="text/css">
3
4 ▼ @media screen and (max-width: 600px) {
5
6 ▼ .hide-mobile {
7     display: none !important
8 }
9
10 ▼ .responsive-table {
11     width: 100% !important;
12     height: auto !important;
13     min-width: 100% !important
14 }
15
16 ▼ .pad-top {
17     padding-top: 15px !important
18 }
19
20 ▼ .left {
21     text-align: left !important
22 }
23
24 }
25
26 </style>
27
28 |
```


Media Queries...

While a lot of email designers will only ever use media queries to adjust styles for mobile devices, they can be used in more advanced ways, too.

There are a lot of coding and design techniques that simply don't work in some email clients. Things like SVG, CSS animations, and video but with media queries we can start to make it work.

```
1
2 <style type="text/css">
3
4 ▼ @media screen and (max-width: 600px) {
5
6 ▼ .hide-mobile {
7     display: none !important
8 }
9
10 ▼ .responsive-table {
11     width: 100% !important;
12     height: auto !important;
13     min-width: 100% !important
14 }
15
16 ▼ .pad-top {
17     padding-top: 15px !important
18 }
19
20 ▼ .left {
21     text-align: left !important
22 }
23
24 }
25
26 </style>
27
28 |
```

Media Queries...

Example: To target the iPhone X in portrait view, you can use the following:

```
<style>
```

```
@media only screen and (min-device-width : 375px) and (max-device-width : 812px) and  
(-webkit-device-pixel-ratio : 3) and (orientation : portrait) { /* STYLES GO HERE */ }
```

```
</style>
```

Email Accessibility:

Why it matters and how to start implementing it

285 million

People are estimated to be visually impaired worldwide. (over 5% of the world's population)

 **mkb**
@mojnations Följ

Svar till @captainsafia @dshafik

Assuming ADHD counts, it's hard to locate content on overly busy pages and animations are a nightmare of distraction.
[#clickthemonkey](#)

02:16 - 4 juni 2017

1 9

 **Mustafa Kurtuldu**
@Mustafa_x Följ

Svar till @captainsafia

Dyslexic - not really seen as a disability, but large walls of text is painful.
Also never ending sentences and over complicated language.

23:56 - 3 juni 2017

1 4 13

 **Brandon Savage**
@brandonsavage Följ

Svar till @captainsafia @elazar

Fonts are often too small and sites break when I increase font sizes.

19:15 - 3 juni 2017 · Olney, MD

1 3 20

 **Dan** 
@phrawzty Följ

Svar till @captainsafia @ariabuckles

Colourblind. Text on background is usually fine, but things like colour-coded toggles, heatmaps, etc can be hard.

09:16 - 4 juni 2017

1 4 20

Steps to improve accessibility

Center aligned text is harder to read for users with dyslexia



"To return to the ship," Hook replied slowly through his teeth, "and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids' Lagoon.

LEFT ALIGN



"To return to the ship," Hook replied slowly through his teeth, "and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door apiece. That shows they have no mother. We will leave the cake on the shore of the Mermaids' Lagoon.

CENTER ALIGN

Setting presentation="role" on tables means screen readers don't read the email as a table

```
<table border="0" role="presentation">
  <tr>
    <th>Email</th>
    <th>Accessibility</th>
  </tr>
</table>
```

Steps to improve accessibility

Set a language to let the screen reader know what language to expect

```
<html lang="en">  
...  
</html>
```

Setting descriptive alt tags on images, if the image isn't important, use an empty alt

```

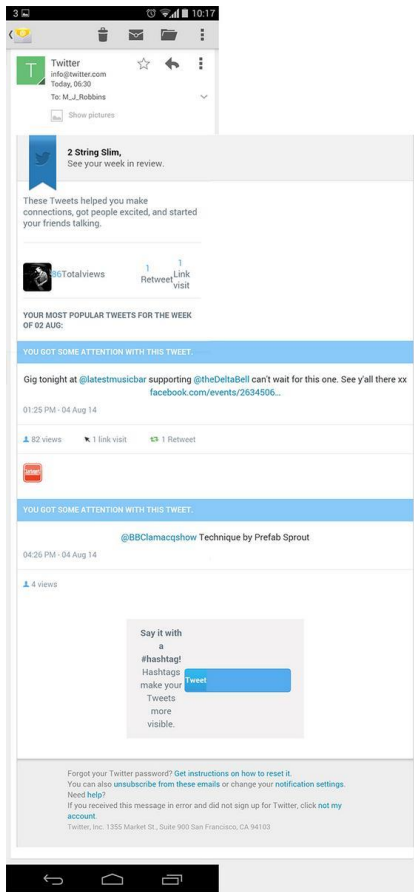
```

Testing your email:

Why it's important

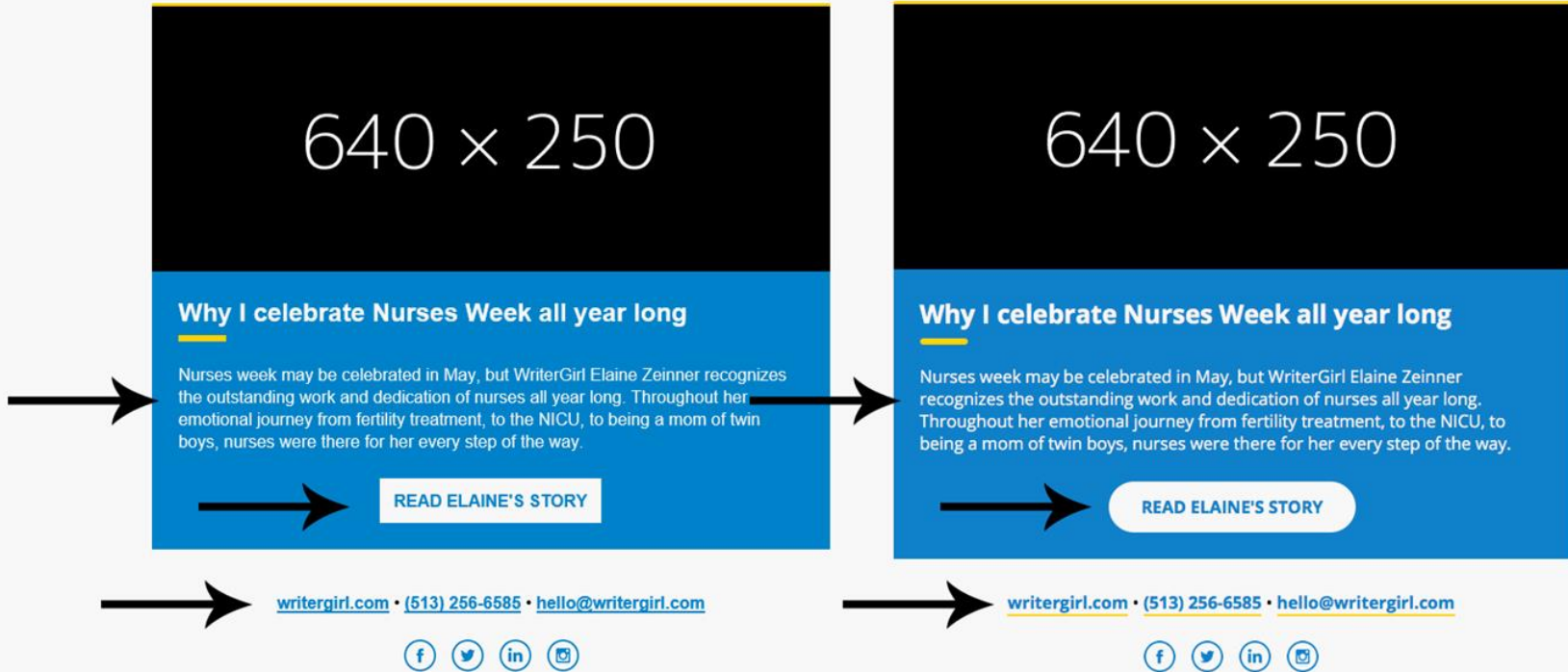
Every email has approximately **15,000**
potential renderings

Source: <https://litmus.com/blog/why-is-email-rendering-so-complex>



Ahh! Broken emails

See the experience for different users



Testing your email:

Common email bugs to watch out for

Images too large on Outlook

Outlook 2007, 2010, 2013, 2016,
2019

Outlook doesn't support CSS widths
(width:100%).

You'll need to an HTML width set with
exact pixels.

For responsive images you'll want to
include both.

Code example:

```

```

Gmail clipping emails

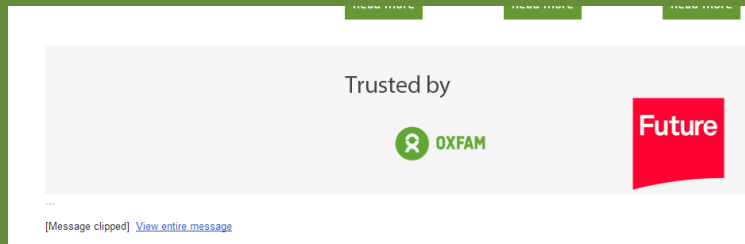


Image source: <https://www.aestra.com/blog/avoid-gmail-clipping-emails/>

Gmail

Gmail clips any email which is over 102kb in file size.

This is hard to do unless your email is extremely long.

Consider reducing the amount of code, including spaces and comments, to reduce the file size.

Spaces under my images

Gmail, Outlook.com, Yahoo

Some DOCTYPES cause spaces to appear under images.

Add `display:block` to the image

Code example:

```
style="display:block;"
```

Email doesn't scale well for Outlook 120 dpi

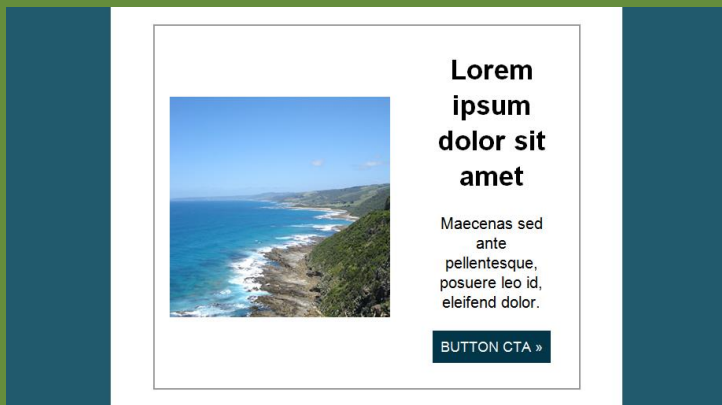


Image source: <https://www.courtneyfantinato.com/correcting-outlook-dpi-scaling-issues/>

Outlook 2013, 2016 and 2019 at 120 dpi

This display setting causes some parts of the email to scale in size, while others remain the same.

Add the following code snippet:

```
<!--[if gte mso 9]><xml>  
<o:OfficeDocumentSettings>  
<o:AllowPNG/>  
<o:PixelsPerInch>96</o:PixelsPerInch>  
</o:OfficeDocumentSettings>  
</xml><![endif]-->
```


Broken links in Outlook.com

Outlook.com

```
<a href="www.example.com">Click me!</a>
```

Will be displayed as **[example.com]Click me!**

```
<a href="http://www.example.com">Click me!</a>
```

Will be displayed as **Click me!**

Progressive Enhancements:

Bulletproof buttons

Why bother with bulletproof buttons?

COLLECTOR'S BOX BUNDLE – or – as a standalone TUB!



COLLECTOR'S BOX BUNDLE – or – as a standalone TUB!



Why bother with bulletproof buttons?



Thursday 13th June 2019

Wealth & Asset Preservation for
Your Family

RSVP NOW »

Myerson

Thursday 13th June 2019

Wealth & Asset Preservation for
Your Family

RSVP NOW »

There's many ways to code a bulletproof button

The basic way of coding a button:

```
<table bgcolor="#658d3c" cellpadding="0" cellspacing="0" border="0">
<tr>
<td style="padding: 10px; color: #ffffff; font-size:14px;">
<a href="https://www.communigator.co.uk">CLICK ME!</a>
</td>
</tr>
</table>
```

Other options to think about: <https://litmus.com/blog/a-guide-to-bulletproof-buttons-in-email-design>

Buttons.cm

Automatically create bulletproof buttons that work on every client

Button text

Show me the button!

Background image

<https://i.imgur.com/0xPEf.gif>

Host your own image or use a free service like [imgur](#) to (use "Direct Link" URL).

Background color

#556270

Font color

#ffffff

Button width

px

Button height

px

Border color

#1e3650

Border radius

px


Button URL

Progressive Enhancements:

Bulletproof backgrounds

What's possible with bulletproof backgrounds?

SIGN UP FREE TODAY



VIEW ONLINE

Real talk: Is unlimited email testing something I need?

While we feel strongly about unlimited email testing, not everyone may need it. In fact, we understand that an email testing service with a limited number of tests may work for some email developers and marketers. We compare the different options, so you can decide the right fit for your team.

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[UNLOCK THE KNOWLEDGE](#)

Happy fall, Smiles Davis!

At Arizona State University, the fall semester is winding down and we're seeing sweaters and pumpkin lattes everywhere. (Actually, T-shirts and iced coffee — it is Arizona after all.)

This time of year always gets us feeling warm and cozy and thinking about spending time with family and friends. We hope you're having a good fall semester and planning to spend some time relaxing during the upcoming holidays.

On behalf of the Sun Devil community, I wish you an enjoyable fall season.

Warm wishes,

Brad Baertsch
Director, Freshman Recruitment and Admission
Admission Services



#1 in the U.S. for innovation

ASU ahead of Stanford and MIT

U.S. & World Report 2016, 2017, 2018 and 2019

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Learn to **thrive**

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(ECCMM 22931-9)

MacPaw

Sale of the year: Get 30% off any app

Another year has just flown by and we've loved you being around! To say thanks, here is our **Winter Sale** with goods bags full of discounts. Get yourself a couple of new apps @ 30% off and start 2019 with the computer that is fresh and fun like you're always wanted.

[Shop Now](#)

LIVE! BEGINS ON DECEMBER 20

Five apps to take to 2019:

- CleanMyMac X**
An app that removes up to 74 GB of junk on an average Mac. [Get 30% Off](#)
- Gemini 2**
A duplicate finder to help you sort out those holiday photos. [Get 30% Off](#)
- CleanMyPC**
A PC tool that cleans and speeds up even a dead slow computer. [Get 30% Off](#)
- HideIt**
A data security app to keep your memories private. [Get 30% Off](#)
- Wallpaper Wizard 2**
An app with hundreds of HD backgrounds for your Mac. [Get 30% Off](#)

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February 1, 2019

IF YOU READ ONE THING, MAKE IT

CHINA LAUNCHED MORE ROCKETS INTO ORBIT IN 2018 THAN ANY OTHER COUNTRY

As the world ushered in 2019, China landed a probe on the dark side of the moon—a feat never before attempted. If you read one thing this week, [make it this deep-dive from MIT Technology Review](#). Published just two weeks before the historical landing, it provides a comprehensive look at what's happening in China's space exploration program: the state agencies planning a permanent crewed space station, to be completed by 2022, but also a brand-new cohort of ambitious private companies. Just as SpaceX transformed things in the U.S., these startups are changing China's space industry, and China is competing with America to be the number 1 superpower in space.

For more on space finance, read [Jessica Halland's feature "The Entrepreneur's Guide to the Galaxy,"](#) published in [Hacking Finance No. 2](#). [Movement. Order your copy today.](#)

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What's possible with bulletproof backgrounds?

Backgrounds.cm

Automatically create bulletproof
backgrounds that work on every client

<https://backgrounds.cm/>

Background Image

<https://i.imgur.com/YJOX1PC.png>

Host your own image or use a free service like [imgur](#). (use "Direct Link" URL).

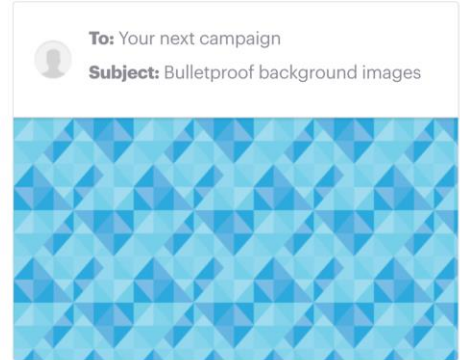
Fallback color

#7bceeb

Shown if the background image *isn't loaded*, and behind images that have transparency.

Apply background image to:

- Full email body
Tile the background image in the full email window.



Resources and tools:

Helping you build awesome emails

Resources to help you

Code Editors:

Sublime Text: <https://www.sublimetext.com/>

Coda: <http://panic.com/coda/>

Atom: <https://atom.io/>

Brackets: <http://brackets.io/>

Misc. Tools

Accessible Email: <http://www.accessible-email.org/>

HTML Email Check: <https://www.htmlemailcheck.com/>

Zurb Foundation: <https://foundation.zurb.com>

Email Inliner: <https://htmlemail.io/inline/>

Questions?

Jonathan Pryer
Senior Email Developer

