

HTML email coding

Duration: 1 day

Coding your own HTML emails is how you can take complete control of the design and layout of your email templates. This course is a great introduction to the topic - you'll learn how to edit and build page layouts with tables and structural elements, utilise a starter template and code snippets to create mobile-friendly designs, and you'll learn how to test and ensure that your emails work across all email clients.

In addition to the template you'll build on the day, you'll leave with course notes, an HTML email starter template and the code snippets library used during the course. You'll also be entitled to free email based support for six months following the course.

Prerequisites: Some experience with HTML & CSS is useful.

Using a starter template

- Essential fixes for specific email clients.
- Default styles.
- Mobile-friendly META tags.
- Working with code snippets to speed up the coding process.

All about tables

- Why we need tables for Outlook.
- How tables are structured.
- Setting default properties.
- Width, spacing and alignment.
- Background colours.
- Nesting tables.

Fluid table layouts

- Working with 'Ghost' tables for Outlook.
- Building a single column table layout.
- Allowing tables and table content to resize based on device width.

CSS

- Writing inline styles.
- Typography, colour, spacing and layout.
- Writing classes.
- Overriding styles.

Responsive design

- Making sure layouts scale correctly on mobile devices.
- The 'Fluid/Hybrid' approach to email design.
- Setting the maximum width of a layout.
- Progressive enhancement with Media Queries.

Working with images

- Size and resolution.
- Adding ALT text.
- Image formats - when to use JPEG and PNG files.
- Scaling images based on device width.

Content and enhancements

- Using accessible 'semantic' markup.
- Call to Action buttons.
- Background images.
- Web fonts.
- Disabling phone number links on IOS devices.
- Fine-tuning Preheader text.