

HTML Email

In this hands-on HTML Email class, you will learn how to code rich, graphics-based emails using HTML and CSS. Work with different layouts to create visually stunning email blasts and newsletters.

Course Outline

Section 1

Simple Layout

- Working with Tables
- Centering the Email
- Text Styling with Inline CSS
- Adding a Border
- Closing the Gap Below Images

eNewsletter Layout

- Nesting Tables For a More Complex Layout
- Non-Centered Columns

Styling Content

- Email-Friendly CSS
- Streamlining Your Workflow with Embedded CSS
- Closing the Gap Below Images

Section 2

Adding More Content

- Creating New Events
- HTML Attributes vs. CSS Rules
- Adding a Footer
- Setting a Background Color

Adding Links

- Converting Links and Image Paths to Absolute URLs
- Styling Links




Best Practices: Alt Text and Preheader

- Adding Alt Text
- Styling Alt Text
- Adding a Preheader Message
- Improving Your Open Rate

Sending Tests and Email Fixes

- Using an Inlining Tool to Convert Embedded CSS
- Testing in Various Email Clients
- Fixes for Outlook.com, Gmail, Yahoo! Mail, iOS Mail, and Outlook 2007/2010

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