



HTML EMAIL CODING QUICK TIPS



Important do's and don'ts when you code HTML emails....

SIMPLE HTML CODEING TIPS

HTML emails look nice and they are better than sending out one single image in your email. Images are turned off by default in many email clients and are also perceived as spammy by email spam filters. However HTML emails are different from HTML pages.

Here are some important do's and don'ts to follow when you code your HTML Emails:

SIZE:

First thing to be considered in an HTML email is its size, how heavy is the email. Smaller the size, the faster your email will download. We recommend that it should be less than 50kb.

LAYOUT:

HTML emails will be viewed inside the mail box window and not in normal browsing window. Hence keep in mind that if you want to avoid horizontal scroll bars, you should reduce the width. We recommend that the width should be between 580px to 650px.

Define the main table with fixed width. Avoid using colspan and rowspan. Try to keep the content just long enough that the reader does not have to scroll forever.

Avoid using div to create table layout. Use `<td>` to display contents. Limit the use of div tag to justify fonts like `<div align="justify">`.

Instead of using a separate style section in the header, apply style to each `<td>` tag. `<td style="padding-right: 40px; border: 1px solid #ff0000">` This is called inline style. Use inline style inside the `<td>` tag. For example if you don't give alignment for content in `<td>` tag e.g. `<td align="left">` the email client usually will not get to know exact alignment and it will take default values or inherit the styles of the parent table.

IMAGES IN EMAILS:

Use images judiciously in an HTML email. Avoid using images as backgrounds as some email clients do not render them. A good practice is to use the bgcolor attribute so

that even if the background image is not displayed the text on the background colour can be seen. This is termed as softfail or a graceful degradation of design.



If you are using background as image avoid using `<td style="background-image:images/header.jpg; background-repeat:no-repeat; background-position:top;" >` because many email clients do not support it. Instead use `<td background="images/header.jpg" width=" " height=" " >` tag.

Always give proper names to images. Don't use space in between name instead use `_` or `-` e.g. `image_name.jpg`.

Use image tag as below `` Always use the display block property. Always give the width and height for the image.

FONT

Use html font tag inside the email but avoid using it too often lest the email becomes heavy.

E.g. `Your text`

Don't use `<h1>` and `<h2>` tags instead use above mentioned code and give proper size for the font so that you can get exact font size like `<h1>` and `<h2>`

LINKS

Always give proper path for all hyper links may be image or text. Don't use space in between file name. e.g. `http://www.abcd.com/user_manual/user_gude.html` or `http://www.abcd.com/user_manual/user_gude.pdf` or `http://www.abcd.com/user_manual/user_gude.doc` and code for the link as `the link`.

By default browser will put underline and change your link text in blue color e.g. [The link](#)

If you don't want underline and blue color please use below motioned code

[View a sample email here](http://www.link.html)



Niche Software Solutions Pvt. Ltd.

First floor, Swastik House
39/D Gultekdi, J.N. Marg
Pune 411 037
Maharashtra
INDIA
Tel: +91.20.4141.7000



twitter.com/juvlon