ENHANCE YOUR EMAIL WITH THE RIGHT DESIGN

TOP TIPS

BEST PRACTICES
The best email design is mobile friendly, has a simple layout with consice messaging and a balance between images and copy.

EMAIL IMAGERY
- Image format GIF or JPG
- Declare Image height & width
- Do NOT use image maps
- Set image file for "web"
- Use absolute image paths
- Set Alt Image & Tittle tags

FORM & FUNCTION
- Email width 500-600 pixels
- Increase white space
- Use a single-column design
- Balance image / Copy ratio
- Put CTA in prominent place

A BRAVE NEW FONT
- Body font 14-16 pixels
- Headline font 22-28 pixels
- Web-safe fonts only:
  (Arial, Helvetica, Tohoma,
  Times Roman and Georgia)
- Bold Text links

CODE WITH STYLE
- Always use inline CSS
- Use 6-digit HEX code, not 3
- Create buttons 44x44 pixels
- No flash or video embeds
- No dynamic script embeds
- Code CTA buttons, no image

HOW TO DESIGN FOR SUCCESS

Email design really does take you back to the basics. The key is to keep both your imagery and your messaging simple. Clear and consice will yield an action from the recipient a lot faster than paragragh of text.

A picture really does convey a thousand words, so offset some of that copy with some relevant imagery or graphics that pertain to rthe messege and the desired actions you are hoping to get. Make sure you balance these. Too much of one or another could get your email flagged as a spam and damage your reputation

Don't rely on background images or colors to tell your story as some clients do not support background images or color. Make sure you use Alt and Title tags for each image. You can also use CSS to Style the background of the images. container in case images are turned off in the recipient's email client

The most important thing to remember when designing an email is mobile first. Most people open email on their phone-- it is crucial that your email is mobile-friendly. If you aren't looking to code a responsive email make sure you keep the width between 500-600 pixels.