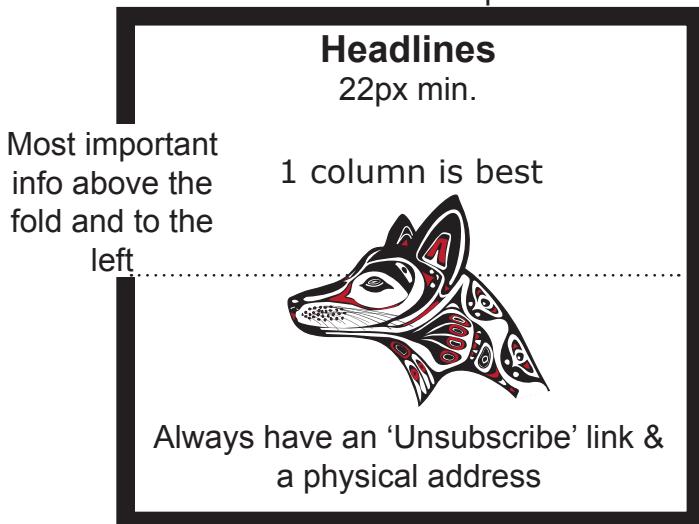


# Email Best Practices

compiled by Beth Catherwood

## #1 - Test Send to Yourself & a small controlled list

No more than 600px wide



Streamline content,  
1-2 copy blocks is best

### Text Size min.

- 17px (Apple)
- 11px (Constant Contact)
- 14px (Litmus)

### Links

- 44x44 (for fingers)
- Ample space between

### Images

- Good ratio of text:images 80:20
- DO NOT USE single large image
- No background images
- Animated GIF-all vital info in 1st frame for unsupported clients
- No image maps
- Strong color contrast
- Absolute URL's for image paths
- Good for images to be links(readers expect it), border=0
- GIF - flat color
- JPEG - full depth color, ie photos
- PNG- good for transparency

ALWAYS declare:

height, width, Alt &  
"style:block;"

### Code

- No HTML5
- No Javascript
- No forms (put on landing page)
- <br>'s are better than <p>'s
- CSS - inline
- No shorthand CSS, spell everything out
- No divs or floats
- Do html/css buttons rather than image buttons
- Style addresses & phone numbers to avoid auto-linking/blue links
- Entirely nested tables (no stacking)
- CSS padding instead of CSS margins
- 1x1 spacer gif instead of &nbsp;
- Empty <td> problems in Outlook
- Background color in tables rather than CSS
- Color - 6 digit hex code, 'bgcolor'

### Alternative Text for Images

- Alt Message: don't be redundant with text copy - be informative.
- Style Alt message with *color*, *font-size*, *font-family*, *font-weight*, *font-style* & *bgcolor*

### Test without images!

### Buttons

- Use either:
  - Border Based Buttons or
  - Padding + Border Based Buttons (not image based)
- Touch-friendly size

### Retina Display/High DPI

- Make image twice the size you want, and declare desired size with HTML