

Email Template



@Phurunbit Tech Ltd, 2020/07/05 RK

What is Email Template

- ➔ Stick to the bones and you have a plain text email.
- ➔ Include attractive images and colorful text and you have a HTML email template.
- ➔ Include some CSS animations and you have an interactive email.

Common Rules and Mistakes



The background illustration features a person with brown hair wearing an orange t-shirt, sitting at a desk and working on a silver laptop. A desk lamp is positioned to the left of the person. The background is a dark teal color with several diagonal brown lines in the top-left and bottom-right corners. Floating around the person are various circular icons representing different programming languages and web technologies: PHP (green), HTML5 (red), .com (teal), Swift (green), JS (orange), Ruby (red), CSS3 (teal), Swift (orange), C# (red), Python (green), Arduino (teal), and JAVA (teal). There are also smaller icons for a magnifying glass, a folder, a document, a speech bubble, and a gear. Arrows connect some of the language icons, suggesting relationships or flow between them. The text 'Common Rules and Mistakes' is centered over the person's head in a large, white, sans-serif font.

```

<body style="...">
  <center class="wrapper">
    <div class="webkit">
      <table cellpadding="0" cellspacing="0" border="0">
        <tbody>
          <tr>
            <td valign="top" bgcolor="#f1f3f7" width="100%">
              <table width="100%" class="outer" align="center" cellpadding="0" cellspacing="0" border="0">
                <tbody>
                  <tr>
                    <td width="100%">
                      ...
                    </td>
                  </tr>
                </tbody>
              </table>
            </td>
          </tr>
        </tbody>
      </table>
    </div>
  </center>
</body>
</html>

```

1. Using Table for Layout

The most reliable method to make sure the design renders well across all email clients.

In spite of being an old-fashioned method for web development, this is the preferred way to code your multi-column email design.

2. Single column layout

Most brands nowadays use this kind of layout since it looks great on all kinds of devices and screens (especially on mobile).

In addition, it makes the content easy to be scanned. Moreover, the scrolling doesn't bother the modern users. It comes naturally from using social media channels daily.



```

    }
  </style>
</head>
<body style="background-color:#f1f3f7">
  <center class="wrapper">
    <div class="webkit">
      <table cellpadding="0" cellspacing="0" border="0" w
        <tbody>
          <tr>
            <td valign="top" bgcolor="#f1f3f7" width="1
              <table width="100%" class="outer" align
                cellspacing="0" border="0">
                  <tbody>
                    <tr>
                      <td width="100%"...>
                    </td>
                  </tr>
                </tbody>
              </table>
            </td>
          </tr>
        </tbody>
      </table>
    </div>
  </center>
</body>
</html>

```

3. Don't use Body tags for the background

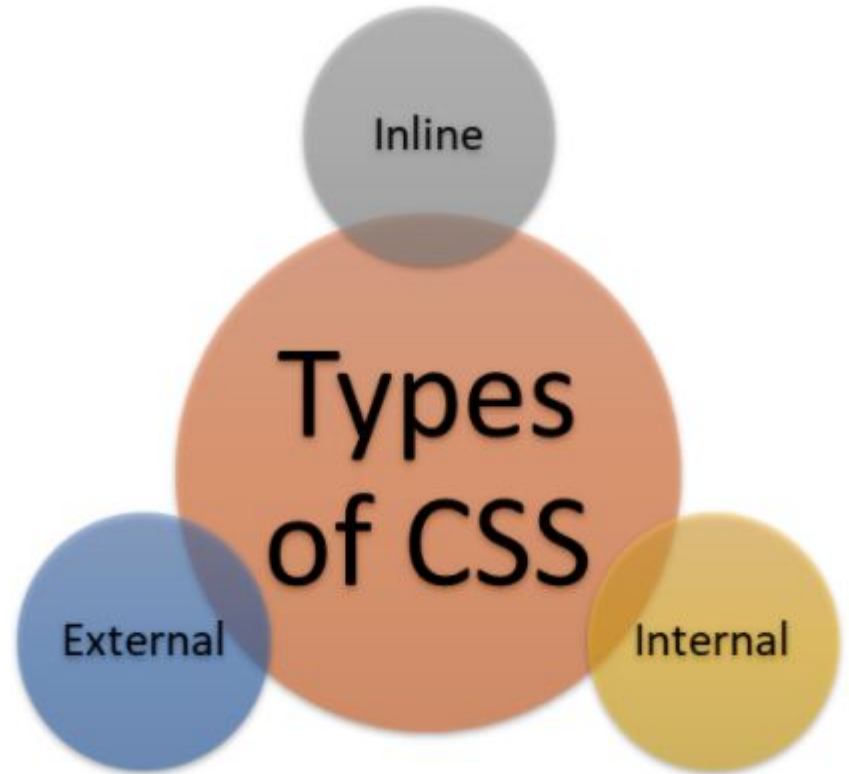
A lot of email clients would block this tag and display the message on a white background by default.

Put your background color in a separate table instead and set the width to 100% to make sure it displays clearly across all inboxes.

4. Inline CSS

Embedded or external CSS is very little or not at all supported by email clients, so you'd better stray away from it.

Stick to inline CSS style instead. This means, you need to have repetitive styles applied to each element.



```
@media screen and (max-width: 480px) {  
  .preheader .rightColumnContent div,  
  .preheader .rightColumnContent span,  
  .footer .rightColumnContent div,  
  .footer .rightColumnContent span {  
    text-align: left !important;  
  }  
}
```

```
table.wrapper-mobile {  
  width: 100% !important;  
  table-layout: fixed;  
}
```

```
img.max-width {  
  height: auto !important;  
  max-width: 100% !important;  
}
```

```
.column {  
  display: block !important;  
  width: 100% !important;  
  padding-left: 0 !important;  
  padding-right: 0 !important;  
  margin-left: 0 !important;  
  margin-right: 0 !important;  
}
```

5. Media queries

Media queries allow mobile users to see the email design with resized fonts, images, and background on their device's screen.

Unlike the above rule, media queries come as topline CSS and contain classes.

6. Don't use shorthand and Compound Style

Cutting out elements from your CSS may cause significant rendering problems across email clients. Most of them simply won't interpret shorthand declaration.

To save yourself the trouble, simply write the full CSS every time.

```
le width="100%" cellpadding="0" cellspacing="0" border="0"
style="width:100%; max-width:600px;" align="center">
<tbody>
<tr>
<td style="padding:0px 0px 0px 0px; color:#000000; text-align:left;"
bgcolor="#f1f3f7" width="100%" align="left">
<table class="module" border="0" cellpadding="0" cellspacing="0"
width="100%" style="...">
<tbody>
<tr>
<td style="font:#000 12px Arial;color:#000"
bgcolor="#f1f3f7"></td>
</tr>
</tbody>
</table>
<table border="0" cellpadding="0" cellspacing="0" align="center"
width="100%"
style="padding:0px 0px 0px 0px;" bgcolor="#f1f3f7">
<tbody>
<tr>
<td height="100%" valign="top">
<table class="column" width="300"
style="width:300px; border-spacing:0; border-col
cellpadding="0" cellspacing="0" align="left"
border="0" bgColor="#f1f3f7">
<tbody>
<tr>
<td style="padding:0px;margin:0px;border-spacin
<table class="wrapper" border="0"
cellpadding="0" cellspacing="0"
width="100%"
```

```

<table border="1" style="width:100%; border-collapse: collapse;">
  <tr>
    <td style="font-size:6px; line-height:10px; padding:0px 0px 0px 0px; vertical-align:top; align:left">
      
    </td>
    <td style="font-size:6px; line-height:10px; padding:0px 0px 0px 0px; vertical-align:top; align:left">
      
    </td>
  </tr>
</tbody>
</table>

```

7. Absolute addresses

When it comes to images in email, you should most definitely use absolute addresses to make sure the images will display in recipients' inboxes.

This means, you need to write the full domain address, directory, filename, and extension.

8. Preheader text

Preheader text is important as this the preview of the email message people see before they open the email.

However, don't hard-code the preheader text into the template but write it as a HTML comment instead.

```
table.wrapper {width: 100%; border-collapse: collapse; background-color: #f1f3f7; border: 1px solid #f1f3f7; margin: 0 auto; padding: 10px 0 0 0; width: 100%;}

img.max-width {display: block; max-width: 100%; height: auto; margin: 0 auto; width: 100%;}

.column {width: 100%;}

}

</style>
</head>
<body style="background-color: #f1f3f7">
  <span class="preheader"
    style="
      color: transparent;
      display: none !important;
      height: 0; opacity: 0;
      visibility: hidden;
      width: 0">
    Preheader text goes here
  </span>
  <div class="wrapper">
    <div class="webkit">
      <table cellpadding="0" cellspacing="0" border="0" width="100%">
        <tbody>
          <tr>
            <td valign="top" bgcolor="#f1f3f7" width="100%">
              <table width="100%" class="outer" align="center" cellpadding="0" border="0">
                <tbody>
                  <tr>
```

| | |
|---|----------|
| " | " |
| ' | ' |
| & | & |
| < | < |
| > | > |
| | |
| ¡ | ¡ |
| ¢ | ¢ |
| £ | £ |
| ¤ | ¤ |
| ¥ | ¥ |
| ¦ | ¦ |
| § | § |
| ¨ | ¨ |
| © | © |
| ª | ª |
| « | « |
| ¬ | ¬ |

9. Character Encode

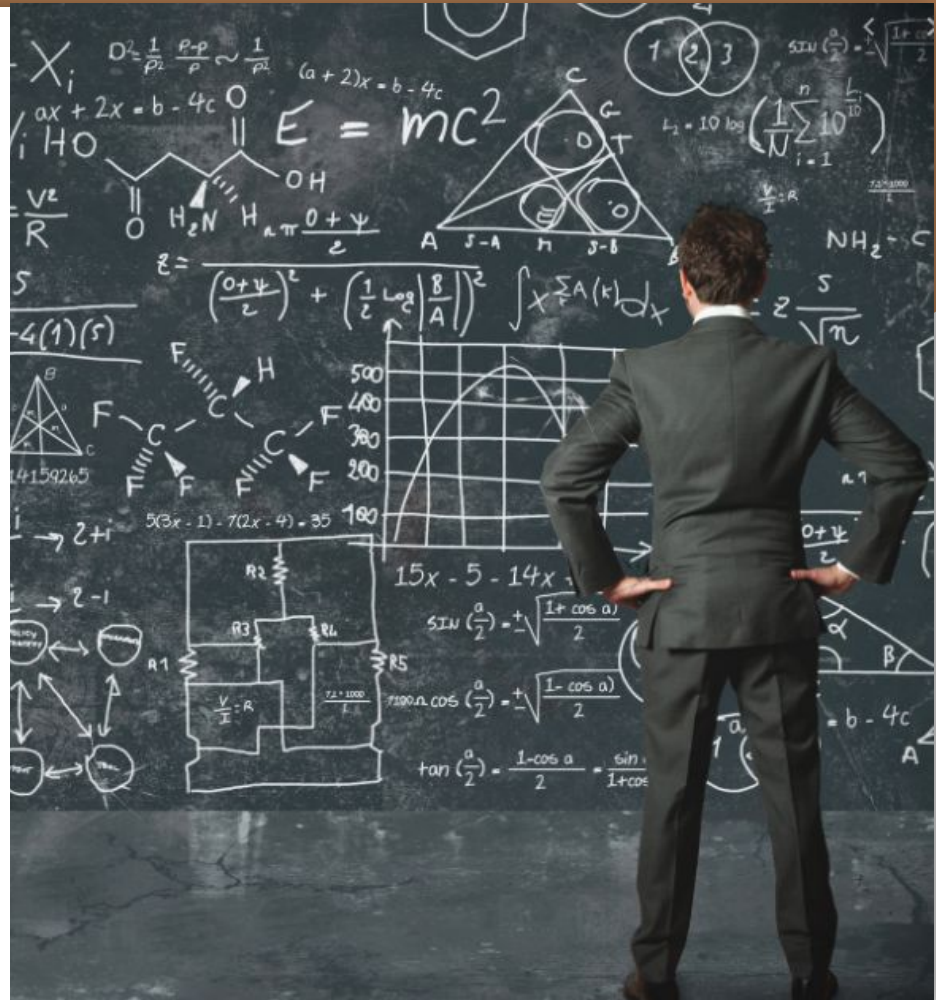
Use character encoder to make sure special characters won't show as squares or diamond symbols with question marks inside.

You could also turn some of these special characters into images where possible.

10. Heavy CSS/HTML

Advanced code doesn't go along with email coding, yet. Leave out JavaScript, Flash, HTML5 and CSS3 for now. Also, make sure the size of your email template doesn't exceed 102kb.

This is the point at which Gmail would clip it out, and according to this survey, 59% of email opens happen on Gmail.



Track your team's expenses in Hubstaff

The new expense report feature in Hubstaff is an efficient tool for managing team expenses. Upload receipts, add notes, and designate the category and project for easy reporting.

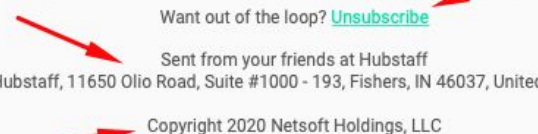
[Learn more](#)

What else is new in Hubstaff this month?

- ClickUp integration
- Quickbooks Online payroll integration
- Group by tasks to make your reports easier to scan
- Select bi-weekly payroll periods

11. CAN-SPAM compliant

- Misleading header information
- Don't use deceptive subject lines
- Location Info where you're located.
- Unsubscribe link how to opt out of receiving future email from you.
- Email copyright to monitor others are doing on your behalf



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