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.

Group classes in NYC and onsite training is available for this course. For more information, email contact@nyimtraining.com or visit: https://training-nyc.com/courses/html-email

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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