



---

# EMAIL CREATIVE SPECIFICATION

---

---

## SUGGESTIONS IN DESIGNING EFFECTIVE HTML EMAILS

---

- Layout consideration is very important so keep everything within 650px wide. As it's easier for your subscribers to read your email message and not have to scroll side to side.
- Keep the HTML coding simple and easy to manage.  
We recommend that you not place any code above the opening <body> tag. Whatever you place above the body tag will likely be stripped and not utilized.
- 60/40 Rule; in which your emails should have a balance of 60% html text and 40% HTML images. If there is too much images it can set off spam filters. If the entire email has images many default settings would block images from loading and the user would see a blank page.
- When thinking of the text message of the email, please include call to actions. Tell your users what they need to do and how should they do it. Use persuasive words and replace words such as "click here" with "visit here".
- Keep columns maximum up to 2 or 3 for visible impact of the message. Way too many columns takes a user away from the focus.
- Images on the left and text on the right if there is a decision to split into 2 columns. If there is only 1 column than stick to brief summarized message of the email followed by images and other texts.
- Background images should be avoided as many top email clients don't display it. If there is use of any background use a solid neutral colors (grey).  
Full body background colors. Many email providers (such as Gmail) do not show a background color that you set for the main body (<body> tag) We recommend that if you are setting a background color in the body tag to also have a wrapping div with a background color that would surround the content. So even if the body background color is not supported you will have something similar.
- There is limitation of use of Video, Flash, JavaScript, and animated GIF's on email so avoid placing these in your email messages. Many email providers won't support it either.

- Email providers and browsers have their own ideas regarding how specific elements should be displayed. Make sure that you include values (even if they're "0") for table cellpadding, cellspacing, image borders. State the font colors, sizes and faces as it helps to display the fonts properly.
- Do not use CSS classes, use inline CSS instead. There are some email providers that do not support CSS classes. Instead of declaring CSS classes you should use inline CSS. An example would be `<div style="color:#cccccc;">content</div>` instead of `<div class="cssclass">content</div>`
- Don't use CSS shortcuts because CSS allows you to normally set properties in groups. Such as `style="font: 14px, Arial"` Instead of grouping such attributes you should set each part individually. For Example `style="font-size:14px; font-family:Arial"`
- TEXT of the HTML should be in simple stick to basic fonts such as Arial. Be watchful of file size as you want the email to load as quickly as possible.
- Warning of spliced images. If you have a larger image that was spliced and put into your HTML using table cells or `img` tags right next to each other you will need to test thoroughly. There could be some email providers that may add extra space between your images and hurt the appearance of your campaign.
- When placing image sources into your HTML use absolute image source URLs. For example instead of including an image like (``) you would include the absolute URL to the file such as (``)
- Try using alt tags (``)

Most email providers have images disabled as their default setting. So unless you have alt tags your subscribers will only see a blank box. With an alt tag your members will see the text you put in the tag. Make that text relevant to the image or message of the campaign.

- Avoid using Microsoft office to write the code as the formatting will throw off the entire design.