Tips for HTML Email

Guidelines

- HTML generated from an email builder tool will not work correctly in our template.
- If your email HTML was designed to automatically adjust its layout for small and large screens (responsive), it will not render correctly. Why? Responsive email relies on media queries, which are not supported in the inline css we require.
- You can only copy and paste HTML that is contained between the <body> and </body> tags.
- Our template uses a layout width of 600px.
- The background color should be light.

About HTML for Email

- HTML is different for email clients than for web browsers: HTML that works in email is *much* less sophisticated.
- **Make sure you have valid HTML**: The most common cause of error is improperly formatted HTML. You can validate your HTML here: https://validator.w3.org/#validate_by_input+with_options .
- **Avoid copying and pasting from a word processor** (like Word). Word processing software often inserts odd characters, such as the trailing dot character or smart quotes (curly instead of straight), which can hamper display or delivery problems in some email software.
- Do not use <EMBED> tags. This can cause your email to be blocked.

Styles and Content

- Your HTML must **use inline styles**.
- We discourage the use of background images. They will not display consistently across email providers, and require a longer download time on mobile devices.
- Images need a full URL; i.e., http://www.yoursite.com/images/yourimage.jpg.
- Keep image size as small as possible.