



TRAINING COURSE: HTML-DESIGN AND BEST-PRACTICE

COURSE SYLLABUS

This course will guide you through the process of designing solid HTML emails. It will help you to recognise common industry mistakes and the importance of conforming to industry standards.

This course is focused on best practice structures of HTML emails and will help you to critique areas of your designs to help improve how your email renders in major ISP's.

You will learn how to design for optimal deliverability and help to maximise customer retention and trust.

The course will also provide various examples of HTML emails and coding structures and will review the positives and negatives of these designs.

TARGET AUDIENCE

Marketers who are going to be hands on with HTML design and have a level of HTML understanding (either through web or email design).

PRE REQUISITES

A general knowledge of HTML would be beneficial, assets are required to be bought to the session.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. Brief Overview & History of Email Design

- What are the key components of an HTML email.
- Common misconceptions of HTML email design
- What do I need to achieve in the process of my design and why?
- How have things changed, and how this course help me recognise and adapt to future changes?

2. Coding Structure

- Early layout considerations – td's, tr's and the fun of tables
- Reviewing HTML email structure vs a Website and understanding the difference
- Key components of design – Inline HTML, avoiding CSS.
- Using images
- Defining links
- Text formatting & encoding
- Copywriting
- Designing templates
- Defining editable regions
- Email rendering – how does it look and why?
- Getting round bad ISP rendering through clever techniques
- Top 10 best practices for coding HTML emails.
- Optimising your creative further for good deliverability
- Summary of key coding considerations and their importance.

3. Understanding ISP Behaviour and Requirements?

- Why are emails so tightly controlled by ISP's?
- Understanding SPAM filters and behaviours? (More in depth description on alternate training course)

4. Deliverability Suite

- Overview of features and functionality (This is a taster, more in depth detail will be covered in the relevant training course)

5. Lab Session

- Examples of good and bad emails and critique following earlier lessons
- Common Mistakes – recognising the faults through example - Q&A

6. Workshop

- Pushing further the boundaries of email design

Contact us or book your session online



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