

# HTML Email Bootcamp

Email marketing has become a staple of marketing campaigns. In this 2-day hands-on HTML Email course, you'll learn how to create emails with custom layouts and graphics to engage with your customer base.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/html-email-bootcamp>



[hello@nobledesktop.com](mailto:hello@nobledesktop.com) •  
[\(212\) 226-4149](tel:2122264149)

## 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

## **Section 3**

### **Simple Responsive Layout: Part I**

- Coding the Outer Table
- Placing the Header Image
- Nesting an Inner Table
- Adding the Text-Based Content
- Fixing a Gap Below Images

### **Simple Responsive Layout: Part II**

- Styling the Content Using Embedded Styles
- Managing Bulleted Lists
- Making the Email Responsive
- Introduction to Media Queries

### **2-Column Layout: Media Queries**

- Coding the Nested Table Structure
- Writing Styles for Desktop and Mobile Versions
- Media Queries for Fine Tuning Mobile Responsive Design
- Modifying Media Queries

## **Section 4**

### **Mobile-Friendly Column Layout**

- Coding the Table for the 2-Column Content
- Converting the Mobile Layout to 1-Column
- Adding the Other Date Listings
- Refining the CSS for a Classier Look

### **Optimizing Images for Mobile**

- HTML Email Image Quality: A Balancing Act
- Dealing with Hi-Res/Retina Images
- Swapping the Banner on Mobile
- Further Optimizing the Mobile Banner

## **Responsive Footer**

- Structuring the Footer Layout
- Styling the Footer
- Optimizing the Footer for Smaller Mobile Devices

## **Optimizing the Mobile Layout**

- Sizing Up Paragraph Text on Mobile
- Removing Excess Margins on Mobile
- Removing the Table Borders

## **Best Practices: Preflight**

- Adding a Preheader to Entice Mobile Users
- Inlining the Styles with MailChimp's Inliner
- Reviewing Email Client Results