

# Intro to HTML Email (Inactive)

In this hands-on HTML Email class, you will learn how to code rich, graphic emails using HTML and CSS. Work with different layouts to create effective email blasts and newsletters. Take your HTML Email skills to the next level by taking our Responsive HTML Email class and earning a NYS-Licensed Certificate in HTML Email.

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



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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