TOP 10 TIPS for Email Design

10 Have a plan/objective.
Ask yourself why you are sending this email and what the goal is. Knowing why you are sending an email before you start designing will help drive your design.

9 600 pixels is the magic number.
Emails should be no larger than 600 pixel wide for the best viewing across email clients. All Swiftpage Connect email templates are already 600 pixels wide.

8 Leave coding to a designer.
Programs such as Microsoft Word can be saved as HTML, but trust us when we say it is bad HTML! Word and programs like it don't code emails correctly for most email clients. If you are unfamiliar with HTML code or programming, leave it up to a designer or stick with basic templates.

7 Allow room for white space.
Filling an email with too much content causes an overload to the brain when it is opened. Leave room around your content to allow the eye to rest and make call to action more obvious.

6 Make your call to action clear.
Everything in your email should point to your call to action. If you use a button or other image for your call to action, make sure it is at least 44 pixels square to allow for easy click on mobile devices.

5 Design for scanning.
Emails aren't read, they are scanned. Most emails are scanned in about 30 seconds. Use tricks such as bolded headlines, bulleted lists and images to guide your reader through your email.

4 Send test emails.
An email design is most valuable if it appears consistently across email clients. Before you send an email, send a test to view in the major email clients and on mobile devices. Make corrections and then blast it to your contacts.

3 Keep fonts and colors simple.
There is rarely a need for more than 2 font types in an email. Limit your font selection and color palette to make it easy on your readers to find the most important information quickly and easily. Use a consistent link color to make your click-throughs obvious.

2 Assume images won't be seen.
Most email clients turn off images by default. Use images to add to your email, but make sure the text in the email tells your story if the images are never seen. If you code in HTML, be sure to include alt text on your images that enhance your message.

1 Match your brand.
Even if you don't like your branding, it's important for your emails to match other communications your readers receive from you to ensure all of your brand's exposure to your contacts is reengaging. Use colors, fonts and language that align with your branding.

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