

HTML Design Requirements

- Use HTML software such as Dreamweaver, MS FrontPage, or Adobe GoLive to create the HTML. **Do not** use MS Word, MS Publisher, or other graphics/desktop publishing software. ImageReady or Fireworks can be used in some instances along with HTML software for designs if used properly.
- Do not use Cascading Style Sheets (CSS), JavaScript, Submission Forms, Layers, or Rich Media (i.e. Flash movies, animation). These cause deliverability issues which may affect the campaign responses, hinder deliverability for future campaigns, and do not render correctly in many email ISPs.
- Use basic HTML tags for the coding. If your HTML software uses CSS for formatting, adjust the preferences to apply formatting using basic HTML tags only. If absolutely necessary, inline style sheets are an acceptable substitute for CSS.
- Do not use comments in the HTML code of your email as they can potentially flag spam triggers.
- Provide a hyperlink to a related web site or at least an email address that the recipient can contact if there is not a web site available.
- Keep the width of the HTML message under 650 pixels to ensure the design is not cut off in preview panes for recipients and to eliminate the need for scrolling horizontally to see the whole design.
- Keep the message size under 50KB for consumer emails, and under 75KB for business emails to optimize download time and deliverability.
- Whenever possible, minimize use of graphics/images in the design to avoid these potential issues:
 1. The more graphics/images there are, the more time it takes for a recipient to download. Potential customers will be lost if they have to wait for images to download in order to read or act on the message.
 2. The higher the ratio of image-to-text area in an HTML, the higher the SPAM score. We recommend no more than 1/3 of the design area be graphics or images, and the rest should be formatted text.
 3. Many recipients have images/graphics disabled in their email account on emails from unknown senders, so they won't see any information that is in the images/graphics. If they have formatted text in the HTML, the recipient can at least read the text part of the HTML if images/graphics are disabled. After being able to read the text and discover what the message is, they will be more likely to enable the images/graphics and act on the offer.
 4. Print that is part of a graphic/image may display fuzzy or blurry, making it difficult to read. This happens because graphics/images are compressed or optimized to reduce file size and maximize download speed.

HTML Creative Design Guidelines

Email Marketing – Jan 2007

HTML Design Recommendations

Focus design efforts on areas that can maximize responses and deliverability:

- Use fonts that are universal on the Internet such as Arial, Verdana, Tahoma, or Times New Roman. Any other fonts will resort to a default font if the recipient doesn't have it installed on their computer.
- Minimize the number of fonts, sizes, and colors used in the design for easy flow and professional look.
- When possible, avoid using white (#FFFFFF) text. Spammers sometimes use white text on white backgrounds to prevent visibility of some text, so Spam filters may flag usage of white text.
- Use ALT tags in the HTML code for each image used in the HTML design.
- Use headers, especially those featuring a brand or logo.
- Use a colored background behind a small but important part of the e-mail message to distinguish it.
- Use a signature graphic, to make the e-mail appear more personal.
- Minimize graphics and images to logos, photos of products, or situational photos that support the message visually. Don't rely on graphics and images for the main contents of the message.
- Keep the length of the email short, concise, and about one page maximum in length. Newsletters may be longer, but the further details of a message should be left on a hyperlinked web page.
- Use bullet points to identify key points in the message.
- Clearly identify what the call to action is that you want the recipient to make to act on your offer.
- Make the hyperlink prominently displayed and in multiple locations if the purpose is to drive customers to your web site and measure results by click-through.
- Keep the subject line fewer than 49 characters.