

## HTML Email Training

This one-day HTML Email training course in Brighton will give you a comprehensive understanding of how to code and style emails to work with a full range of browsers and email clients.

You will be taught how to create email templates that can be re-used for different campaigns, and will leave the course with confidence in formatting images, links and layouts.

### Objective

After attending this one-day training course in [Brighton](#), you will be able to:

- Understand different email clients and browsers, and how they display emails
- Use HTML to format content
- Use CSS to style emails
- Understand how to use images in emails
- Design email templates that can be re-used

### Details

**Duration:** 1 Day

### Who is this course for

Designers and marketers who want to create email designs and templates from scratch using HTML and CSS.

## Course Content

### Overview of HTML Emails

- HTML & WWW
- Testing email clients and browsers
- Email campaign tools

### Email Design Considerations

- Design limitations
- Attention grabbing emails
- Best practice approach
- Reusable templates

### Formatting Content with HTML

- Bold and italic
- Lists
- Headings
- Paragraphs and line breaks
- The span tag
- Spaces and special characters

### Using Links

- Linking to your website
- On-page links
- Email links
- Linking with images

### Layouts

- Creating layouts using tables
- Columns
- Table attributes

### Styling your HTML email with CSS

- Page styles
- Inline styles
- Styling the size and font of text
- Borders
- Styling links

### Images

- Image types: jpeg, gif, png
- Image optimisation for speed and quality
- Adding images
- How to reference images online
- Alt text – for non-compatible email clients

