



HTML Training

HTML for Emails

Who Should Do This Course?

Anyone wanting to learn HTML to build marketing emails or newsletters. The specialised HTML and CSS coding required for newsletter creation is quite different to the coding used in normal websites.

Duration: 1 day

Class size: 10 students max

Times: 9:00am - 5:00pm

Price: *Refer to our website for current course and package pricing*

After the course?

Each student will receive:

- Certificate of completion
- Training manual
- 12 months FREE email support
- FREE class re-sit (if necessary)

About The Course

This hands-on 1-day course will teach participants how to create a marketing email or newsletter by hand coding the HTML and CSS.

Participants will also learn how to ensure that their emails or newsletters will be properly seen in a variety of email clients, including web-based clients (such as Yahoo Mail and Gmail) and various versions of Microsoft Outlook.

Prerequisites

Participants should have completed the 'Introduction to HTML' course – or have equivalent knowledge before commencing this course.

Content

Unit 1: Introduction

- What are HTML emails?
- Multi-part formats
- Security vulnerabilities

Unit 2: How to Code an HTML email

- HTML email layouts
- Use HTML tables for layout
- Use HTML tag attributes for some presentation
- Creating a basic HTML email page
- Applying CSS rules to HTML tags
- Defining CSS style rules

Unit 3: HTML email postcard

- Limitations of current email clients
- HTML email postcard format
- Images must be stored on a web server
- Creating the basic HTML
- Using inline CSS rules
- Links should open in a new window
- Adding inline CSS rules

Unit 4: Plain Text Version

- Plain-text version is essential
- Multipart/alternative email messages
- Plain-text email tips

Unit 5: One-column HTML email newsletter

- Aligning images
- Single column structure
- Coding an HTML email newsletter

Unit 6: Testing your HTML email

- Testing in desktop and web-based email clients
- Using a web-based testing service
- Testing against spam filters

Unit 7: Sending an HTML email

- Using Microsoft Outlook
- Using dedicated email marketing software
- Using an email marketing service provider

Unit 8: Two-column HTML newsletter

- Two-column structure
- Creating two columns with COLSPAN
- Coding a two-column HTML email newsletter

Looking for course dates?

To view a full list of course dates, please visit our website at www.dynamicwebtraining.com.au

Alternatively please contact our office on **1300 888 724**