



## HTML Training

### Responsive HTML Emails

#### Introduction

Just like the rest of the web, the inbox is becoming mobile. There are a growing number of people who rely on their mobile devices to check their emails and access the internet. Responsive HTML emails are a vital tool for nearly every business when it comes to marketing and advertising. Moving away from plain text emails and into the stimulating world of HTML emails, you will be able to create more engaging emails for your audience.

#### 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 one day course will teach participants how to create a marketing email or newsletter by hand coding the HTML and CSS. You will learn the best practises for building a responsive email design that will ensure an excellent user experience for desktop, webmail and mobile users.

After completing this course you will be able to create a single-column email with a fluid layout and a more complex two column layout that will convert to a single column layout on most mobile devices by using media queries.

#### Who should do this course?

This course is designed for people who want to learn to use HTML to build marketing emails or newsletters that will be viewed across multiple platforms.

#### Prerequisites

Participants should have completed the 'Introduction to HTML' course - or have equivalent knowledge before commencing this course. It is also highly recommended that participants have a basic understanding of CSS to get the most value from this course.

## Content

### Unit 1: Simple Responsive Layout: Part I

- Coding the Outer Table
- Placing the Header Image
- Nesting an Inner Table
- Adding the Text-Based Content
- Fixing a Gap below Images

### Unit 2: Simple Responsive Layout: Part II

- Styling the Content Using Embedded Styles
- Managing Bulleted Lists
- Making the Email Responsive
- Introduction to Media Queries

### Unit 3: 2-Column Layout: Media Queries

- Coding the Nested Table Structure
- Writing Styles for Desktop and Mobile Versions
- Media Queries for Fine Tuning Mobile Responsive Design
- Modifying Media Queries

### Unit 4: Mobile-Friendly Column Layout

- Coding the Table for the 2-Column Content
- Converting the Mobile Layout to 1-Column
- Adding the Other Date Listings
- Refining the CSS for a Classier Look

### Unit 5: Optimizing Images for Mobile

- HTML Email Image Quality: A Balancing Act
- Dealing with Hi-Res/Retina Images
- Swapping the Banner on Mobile
- Further Optimizing the Mobile Banner

### Unit 6: Optimizing the Mobile Layout

- Sizing Up Paragraph Text on Mobile
- Removing Excess Margins on Mobile
- Removing the Table Borders

### Unit 7: Best Practices: Preflight

- Adding a Preheader to Entice Mobile Users
- Inlining the Styles with MailChimp's Inliner

### Unit 8: Responsive Footer

- Structuring the Footer Layout
- Styling the Footer
- Optimizing the Footer for Smaller Mobile Devices

### Unit 9: Progressive Enhancement

- Rounding Image Corners with Border Radius
- Adding CSS Box Shadow
- Using Google Web Fonts

## Looking for course dates?

To view a full list of course dates, please visit our website at [www.dynamicwebtraining.com.au](http://www.dynamicwebtraining.com.au)

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