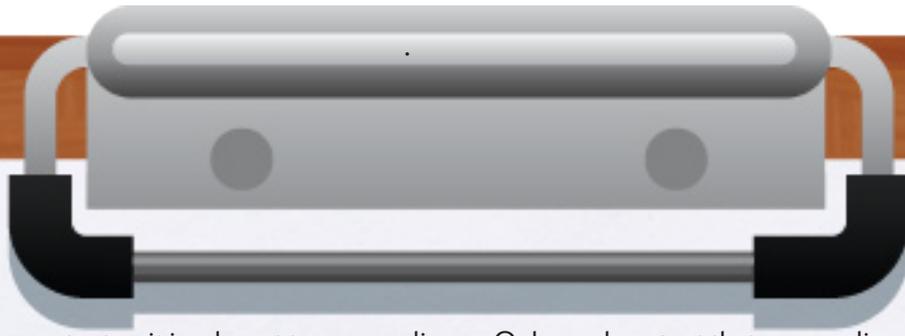




Email Content and Design Checklist

Content and design are two of the most important elements of email marketing. They work together to capture the reader's attention and communicate your message. If you consider your email as a gift to subscribers, design is your wrapping and content is the present inside. And if you get it right, subscribers will thank you by responding to your call to action.



- Personalise content so it is relevant to your audience. Only send content that your audience will genuinely be interested in.
- Keep it short and sweet. Email newsletters should be a maximum 6 paragraphs long with up to 150 words each to avoid overloading readers.
- For long newsletters include 'In This Issue' navigational links to content in the email.
- Design the top 400 pixels to grab attention and include a clear call to action.
- Keep headers less than 150 pixels high to avoid pushing your main offer/call to action below the fold.
- Keep emails less than 600 pixels wide for easy viewing in the recipients inbox.
- Ensure that HTML emails contain an appropriate image to text ratio of close to 1:1.
- Use images that are relevant to the content and enhance the design and call to action.
- If you are going to use an animated GIF make sure that it contains a good still first frame.
- Rather than embedding videos into emails, use a still image linked to a landing page containing the video.
- Format and size images before putting them in your email. Ideally images should be 72dpi, RGB and in a web friendly format such as JPEG. They should also use alt text in case images do not display.
- Design your email so objectives can still be met without relying on images to load. Example design elements include colour, spacing, headlines, text links and alt text.
- Brand emails consistently with your company style-guide and place your logo in the top left corner.
- Design emails for quick viewing/ scanning with appropriate use of headlines, images, text and colour.
- Encourage readers to click on your email by using both image and text links.
- Use 'action words' and 'descriptive words' for text links and test what readers respond to best.
- Position a 'View Online' link at the top of the email so it can be viewed in a web browser.
- Make it easy for your audience to share your email by including social sharing links and/or 'Forward To A Friend' options.
- Avoid Cascading Style Sheets (CSS) within the email code (use only in-line styles) to avoid potential rendering issues when viewed in the recipient's inbox.
- Avoid Flash, form elements, Java, Frames, ActiveX and Dynamic HTML to steer clear of deliverability and rendering issues.
- Ensure that the email file size is less than 50kb so it loads quickly within the recipient's inbox
- When creating HTML emails include a plain text version that is easy to read and structured for quick scanning.

To learn more about effective email design, check out our whitepaper [The A-Z of Email Design](#).



More great checklists to help you with your e-messaging:

[Database Growth](#) | [Database Management](#) | [Email Content and Design](#) | [Processes and Practices](#)