

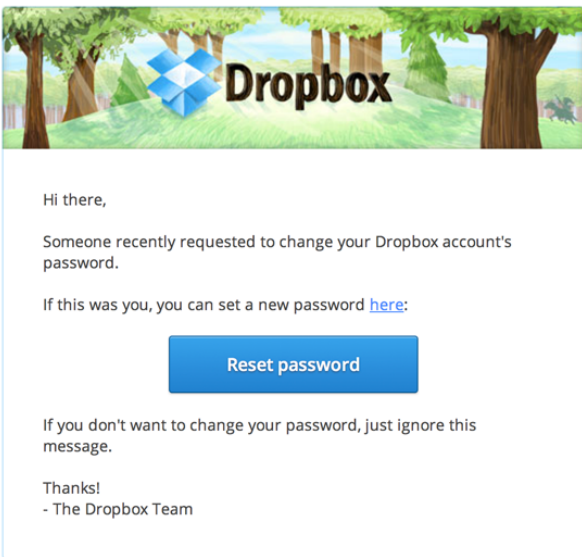


Responsive **Email** Design

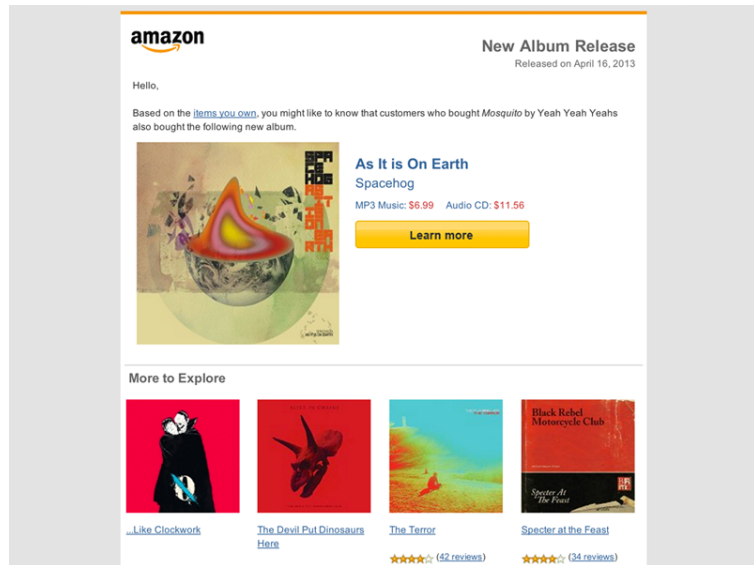
Crea una UX adecuada

Layout

Single-Column Vs. Multi-Column



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Buenas prácticas

- Call to actions visibles sin scroll
- Width del email: 600px-800px
- Mínimo font-size 16px
- Botones grandes: 46x46px (mínimo)
- Simplicidad: No todos los clientes de correo soportan MQ

No es una web

A evitar

- Evita hojas de estilo externas: `<link rel="stylesheet">`
- Javascript
- Estilar la etiqueta `<body>`

Imágenes

- No usar **background-image**
- No usar imágenes para **contenido importante**
- No olvidar utilizar el **alt=""**
- Declarar **width y height**
- Usar imágenes con **url remotas**

Code

- La maquetación se hace en **tablas**
- **Estilos** en el `<head>` y en **línea**
- Declara el **width, cellpadding, y cellspacing** en los `<table>` y `<td>`

Code

```
@media only screen and (max-device-width:  
480px) {  
    div[class="header"] {  
        font-size: 16px !important;  
    }  
}
```

Ejemplo

[View this email in your browser](#)



Responsive **Email** Design

Designing Your Email

Creating an elegant email is simple

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