Let’s Table this discussion: An HTML Email primer

Major Topics:

* HTML
  + Tags to avoid
    - Divs
    - Lists (UL, OL, LI)
* Tables!
  + Container Table
    - Set Alignment and your background color
  + Colspan and Rowspan
  + Shims
  + Nesting Tables
  + Centering your email
* CSS || https://www.campaignmonitor.com/css/
  + When should you use inline
  + Styles to avoid
    - Margins
    - Font-face
    - Responsive
    - All CSS3
    - Background (bgcolor is the oldest standard and has the best support)
    - Border- (use Border only)
    - Float and Position
  + When you shouldn’t use inline
    - Media Tags
  + Coding efficiency (use classes until you finish your work) and Premailers

Tips:

* Always use 6 digit hex (3 digit hex does not always parse properly in email clients, resulting in wrong or missing colors)
* Be careful with padding
  + Adds to the size of the table cell
  + If you have a set table width and set cell width, and add padding, the widths skew
  + Ex: 200px Table with two 100px TDs
    - Add 5 px padding
    - First TD will expand to 110px
    - Second TD will be limited to remaining Table width, and will only be 90px
  + Guides recommend not setting table width, and setting TD width instead to avoid padding issues
  + I prefer to set the table width and avoid left/right padding altogether…use empty TDs for spacing
* Use standard fonts
* Remove borders on images
* Never use background images
* Alt text on your images
* Width and Height on everything
* Use HTML Entities or numbers for ascii symbols