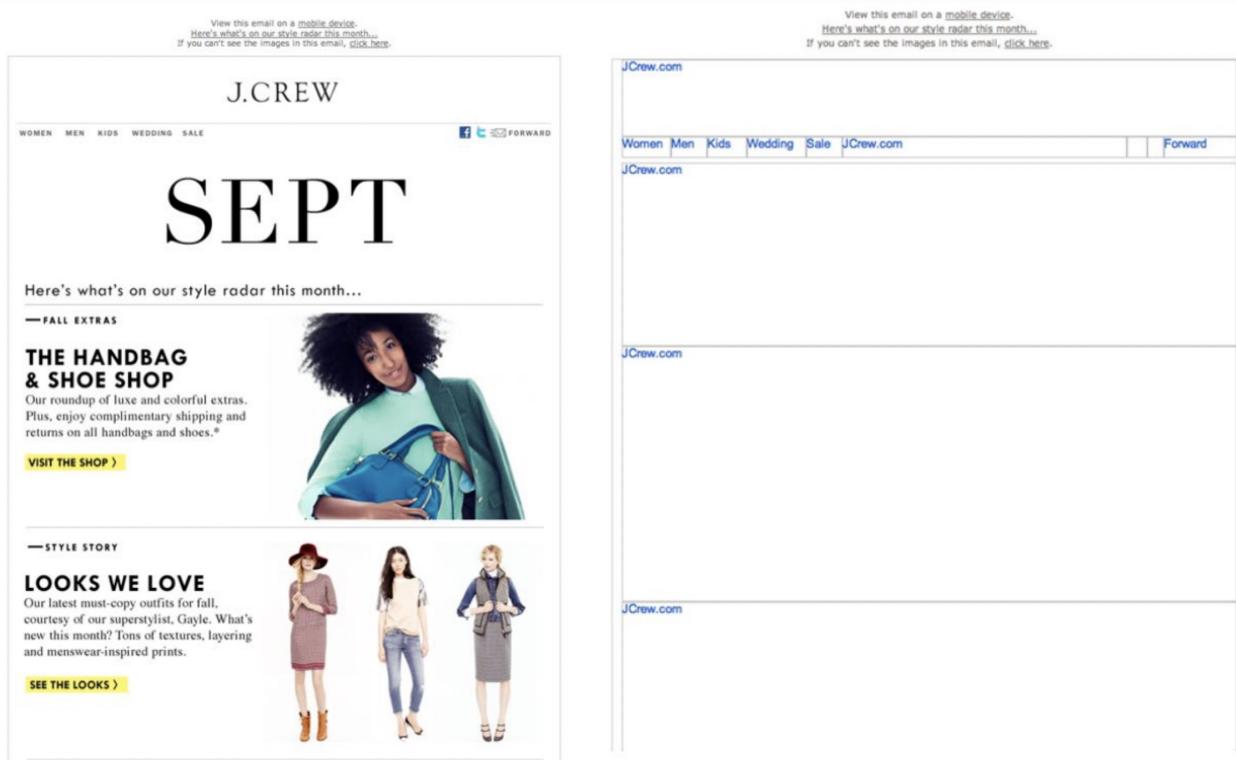


Third Lesson

Date	@July 21, 2023
Status	Done

Put VML Based button inside scaffolding.html

Don't use everything based of image (most of the email clients strips off everything because of security reasons)



The design should be prepared with html css and only thing that should be image are the people here

Background Image

Background Images in Email

See [Background-Image.html](#) for example.

Most reliable on table cells (**td**)

Use both HTML attributes and inline CSS

Pro-tip: You can use text over the bg image

It will be accessible and also will have cool email design

```
<!-- Headline -->
<tr>
  <td style="color: #ffffff; padding: 20px;" background="images/bg-dark.jpeg" bgcolor="#229efd" style="background: #229efd url('images/bg
    <h1 style="margin: 0; font-size: 32px; text-align: center;">Who loves HTML email?</h1>
  </td>
</tr>
```

To be on the safe side we have to provide `bgcolor="#229efd"` to show a dark bg if the background image gets disabled by default
(If you are using white text on bg image like we are using then its really important to use darker `bgcolor`)

Now you could add animated gif as a bg image as well

Accessibility in emails:

Why should we care about accessibility in the first place?

285 Million Low Vision Users

39 million of which are blind

8% of Men are Colorblind

0.5% of Women are, too

Accessible Design

Some guidelines:

Keep color contrast high

Create a strong visual hierarchy

Focus on readability

Keep layouts simple and usable

Keep color contrast: High color contrast ensures that people with visual impairments or color vision deficiencies can easily read and understand the content on the website.

Visual Hierarchy: helps people to scan the content

Focus on readability: using things like LEFT ALIGN TEXT, Font sizes and line heights should be good to read

Usable: Making sure that buttons/links are usable

Below image has a problem because all the lines have different starting point.

Readability Matters

Readability is a big thing for me because a lot of people don't consider it in their emails. This is an email example. As you can see it's a huge amount of text that's all center-aligned. For most people it's not a massive problem, but depending on your reading ability, this could prove out to be a problem. All of those different lines have different starting points for a reader. So mentally what your brain is doing is getting to a line and then jumping down to the next line trying to figure out where it needs to start. It might not seem like a problem for people that are comfortable reading or have really strong reading abilities, but for others that's a huge hurdle to find the next line. Using left-aligned text is great way to provide baseline readability and accessibility for emails. You don't want different starting points for lines. I generally say If it's more than one or two lines of text, then you should left-align it.

This is a button

Readability Matters

Readability is a big thing for me because a lot of people don't consider it in their emails. This is an email example. As you can see it's a huge amount of text that's all center-aligned. For most people it's not a massive problem, but depending on your reading ability, this could prove out to be a problem. All of those different lines have different starting points for a reader. So mentally what your brain is doing is getting to a line and then jumping down to the next line trying to figure out where it needs to start. It might not seem like a problem for people that are comfortable reading or have really strong reading abilities, but for others that's a huge hurdle to find the next line. Using left-aligned text is great way to provide baseline readability and accessibility for emails. You don't want different starting points for lines. I generally say If it's more than one or two lines of text, then you should left-align it.

This is a button

Solution: Use left-align text

If the text is more than 2-3 lines then it should be left aligned

If you justify the text it will also have same problem. The spaces in between words are problematic here.

Lore ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor, augue at rhoncus commodo, nibh nulla feugiat odio, bibendum ornare dolor arcu id nibh. Quisque nibh risus, dignissim nec, ultricies eu, bibendum fringilla, ligula. Curabitur vehicula. Mauris laoreet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Maecenas lacus. Donec erat. Nunc eleifend magna a massa.

Don't create friction or frustration for the people.

If you open screen reader it will read out individual table cell, table row

It will say something like

Table, Table Row 103 Hey

To avoid this use role="presentation"

Accessible Development

Some guidelines:

Keep tables quiet using **role="presentation"**

Use semantic markup to reinforce hierarchy

Include text alternatives for images

Include the language of an email

Testing Emails for Accessibility

Screen readers: **NVDA, VoiceOver, JAWS**

Browser extensions

Litmus Accessibility Checker

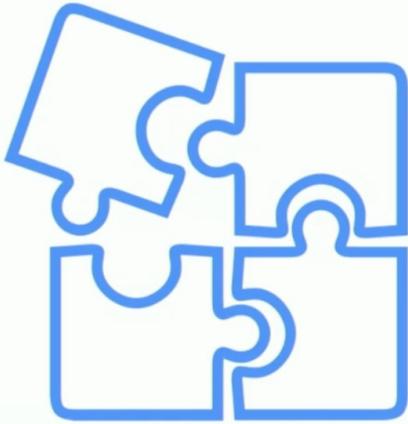
Extensions:

Screen Reader (<https://chrome.google.com/webstore/detail/screen-reader/kgejglhpjiefppelpmjglcjbhoiplfn>)

WAVE Web Accessibility Evaluation Tools

<https://chrome.google.com/webstore/detail/wave-evaluation-tool/jbbplnpkjmmeebjpjfedlgcdilocofh>

Email Layout:



Think in Modules

It'll make your life easier.

Using Tables in Email

Some guidelines:

Keep tables quiet using **role="presentation"**

Ignore table headers, body, footer

Keep components in their own rows/tables

Overwrite defaults using HTML attributes

Place most styles on table cells

Restrict to table, tr, td

Omit th, tf

Place most styles in td tag

Boilerplate Tables

```
<table border="0" cellpadding="0" cellspacing="0"
role="presentation" width="100%>
<tr>
  <td style="styles go here">
  </td>
</tr>
</table>
```

| Shorthand: table>tr>td

Single Column Layout

Single Column Layouts

Basic structure is:

FLUID TABLE

FIXED TABLE

CONTENT

Fluid Table: width: 100%

Fixed Table: width: 600px

Content

```
<body id="body" style="margin: 0 !important; padding: 0 !important;">
<table border="0" cellpadding="0" cellspacing="0" role="presentation" width="100%">
  <tr>
    <td align="center">
```

```

<table border="0" cellpadding="0" cellspacing="0" role="presentation" width="600">

    <!-- Logo image -->
    <tr>
        <td>

        </td>
    </tr>

    <!-- Headline -->
    <tr>
        <td>

        </td>
    </tr>

    <!-- Hero Image -->
    <tr>
        <td>

        </td>
    </tr>

    <!-- Body copy -->
    <tr>
        <td>

        </td>
    </tr>

    <!-- Button -->
    <tr>
        <td>

        </td>
    </tr>

    <!-- Footer -->
    <tr>
        <td>

        </td>
    </tr>

    </table>
    </td>
</tr>
</table>

</body>

```

Single Column Table (Completed):

Old version was breaking in outlook, but now after using table it is not

Outlook clients don't understand float based design.

The main reason of using tables is because of these outlook clients

```

<!DOCTYPE html>
<html lang="en">
<head>
    <title>Single Column with Tables</title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <style type="text/css">

        /* CLIENT-SPECIFIC STYLES */
        body, table, td, a { -webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; }
        table, td { mso-table-lspace: 0pt; mso-table-rspace: 0pt; }
        img { -ms-interpolation-mode: bicubic; }

        /* RESET STYLES */
        img { border: 0; height: auto; line-height: 100%; outline: none; text-decoration: none; }

    </style>

```

```

table { border-collapse: collapse !important; }
body { height: 100% !important; margin: 0 !important; padding: 0 !important; width: 100% !important; }

/* iOS BLUE LINKS */
a[x-apple-data-detectors] {
    color: inherit !important;
    text-decoration: none !important;
    font-size: inherit !important;
    font-family: inherit !important;
    font-weight: inherit !important;
    line-height: inherit !important;
}

/* GMAIL BLUE LINKS */
u + #body a {
    color: inherit;
    text-decoration: none;
    font-size: inherit;
    font-family: inherit;
    font-weight: inherit;
    line-height: inherit;
}

/* SAMSUNG MAIL BLUE LINKS */
#MessageViewBody a {
    color: inherit;
    text-decoration: none;
    font-size: inherit;
    font-family: inherit;
    font-weight: inherit;
    line-height: inherit;
}

/* Universal styles for links and stuff */
a { color: #229efd; font-weight: bold; }
a:hover { color: #fd6350; text-decoration: none; }
a.button:hover { background-color: #fd6350 !important; }

/* Responsive styles */
@media screen and (max-width: 600px) {
    .mobile { width: 100% !important; }
    h1 { font-size: 24px !important; }
}

</style>
</head>
<body id="body" style="margin: 0 !important; padding: 0 !important;">


<div style="display: none; max-height: 0; overflow: hidden;">
    This will be displayed underneath the subject line. Use it wisely.
</div>

<table border="0" cellpadding="0" cellspacing="0" role="presentation" width="100%">
    <tr>
        <td align="center">
            <table border="0" class="mobile" cellpadding="0" cellspacing="0" role="presentation" width="600" style="background-color: #ffffff">
                <!-- Logo image -->
                <tr>
                    <td align="center" style="padding: 20px;">
                        
                    </td>
                </tr>

                <!-- Headline -->
                <tr>
                    <td style="padding: 20px;">
                        <h1 style="margin: 0; font-size: 32px; text-align: center;">Who loves HTML email?</h1>
                    </td>
                </tr>

                <!-- Hero Image -->
                <tr>
                    <td style="padding: 20px;">
                        
                    </td>
                </tr>

                <!-- Body copy -->
                <tr>

```

```

<td style="padding: 20px;">
  <p style="margin: 0 0 20px 0;">Lorem ipsum dolor sit amet, consectetur adipisicing elit. Quasi necessitatibus quidem nesciunt.
  <p style="margin: 0 0 20px 0;">Lorem ipsum dolor sit amet, consectetur adipisicing elit. Quasi necessitatibus quidem nesciunt.
  <p style="margin: 0 0 20px 0;">Lorem ipsum dolor sit amet, consectetur adipisicing elit. Quasi necessitatibus quidem nesciunt.
</td>
</tr>

<!-- Button -->
<tr>
  <td style="padding: 20px 0 60px 0;">
    <!-- CTA generated by buttons.com -->
    <div style="text-align: center;">
      <!--[if mso]>
        <v:roundrect xmlns:v="urn:schemas-microsoft-com:vml" xmlns:w="urn:schemas-microsoft-com:office:word" href="http://thebetter.email" style="background-color:#229efd; border-radius:4px; color:#ffffff; display:inline-block; width:150px; height:40px; text-decoration:none; font-size:14px; padding: 10px 0 0 0;">
          <w:anchorlock/>
          <center>
            <![endif]-->
            <a class="button" href="http://thebetter.email" style="background-color:#229efd; border-radius:4px; color:#ffffff; display:inline-block; width:150px; height:40px; text-decoration:none; font-size:14px; padding: 10px 0 0 0;">
              <![if mso]>
                </center>
              </v:roundrect>
            <![endif]-->
          </div>
    </td>
  </tr>

  <!-- Footer information: Always include an unsubscribe link! -->
  <tr>
    <td style="color: #888888; font-size: 16px; margin: 60px 0 0 0; padding: 4em 20px;">
      <p style="margin: 0 0 20px 0;">You're receiving this email because you're trying to make email better for everyone. Good on you!
      <p style="margin: 0 0 20px 0;">Email Sender - 48372 Murphy St., Someplace, MI 93827</p>
    </td>
  </tr>
</table>
</td>
</tr>
</table>

</body>
</html>

```