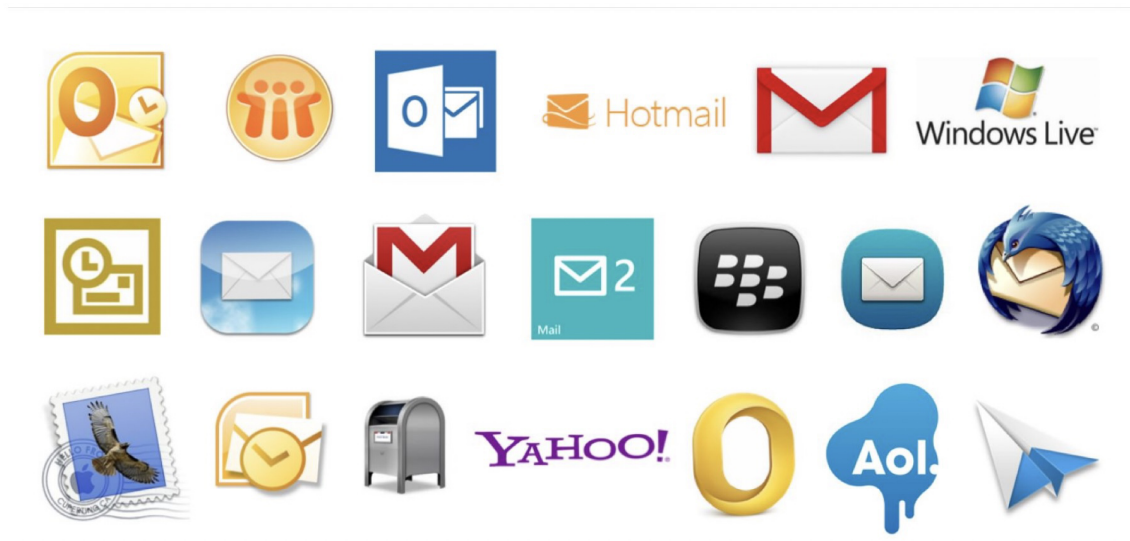


# First Lesson

📅 Date	@July 13, 2023
⚙️ Status	Done

## Why Email Dev is Different?



Chrome and Apple uses Webkit that supports grids and some modern stuff but outlook doesn't support much.

There are no standards in email like we have got in web (<https://validator.w3.org/>). Therefore it is much harder to write emails so that it will work on different email clients.

We have litmus and some other tools for validation but they are paid. If you have a lot of usage of sending emails then it's recommended to buy litmus validator, it will help you a lot to run campaigns.

# There are **no standards**.

# Web $\neq$ Email

We work in table based design

Javascript is chip off from email clients at the start for security purposes

## What works

Basic HTML

Basic CSS

Table-based design

Simple semantics

## What Doesn't

Float-based designs

CSS grid-based designs

JavaScript

A lot of CSS

---

## Email-Friendly HTML

### Use these for most things:

Basic, non-structural containers: **div**, **span**

Headings: **h1** - **h6**

Other text: **p**, **strong**, **em**

Images: **img**

# Where do we put our styling?

~~Linked stylesheets~~

Embedded styles

Inline styles

## Email-Friendly CSS

For text:

color, font-family, font-size, font-style,  
font-weight, line-height, text-align

For block-level elements:

margin, padding, width, max-width

## Starter.html

This code represents the basic structure of an HTML email template

```
<!DOCTYPE html>  
<html lang="en">  
  <head>
```

```
<title></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">

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

</body>
</html>
```

The `<!DOCTYPE html>` declaration specifies the document type as HTML.

The `<head>` section contains meta information and styles for the HTML email. The `<title>` tag is used to specify the title of the email, which appears in the browser's title bar or tab.

The `<meta>` tags provide additional information about the document. In this code, the `Content-Type` meta tag specifies that the document is in HTML format with the character encoding set to UTF-8. The `viewport` meta tag sets the initial scale and width of the email for mobile devices. The `X-UA-Compatible` meta tag ensures compatibility with Internet Explorer.

The `<style>` tag is where you can define CSS styles for your email. In this code, the style block is empty, so there are no styles defined.

The `<body>` tag represents the main content of the email. The `id="body"` attribute assigns the identifier "body" to the `<body>` element.

The `style` attribute in the `<body>` tag sets inline styles for the body element. In this code, it sets the margin and padding of the body element to 0, overriding any default styles. The `!important` rule ensures that these styles take precedence over other styles.

---

## CSS Resets:

CSS Resets refer to a set of CSS rules or styles that are used to normalize or reset the default styling of HTML elements across different web browsers and email clients. They help ensure consistency and avoid inconsistencies in rendering and appearance. Here are explanations of specific behaviors related to CSS resets:

### 1. Microsoft Office Behavior:

Microsoft Office, particularly its email clients like Outlook, has its own rendering engine and often applies its own default styles to HTML emails. These default styles can vary significantly from the standard web browser styles. To overcome inconsistencies and make emails look consistent across

different email clients, CSS resets or specific CSS targeting is often required when developing HTML emails for Microsoft Office clients.

## 2. Browser and Client Default Behavior:

Different web browsers and email clients have their own default styles for HTML elements. These default styles can vary in terms of font sizes, line heights, margins, paddings, and other properties. CSS resets aim to normalize these default styles to create a consistent starting point for styling.

By applying CSS resets, you can remove or reset browser-specific styles and ensure a more predictable and consistent appearance of HTML elements across different browsers and email clients.

## 3. Blue Auto-Linking Behavior:

In some web browsers and email clients, hyperlinks (anchor tags) are automatically styled with a blue color and underlined to indicate that they are clickable links. This default behavior can interfere with the desired styling of links in an HTML email template.

To override the default blue auto-linking behavior, CSS can be used to style links according to the desired design. This typically involves setting specific color, text-decoration, and other properties for anchor tags.

Additionally, CSS pseudo-classes such as `:hover`, `:visited`, and `:active` can be utilized to define different styles for links based on user interaction.

# CSS Resets

## We need to reset:

Microsoft Office behavior

Browser and client default behavior

Blue auto-linking behavior

# BOSTON BECKONS FROM \$179

- Get away [Thurs-Sun](#)
- Or get 15% off our best available rate [Mon-Wed](#)
- Stay [June 20 - September 2, 2013](#)

```
<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; }
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) {
  h1 { font-size: 24px !important; }
}

</style>

```

This CSS code includes a combination of CSS resets, client-specific styles, and additional styling for various email clients. Let's go through each section to understand its purpose:

### 1. CLIENT-SPECIFIC STYLES:

- `webkit-text-size-adjust` and `ms-text-size-adjust` adjust the font size in WebKit-based browsers and Internet Explorer, respectively, to prevent text size adjustments by the browser. - Microsoft office or Webkits will not adjust our text sizing they won't shrink or expand our text. (if you are using iOS, it will make sure if something going less than 14px it will adjust it to 14px, but these both will not let it adjust)
- `mso-table-lspace` and `mso-table-rspace` remove extra spacing around tables in Microsoft Outlook.
- `ms-interpolation-mode` ensures better image rendering. (Sometimes we use big dpi image and shrink it in MS it will sometimes looks fuzzy so inorder to avoid that we use this)

### 2. RESET STYLES:

- The rules for `img` reset the default styling of images, removing borders, setting auto height to maintain aspect ratio, and ensuring line height and text decoration properties.
- The rule for `table` collapses table borders to avoid spacing inconsistencies. (But if you want to have borders separately if you want to render some list in table then you can write it manually on the table itself.



## border-collapse: separate

Author Name	Contact No
Geek	XXXXXXXXXX
GFG	XXXXXXXXXX

## border-collapse: collapse

Author Name	Contact No
Geek	XXXXXXXXXX
GFG	XXXXXXXXXX

## border-collapse: initial

Author Name	Contact No
Geek	XXXXXXXXXX
GFG	XXXXXXXXXX

- The rule for `body` sets important properties for the body element, including height, margin, padding, and width, to ensure consistent rendering.

### 3. iOS BLUE LINKS:

- The rule for `a[x-apple-data-detectors]` targets links in iOS devices to prevent default styling applied by Apple Mail.

### 4. GMAIL BLUE LINKS:

- The rule for `u + #body a` targets links in Gmail to prevent default blue styling.

```
<body id="#body">
<u>Underlined Text</u>
<a href="#">Link 1</a>
<a href="#">Link 2</a>
</body>
```

### 5. SAMSUNG MAIL BLUE LINKS:

- The rule for `#MessageViewBody a` targets links in Samsung Mail to prevent default blue styling.

### 6. Universal styles for links:

- The rule for `a` sets the color and font weight for all links.

- The rule for `a:hover` defines the color and text decoration when hovering over a link.
- The rule for `a.button:hover` specifies the background color when hovering over links with the class "button."

#### 7. Responsive styles:

- The `@media` rule targets screens with a maximum width of 600px (typically mobile devices) and overrides the font size of `h1` elements to ensure readability on smaller screens.

These CSS resets and client-specific styles are designed to achieve consistent styling across different email clients, fix known rendering issues, and ensure a unified experience for users regardless of the platform they use to view the email.

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### Scaffold Comments:

```
<!-- Logo Image -->

<!-- Headline -->

<!-- Hero Image -->

<!-- Body code -->

<!-- Button -->

<!-- Footer -->
```

---

### Can-Spam Law

The term "spam law" generally refers to legislation and regulations that govern the sending of unsolicited commercial electronic messages, commonly known as spam. While specific laws vary by country or region, there are several key principles and provisions that are typically included in anti-spam legislation. It's important to note that I can provide a general overview, but specific legal advice should be sought from a legal professional familiar with the laws in your jurisdiction. Here are some common elements found in spam laws:

1. **Consent:** Spam laws typically require that senders obtain the recipient's consent before sending commercial electronic messages. Consent can be expressed (explicitly given) or implied (based on an existing business relationship). The laws often define what constitutes valid consent.
2. **Identification:** Senders of commercial electronic messages are typically required to clearly identify themselves or the entity on whose behalf they are sending the message. This includes providing accurate contact information, such as a physical address or valid email address.

3. Unsubscribe Mechanism: Spam laws usually mandate that commercial emails include a clear and functional unsubscribe mechanism. Recipients must be able to easily opt-out from receiving future messages, and the process should be straightforward and honored promptly.
  4. Content Requirements: Some spam laws impose restrictions on the content of commercial electronic messages. For example, messages may need to be clearly labeled as advertisements or contain accurate subject lines that reflect the message's content.
  5. Enforcement and Penalties: Spam laws typically establish enforcement mechanisms to address violations. Regulatory authorities may have the power to investigate complaints, impose fines, and take legal action against violators.
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