


Email Marketing Templates Best Practices

Be sure to be in 'Code View' in Clutch when pasting in HTML email code.

Code and Preview mode is toggled with this icon: 

Local Files are provided and labeled with HTML comments for different sections.

```
<!-- - BEGIN LABELED SECTION - - >
      HTML content will be here
<!-- - END LABELED SECTION - - >
```

These comments will help you locate images links and sections to make it easier to navigate.

However, once the code is pasted into Clutch the software removes the HTML comments so reference the local file and re-paste the code if you have trouble locating an item or something breaks.

If you see an empty paragraph tag that is used for vertical spacing. It can be adjusted by changing the height and font-size values to add more or less space. Here is an example:

```
<p style="height:20px; font-size:20px; margin:0;">&nbsp;</p>
```

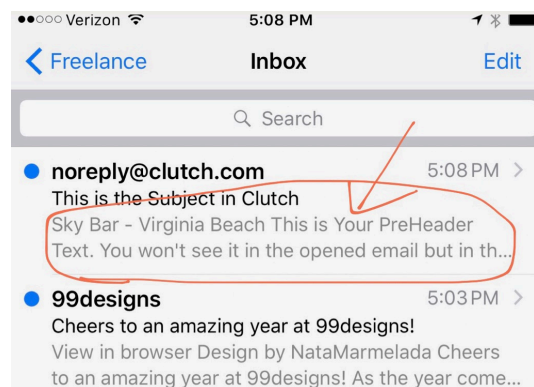
The easiest way for a email to break is by a tag not being closed, quotation mark being deleted, or semi-colon being deleted. Paste your code into this tool to check if those problems and it will help tell you where the problem is located so you can fix it.

<http://jona.ca/blog/unclosed-tag-finder>

PreHeader Text is text that shows up in your customers inbox below the subject before they open it, I suggest updating this with relevant promotion information to help increase open rates.

It looks like this and is near the top of every template file

```
<div class="preheader" style="padding-top:5px; padding-left: 5px;
color:#ffffff; background-color: #ffffff; display: none;">
      Sky Bar - Virginia Beach
</div>
```



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Gold Key Responsive Email Templates	
Food & Bev	Test Results
Catch31	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/RXfQgnQMDeRKDLjHbq6tzRD3MARXWoeFJA7q9UoebPVvb/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/EU2pXgM0e5Pqo1cixySke6SOpoMGz7w0gS9xvQJPaNf80/shared
Lagerheads	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/325E6WliNi3OXV8aHqmUDE0KLTEFnPRsyqGIJZH1byyB0/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/8BhD7b2qiiDCEXq0OddCKg06DKRx2eyZyKdpSXyLQYzk5/shared
Mahi Mahs	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/HYxdMSuDjHj8SNUNjoak5XzgOY5U52wYbA5ZG3tiGAECt/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/kFt3QvtiY6J9B2fRFLR4fztb1n638DIGiFmKz6rg4Z1I/shared
Salacia	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/SH4Pk3CoOKZbdCAAf0oP78VsPvYmgNLHJnk186IHgotvq/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/QXCtuSrXyp9bBuZCS1VWsyZjJS7Ztci1VOi2zyNmTfRjv/shared
Ultra Craft Cocktails	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/3F8Lj013mQ3JW118j68HHq7EfvN8LvJUK7kVFfa76vBLhq/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/TlapAquZa6MWhRUypdfzj4BXO4EYvmqdG1hRw43NSIQkV/shared
Tortugas	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/8U0dcjCzQZsyIS6h5tNuYJynRrqGbGtzGg98km84QUTCR/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/wUmxE2ivOdnnpFlslbw4YHWjMcO1soiHA0FvZvlCj6un/shared
Sky Bar	3 Offer: https://www.emailonacid.com/app/acidtest/display/summary/VgzM6OPzQl58cmOd4dpZmq0AVHjkkZOFfXbT93Y981ql/shared
	1 Offer: https://www.emailonacid.com/app/acidtest/display/summary/5lw1guv3WHd7z01G71U2PAiKjlraPXijhkQGG5QCalrE6/shared
Hotels	
1 Offer 3 Thumbnails Generic	https://www.emailonacid.com/app/acidtest/display/summary/AISj3A3VXqKVbaR55CEpu0tECDkrcUI76AtTq696pJmqu/shared
3 Offer Generic	https://www.emailonacid.com/app/acidtest/display/summary/sXprz2W4l1sSxamHP3DvR9LWdOsvSrdNm77Eilvklv5dJ/shared
Image Slice Generic	https://www.emailonacid.com/app/acidtest/display/summary/iFXfNHrhEjVwKHOVTNOLvmUWYqsJv4Xpylftu97IzVIF4/shared
Hilton Garden Inn	https://www.emailonacid.com/app/acidtest/display/summary/vc9vt5qFNU86V1B6iy48TBPp5U1TpgMiLBDJ1mF8N988F/shared
Hilton	https://www.emailonacid.com/app/acidtest/display/summary/UbTPIFADjRrRq06govl44uRbdJ1fVddxbkSIaQjymrSLm/shared