



JOB NUMBER: 33995

JOB NAME: LC Holiday Email

EMAIL PLATFORM | TESTING: Silverpop

DEPLOYMENT: Silverpop

NOTE: **FOR INTERNAL USAGE ONLY** – This document contains confidential and proprietary information that should not be shared with anyone outside of LC, especially in client deliverables.

NOTE: Silverpop Engage is LC's email solution. If the email is being sent from a different platform, Silverpop is often still used as a testing mechanism in order to ensure tested HTML files are being delivered to the client. Since different email platforms render code differently, it is recommended to also test the email from the platform from which it will be delivered.

IMPORTANT: LC does not use purchased emails / lists when sending emails on behalf of our clients and does not recommend clients do so either. No reputable email platform (Silverpop, Mail Chimp, etc.) supports using purchased lists, and most even have restrictions on doing so within their terms + conditions. If a client needs to send to a purchased list for their project, it is recommended to have the list provider send the email.

PM SIGNATURE: X_____

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
CREATIVE + COPY					
1.					<p>Design email at 1200px width. This includes any outside padding.</p> <p>The final email will be developed at 600px. Providing 2x the resolution for the email assets will allow images to appear crisp on Retina and high-resolution devices / responsive emails.</p>
2.					<p>Place important items near the top. If your email uses a top banner, make sure the user knows this is click-able.</p> <p>There is no height restriction on emails, but please keep "the fold" in mind when designing emails. Effectively strategize your message by using a hierarchy that gives priority to content and functionality. Especially consider placing your most important call-to-action (CTA) here. The top banner / top CTA typically receives the most engagement.</p>
3.					<p>Scannability is key. 80% of users will only scan your email.</p> <p>Less can be more. You need to get the point of your message across quickly and evaluate the usefulness and importance of every sentence in your message while relying on prominent call to actions and headlines. Instead of paragraphs of copy, use bullets + headlines which are more scan-friendly. Use creative elements to define different sections in the email. Additionally, scannability is more important than ever given ~50% of emails are opened on mobile devices.</p>

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
4.					<p>Ensure your CTAs stand out from the rest of your email and grab the user's attention.</p> <p>What is the action you want users to take from your email? Don't say "click here." Instead, use action verbs that will let the user know exactly what to expect after clicking. Use punchy, short, direct copy to create a sense of urgency and stir your users into action. Links should be underlined as a UX best practice.</p>
5.					<p>CTAs should be big and obvious.</p> <p>The finger is the new mouse. As a general rule, CTA buttons should be at least 44x44 pixels.</p>
6.					<p>Enlarge fonts.</p> <p>We recommend striving for a body copy of 14-16px and headlines of 22px (when it makes sense) so that it is still legible on a mobile device.</p>
7.					<p>Optimize for images-off viewing.</p> <p>Since not all email clients show images automatically, it's important to optimize your emails for images-off viewing. Through the use of ALT text, image slicing, and a healthy balance of images and text, it's possible to optimize your emails when images are disabled. Be sure to avoid all-image-based emails.</p>
8.					<p>No HTML text surrounded by “fancy” borders is allowed.</p> <p>HTML text cannot be restricted by any boundaries other than a solid background or solid border.</p>
9.					<p>No background imagery or patterns behind HTML text is allowed.</p> <p>If HTML email text is desired for a specific section of the email, a flat background color is the most complicated the area may have. All patterned or background imagery will be converted to a flattened image.</p>
10.					<p>No embedded Flash or other rich media like videos can be embedded.</p> <p>All rich media will be hosted on the client site or other 3rd party site and linked to from the HTML email via a text or image link.</p>

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11.					No forms of any kind (sign-up forms, etc) are allowed.
12.					Use a simple, mobile-first layout. Using a skinny, one-column approach helps to accommodate viewing on smaller screens by increasing legibility. If more than one column is used, make sure the content is designed in a way that it can appropriately stack in responsive view.
13.					Any HTML headline or body text needs to use a common web font. Body text should typically be left-aligned to maximize user experience and readability. Use Arial, Helvetica, Times New Roman, Georgia, etc. If a specialty font needs to be used, it will be flattened into an image.
14.					Left align email copy in most cases. As a general rule, any copy that is longer than one line should be left aligned. This is a UX best practice and is easier for the user to read. Centered text can be used when it makes sense, for example, with headlines or captions as applicable.
15.					Use a background color in the email comp or provide direction to the team. Background color = the color that will fill the user's browser or email client surrounding the email. It is important to let the team know the desired background color for the email. It could be especially important to use a background color when the email itself is mostly white so the email does not blend into the white browser / email client background.
16.					Incorporate administrative links as necessary. Examples: Unsubscribe, view in browser, forward to a friend, update preferences, etc. If your email is being sent though a client or third-party platform, these links are sometimes auto-added by the platform and not necessary to be included in the email creative. Check with the Project Manager to make sure you are incorporating all required administrative links. The CAN-SPAM law also requires all promotional emails to include the company's physical address and unsubscribe link.
17.					Ask a Creative Director to review your work.
18.		TS			Review the comp with the development and email teams for early detection of any possible trouble spots. If the email is responsive, a mobile comp is also required.

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
FRONT-END DEVELOPMENT					
19.		TS			<p>Use the HTML email boilerplate.</p> <p>Use existing HTML code from the same client if developing an email that is similar to older work.</p>
20.		TS			<p>Do not copy content from Microsoft Word.</p> <p>Paste all supplied body content and links into a text editor before pasting into code to avoid any issues with hidden MS Word elements and black question marks.</p>
21.		TS			<p>Do not use any JavaScript.</p>
22.		TS			<p>Do not use division <code><div></code> tags.</p> <p>These tags are not compatible across all email clients. Restrict code to tables.</p>
23.		TS			<p>Do not use paragraph <code><p></code> tags.</p> <p>The styling/formatting on these tags are inconsistent across email clients. Use regular line breaks <code>
</code> for line spacing between paragraph copy only, not HTML table rows.</p>
24.		TS			<p>Do not use ordered <code></code> or unordered <code></code> list tags, nor the list item tag <code></code>.</p> <p>The styling/formatting on these tags are inconsistent across email clients. Use hyphens (<code>&#45;</code>), single bullets (<code>&#8226;</code>) or image icons to identify bulleted list items.</p>
25.		TS			<p>Use font tags <code></code> for all HTML text in the email.</p> <p>Use inline styles on HTML elements for any extra styling. If either iOS or Android are still overriding font styles, try adding the <code>-webkit-text-size-adjust: none;</code> inline style to the element.</p>

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26.		TS			<p>Do not import fonts using <code>@import url(...);</code></p> <p>Support for imported fonts is not compatible across email clients. Use standard web fonts for all text. If a specialty font is needed, it will need to be flattened into an image.</p>
27.					<p>Add <i>font-weight: normal</i> to responsive styles located in the email head.</p> <p>This addition will correct the faulty rendering of Helvetica fonts in select versions of iOS.</p>
28.		TS			<p>Do not use any HTML5 elements or CSS3 styles.</p>
29.		TS			<p><code>type="text/css"</code> needs to be added to head <code><style></code> tag.</p> <p>i.e. <code><style type="text/css"> ... </style></code></p>
30.		TS			<p>Use the HTML attribute <code>bgcolor="#123456"</code> for all background colors.</p>
31.		TS			<p>Use the robust, full 6-character hex value for all color references.</p> <p>Do not use the shortened 3-character hex value.</p>
32.		TS			<p>All images must be .gif or .jpg.</p> <p>These formats are compatible across all email clients. Do not use .png images.</p> <p>JPEG file format is great for images when you need to keep the size small, is a good option for photographs, and bad for logos, line art, and wide areas of flat color. GIF file format is great for animated effects, nice option for clip art, flat graphics, and images that use minimal colors and precise lines like simple logos with blocks of colors.</p>
33.		TS			<p>All images must have the <code>width="#"</code>, <code>height="#"</code> and <code>border="0"</code> attributes set.</p> <p>Do not include the <code>height="#"</code> attribute on images within responsive emails.</p>

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34.		TS			<p>Follow ALT text best practice and use when appropriate. Title tags should not be used.</p> <p>A commonly accepted best practice in the email world is the inclusion of alt attributes for images (frequently known as an ALT tag or ALT text). In a situation where images are blocked by default, or where images can't or won't load due to a bad connection, etc., the ALT text will appear instead of the image. Also, marketers and designers sensitive to the needs of the visually impaired understand that ALT text is used by screen readers.</p> <p>ALT text should be user-friendly and provide value + understanding. For example, use "Shop the Labor Day Sale now" instead of "Labor Day Button" and "Cadence Health" instead of "Cadence Health Logo." Encode special HTML characters. Many images are purely decorative, such as border or divider images and don't need ALT tags. The solution is to write: ALT="".</p>
35.		TS			All images must have the inline <i>style="display:block;"</i> attribute.
36.		TS			<p>All images must be compressed.</p> <p>Use Image Alpha, Smush.it, Image Optim, Jpeg Mini, etc.</p>
37.		TS			<p>Do not use the <i>float</i> style on images.</p> <p>This style is not compatible across email clients. Use the <i>align="left/center/right"</i> HTML attribute on the image or parent table cell <i><td></i> instead.</p>
38.		TS			<p>Do not use 1px x 1px transparent spacer.gif or blank.gif as spacers.</p> <p>Spacers can become extremely complicated and will slow down the email load time. Some email clients disregard/change the spacer images entirely. Always revert to a nested <i><table></i> when trying to resolve margin and padding issues.</p>
39.		TS			<p>Properly close out all image and line break tags.</p> <p>i.e. <i>
</i>, <i></i></p>
40.		TS			Use the more robust bold (<i></i>) and italic (<i><i></i>) tags instead of the strong (<i></i>) and emphasis (<i></i>) tags.

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
41.		TS			All links must include the <i>target="_blank"</i> attribute.
42.		TS			<p>All text links must have inline styling.</p> <p>i.e. <code>Link Text</code></p> <p>Nest a <code></code> tag inside the <code><a></code> tag with desired styles if email clients are still overriding link styles.</p>
43.		TS			<p>Code click-to-call links for all phone numbers in HTML emails.</p> <p>i.e. <code>(123) 456-7890</code></p> <p>Ensure <i>target="_blank"</i> attribute is not added to click-to-call links.</p> <p>Refer to email or project team veterans for help locking in click-to-call phone numbers when testing in Silverpop Engage or see #62.</p>
44.		TS			Limit the use of "jump to" links within the email body, as it is not compatible across all email clients.
45.		TS			Confirm that <i>valign="top"</i> attribute is applied on the content's respective table cell <code><td></code> and not the table row <code><tr></code> .
46.		TS			<p>Use minimal CSS as most styles are not compatible across all email clients. Move styles inline wherever possible.</p> <p>When in doubt, check CSS compatibility here: (http://www.campaignmonitor.com/css/).</p> <p>Use the Premailer tool to move styles inline: (http://premailer.dialect.ca/).</p>
47.		TS			Stack tables instead of table rows wherever possible, especially when developing responsive emails.

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48.		TS			<p>HTML encode all special characters in content (alt tags, copy, etc).</p> <p>Use robust ISO-8859-1 entity numbers instead of entity name. i.e. use <code>&#8220;text&#8221;</code> instead of <code>&quot;text&quot;</code>;</p> <ul style="list-style-type: none"> • <i>Ampersand</i> (&) = <code>&#38;</code>; • <i>Apostrophe</i> (') = <code>&#39;</code>; • <i>Asterisk</i> (*) = <code>&#42;</code>; • <i>Backslash</i> (/) = <code>&#47;</code>; • <i>Colon</i> (:) = <code>&#58;</code>; • <i>Copyright</i> (©) = <code>&#169;</code>; • <i>Dagger</i> (†) = <code>&#8224;</code>; • <i>Dollar sign</i> (\$) = <code>&#36;</code>; • <i>Double prime</i> (") = <code>&#8243;</code>; (used for signifying inches, seconds) • <i>Double quote single</i> (") = <code>&#34;</code>; • <i>Double quote wrap</i> ("text") = <code>&#8220;text&#8221;</code>; • <i>Ellipses</i> (...) = <code>&#8230;</code>; • <i>Emdash</i> (—) = <code>&#8212;</code>; • <i>Endash</i> (–) = <code>&#8211;</code>; • <i>Equals sign</i> (=) = <code>&#61;</code>; • <i>Exclamation mark</i> (!) = <code>&#33;</code>; • <i>Greater than symbol</i> (>) = <code>&#62;</code>; • <i>Hyphen</i> (-) = <code>&#45;</code>; • <i>Less than symbol</i> (<) = <code>&#60;</code>; • <i>Number sign</i> (#) = <code>&#35;</code>; • <i>Parentheses wrap</i> (text) = <code>&#40;text&#41;</code>; • <i>Percent sign</i> (%) = <code>&#37;</code>; • <i>Pipe bar</i> () = <code>&#124;</code>; • <i>Plus sign</i> (+) = <code>&#43;</code>; • <i>Prime</i> (') = <code>&#8242;</code>; (used for signifying feet, minutes) • <i>Question mark</i> (?) = <code>&#63;</code>; • <i>Registered trademark</i> (®) = <code>&#174;</code>; • <i>Single bullet</i> (•) = <code>&#8226;</code>; • <i>Single quote wrap</i> ('text') = <code>&#8216;text&#8217;</code>; • <i>Trademark symbol</i> (™) = <code>&#8482;</code>; <p>Any special character not found on this list can be found here: (http://www.natural-innovations.com/wa/doc-charset.html).</p>

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49.		TS			<p>All tables must have <code>cellpadding="#"</code>, <code>cellspacing="0"</code> and <code>border="0"</code> attributes. All tables must also have the inline style: <code>border-collapse: separate</code>.</p> <p>i.e <code><table cellpadding="#" cellspacing="0" border="0" style="border-collapse:separate;"></code></p>
50.		TS			<p>Limit the use of <i>rowspans</i> and <i>colspans</i> as they might not render properly across email clients.</p> <p>Nesting tables is far more robust.</p>
51.		TS			<p>Do not use spaces (<code>&nbsp;</code>) to horizontally adjust content.</p> <p>Do not use line breaks (<code>
</code>) to vertically space sections. (Using line breaks (<code>
</code>) in email text within copy is okay (and preferred) – see #20)</p> <p>If you are having trouble with horizontal and/or vertical alignment, consider the use of a nested <code><table></code> first, try padding/margins second. Keep in mind that the Outlook client ignores padding, so try using a combination of margins/padding if you are stuck.</p>
52.		TS			<p>Remove all unnecessary spaces from code.</p> <p>It is important to remove spaces at the end of code lines (after the closing of the element tag) as they alter the rendering of your code within some email clients. Indenting and tabbing in code is fine.</p>
53.		TS			<p>Use proper indentation in HTML code and remove all unnecessary line breaks in code.</p> <p>Line breaks can cumulatively add to load times. Removing line breaks from code can result in a faster load time.</p>
54.		TS			<p>Remove all description, keywords and author Meta tags.</p> <p>These tags are obsolete in HTML emails.</p>
55.		TS			<p>Remove client-sensitive comments from code.</p> <p>Use HTML comments only if needed, including HTML boilerplate comments (CSS + markup).</p>

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
56.		TS			<p>Locally view HTML email and check web console for any markup and CSS errors.</p> <p>Use HTML Tidy to check for errors and warnings in the email code.</p>
57.		N/A			<p>Check for “microlines” by zooming (pinching open) on iPads and iPhones.</p> <p>“Microlines” are not caused by faulty border calls. It is a common iOS bug and sometimes occurs between HTML email elements on iOS devices. Try correcting this issue by adding the <i>display: block;</i> inline style or nesting the trouble area within a table with a background color.</p>
58.		TS			<p>Make an attempt to keep email performance size below 40KB (not including images).</p> <p>Final email size: <u> 4 </u> KB (not including images)</p>
59.		TS			<p>Ensure styling on all phone numbers and addresses is retained in major email clients.</p> <p>Some email clients automatically apply overrides on these elements with their own functionality and styling. For instance, iOS automatically adds <a> links to addresses. Try nesting the address element in a span and style it with global styles.</p> <p>i.e. <code><style>.footer-address a { text-decoration: underline; color: #000000; }</style></code></p> <p><code>123 Easy Street, Town, USA</code></p>
60.					<p>Test emails that the client will eventually send with their own HTML platform in LC’s Silverpop Engage platform.</p> <p>Taking this step ensures that maximum defects are resolved before pestering the client to send out tests. Keep in mind that Silverpop adds tracking and other Silverpop-specific tags to the code once it is uploaded into Silverpop. It is highly recommended to make any changes during testing to your copy of local code so that the Silverpop tags remain separate.</p>

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
61.					<p>Test in all major email clients before handing off to QA:</p> <ul style="list-style-type: none"> • Gmail (PC & Mac) • Outlook.com (PC & Mac) • Yahoo! Mail (PC & Mac) • Outlook client (PC & Mac) • Mobile Apple Mail (iPad & iPhone) • Desktop Apple Mail • Android Gmail • Android Mail <p>Cross browser test web-based email clients in major browsers:</p> <ul style="list-style-type: none"> • Internet Explorer • FireFox • Chrome • Safari (Mac)
62.					<p>Check email Wiki for any issues in the chance that your issue has already been solved in the past.</p> <p>Any issues that were discovered with this project that could affect past, current and future projects were documented in the Wiki.</p>
63.					<p>Ask another FE developer outside the project to review your work.</p>

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
TESTING					
FILES NEEDED PRE-QA (INITIAL THAT THESE WERE DELIVERED + RECEIVED)					
64.					Approved email comp
65.					Approved copy document
66.		TS			<p>Get list of links from email team. URLs should:</p> <ul style="list-style-type: none"> • Be all lowercase • Have no spaces (use "%20" in place of any spaces) • Be hyphen-delimited (wherever possible) • Have campaign tags appended on all client domain-associated URLs as a query string • Have one question mark (?) to begin query string and have all following variables in query string separated by an ampersand (&) • Have encoded ampersands (&) by using "&amp;" in place of "&" symbol <ul style="list-style-type: none"> ◦ Developers should encode ampersands (&) into &amp; ◦ When testing, links will display as "&" when viewed in browser. • Not end in a slash • All links (except CTC) should begin with "http://" <p>i.e. <code>http://www.client-domain.com?firstvariable=value1&amp;secondvariable=value2</code></p> <p>NOTE: CTC links in Silverpop need to be set to "untracked hyperlink" and "http://" and "target='_blank'" must be removed for CTC to function properly. Follow these 3 steps to ensure CTC links are properly set up in Silverpop.</p> <p>The final link should look something like this: <code>href="tel:1234567890"</code></p> <ol style="list-style-type: none"> 1. In design view, right-click and change link to not tracked hyperlink 2. In source view, remove <code>target="_blank"</code> from anchor tag (<code><a></code>) 3. In source view, remove <code>"http://"</code> from anchor tag (<code><a></code>)

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
GENERAL (INITIAL THAT THESE ITEMS ARE VERIFIED)					
67.		N/A			Both a text and HTML version of the email exists. Front-end is responsible for creating the text version unless the email is being deployed via Silverpop, then the email team creates.
68.					The same email address is used for both <i>from</i> and <i>reply to</i> email addresses to ensure deliverability.
69.					Email passes SPAM checker. Only applicable when email is being tested or sent via Silverpop.
CONTENT (INITIAL THAT THESE ITEMS ARE VERIFIED)					
70.					Subject line, from name/address + reply to address are proofread.
71.					Email is proofread, both HTML and text.
72.					<i>Alt</i> text is proofread.
73.					Content matches approved comp.
74.					CAN-SPAM Compliance: Unsubscribe link is present.
75.					CAN-SPAM Compliance: Physical address is present.

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
DISPLAY (FOLLOWING ITEMS TESTED IN ALL RECOMMENDED BROWSERS, EMAIL CLIENTS, AND DEVICES, AS WELL AS ANY ADDITIONAL EXPERIENCE AS REQUIRED BY THE PROJECT – USE TESTING MATRIX)					
76.					Display matches approved comp.
77.					Display is not broken in any preview panes on desktop email clients, including padding. Ensure there are no horizontal scrollbars on viewports at default page resolutions (above 600px).
78.					Display is not broken in any responsive state, including padding. If developing/testing a responsive email, ensure that users cannot shift the email from side-to-side on mobile device email clients. Responsive email clients are Android mail (default mail application, not mail apps like Gmail), iOS Mail (iPads and iPhones) and Apple Mail (Desktop).
79.					“View email in browser” page displays correctly initially, responsively, and when zoomed in or out.
80.					Subject line displays as should including any special characters.
81.					Alt text displays correctly and where it should when images are turned off.
82.					Hover over text (title text) is not used within the email.

#	CREATIVE	FRONT-END DEV	EMAIL TEAM	QA	EMAIL BEST PRACTICES
FUNCTIONALITY (INITIAL THAT THESE ITEMS ARE VERIFIED)					
83.					Everything is linked that should be linked (text + images).
84.					All links point to correct URL. End destination is verified. Links include social posts, forward to a friend, view in browser, unsubscribe, etc
85.					Test click-to-call links on mobile devices.
86.					“View email in browser” link functions correctly.
87.					Images load quickly and correctly when images are turned on.

EMAIL TEST MATRIX

Tester should place initials in the white boxes when approved – these are the combinations that need to be tested.

Due to the vast amount of browsers and devices / operating systems (each with multiple versions), it is not possible to account for all combinations during testing. Knowing this, Laughlin Constable has put together a recommended Email Test Matrix, which is based on current usage data as reported on by industry benchmarks and updated monthly.

The Email Test Matrix below will be considered the default testing plan for all email projects. It is important to note that email client, browser, device, and version usage will vary by client and project. If there is a desire or need from the client to include any testing not included in the below matrix, the additional requirements must be communicated to the email and quality assurance teams by the project manager before testing begins.

TEST MATRIX [^]			BROWSERS							DEVICES				
TOP EMAIL CLIENTS	% MARKET SHARE	TYPE	IE 11	IE 10	IE 9	IE8	FIREFOX+	CHROME+	SAFARI 7+#	iOS 8+	ANDROID 4.4+	ANDROID 4.3+	ANDROID 4.2+	ANDROID 4.1+
Apple iPhone*	27%	Mobile												
Outlook 2007	11%	Desktop												
Outlook 2010														
Google Android*	6%	Mobile												
Apple iPad*	12%	Tablet												
Apple Mail+	8%	Desktop												
Gmail	15%	Webmail												
Outlook.com	5%	Webmail												
Yahoo! Mail	4%	Webmail												

MATRIX KEY	
[^]	EmailClientMarketShare.com as of September 2014
*	Default device email client
+	Latest version
#	Available on Mac only

NOTES

Designer’s Signature:

Date:

Designer Reviewer’s Signature:

Date:

Developer’s Signature:

Date:

Development Reviewer’s Signature:

Date:

Email Team Member’s Signature:

Date:

Date and Time Stamp on the test email that was reviewed:

QA Tester’s Signature:

Date:

Date and Time Stamp on the test email that was reviewed:

AM/PM Signature:

Date: