

# HTML Email Mastery Course

## Curriculum

### Course Summary:

- Section 1. Introduction to the Course
  - Section 2. Introduction to HTML Email
  - Section 3. HTML Crash Course
  - Section 4. CSS Crash Course
  - Section 5. HTML5 Template Project
  - Section 6. HTML Email Testing & Best Practices
  - Section 7. Email Design & Accessibility
  - Section 8. HTML Email Boilerplate
  - Section 9. Basic Email Template Practice Activity
  - Section 10. HTML Email Responsive Table Layouts
  - Section 11. HTML Email Elements & Features
  - Section 12. Building A Responsive HTML Email Template
  - Section 13. Real World HTML Email Template Test Project
  - Section 14. HTML5 Email Portfolio Website
  - Section 15. Course Bonuses
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### Course Introduction Promotional Video

#### Section 1. Introduction to the Course

1. Introduction to the Course
2. Course Curriculum Overview
3. Course Projects & Main Download Overview
4. Course Support & Recommendations

#### Section 2. Introduction to HTML Email

5. Introduction to HTML Email Development
  - HTML Email Development vs. Web Development
    - <https://www.litmus.com/blog/the-tyranny-of-tables-why-web-and-email-design-are-so-different/>
  - Can I Use vs. Can I Email
    - <https://caniuse.com/>
    - <https://www.caniemail.com/>
  - How Do We Design For All Email Clients At Once?
    - <https://www.emailonacid.com/blog/article/email-development/email-development-best-practices-2/>
    - <https://www.emailonacid.com/blog/article/email-development/why-should-i-set-my-table-role-as-presentation/>

## 6. Free Professional Photos & Image Hosting

- <https://www.pexels.com/> (free professional photos)
- <https://iconfinder.com> (free icons)
- Why Google Drive is a bad idea: <https://support.google.com/drive/thread/34363118>
- [https://ibb.co/](https://ibb.co) (free image hosting)
- <https://mailchimp.com> (free image hosting)
- <https://github.com> (free image hosting)

## 7. Email Clients & Email Preview Testing

### 8. Email Clients Market Share

- <http://emailclientmarketshare.com/>

### 9. Mobile, Webmail, & Desktop Email Client Usage

- <https://www.litmus.com/blog/email-client-market-share-infographic/>

## **Section 3. HTML Crash Course**

### 10. Introduction to HTML

### 11. Creating An HTML Document

- Visual Studio Code: <https://code.visualstudio.com>

### 12. Setting Up Your Text Editor with VS Code

- Keyboard Shortcuts: <https://code.visualstudio.com/docs/getstarted/keybindings>
- Emmet in VS Code: <https://code.visualstudio.com/docs/editor/emmet>
- Emmet Cheat Sheet: <https://docs.emmet.io/cheat-sheet/>
- My VS Code JSON Settings (advanced): <https://w3newbie.com/resources/>
- Prettier Code Formatting: <https://marketplace.visualstudio.com/items?itemName=esbenp.prettier-vscode>
  - <https://www.youtube.com/watch?v=h3PJjP0nE98>
- Check Code to Lessons with Code Diff: <https://vscode.one/diff-vscode/>

### 13. HTML Document Type

- Language Codes: [https://www.w3schools.com/tags/ref\\_language\\_codes.asp](https://www.w3schools.com/tags/ref_language_codes.asp)
- UTF-8: <https://www.fileformat.info/info/charset=UTF-8/list.htm>
- Compatibility: <https://stackoverflow.com/questions/6771258/what-does-meta-http-equiv-x-ua-compatible-content-ie-edge-do>
- Viewport: [https://developer.mozilla.org/en-US/docs/Web/HTML/Viewport\\_meta\\_tag](https://developer.mozilla.org/en-US/docs/Web/HTML/Viewport_meta_tag)

### 14. Paragraphs & HTML Comments

### 15. HTML Headings

- Heading Sizes: <https://stackoverflow.com/questions/5410066/what-are-the-default->

## 16. HTML Text Formatting

- Strong: <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/strong>
- Em: <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/em>
- Ins: <https://developer.mozilla.org/en-US/docs/Web/HTML/Element/ins>

## 17. HTML Links

## 18. HTML Images & File Paths

## 19. HTML Attributes

## 20. Unordered Lists

## 21. Ordered Lists

## 22. HTML Tables

## 23. HTML Forms - Introduction

- GET vs POST: <https://www.diffen.com/difference/GET-vs-POST-HTTP-Requests>

## 24. HTML Forms - Elements

- Form Elements: [https://www.w3schools.com/html/html\\_form\\_elements.asp](https://www.w3schools.com/html/html_form_elements.asp)
- For Attribute: <https://stackoverflow.com/questions/12894169/what-is-the-html-for-attribute-in-label>

## 25. HTML Forms - Input Types

## 26. HTML Forms - Example

## 27. Block & Inline Elements

- Block & Inline Elements: [https://www.w3schools.com/html/html\\_blocks.asp](https://www.w3schools.com/html/html_blocks.asp)

## 28. HTML Classes & IDs

## 29. HTML Audio

## 30. HTML Video

## **Section 4. CSS Crash Course**

### 31. Introduction to CSS

### 32. CSS Syntax

### 33. Inline, Internal & External CSS

### 34. CSS Comments

### 35. CSS Fonts

- Web Safe Fonts: [https://www.w3schools.com/cssref/css\\_websafe\\_fonts.asp](https://www.w3schools.com/cssref/css_websafe_fonts.asp)
- Google Fonts: <https://fonts.google.com/>
- Typespiration: <https://typespiration.com/>

## 36. CSS Sizing

- Font Sizes: <https://developer.mozilla.org/en-US/docs/Web/CSS/font-size>

## 37. CSS Colors

- Color Names: <https://www.w3.org/wiki/CSS/Properties/color/keywords>
- ColorZilla Chrome: <https://www.colorzilla.com/>
- How Many Colors?: <https://www.ncifm.com/how-many-colors-are-there-in-the-world/>
- HSL Colors: [https://www.w3schools.com/css/css\\_colors\\_hsl.asp](https://www.w3schools.com/css/css_colors_hsl.asp)
- Color Hex: <https://www.color-hex.com/>
- Color Hexa: <https://www.colorhexa.com/>
- Pexels: <https://www.pexels.com/>
- Image Color Picker: <https://imagecolorpicker.com/>

## 38. CSS Backgrounds

- Background Position: [https://www.w3schools.com/cssref/pr\\_background-position.asp](https://www.w3schools.com/cssref/pr_background-position.asp)

## 39. CSS Borders

## 40. CSS Box Model

## 41. CSS Floats & Alignment

## 42. CSS Buttons

## 43. CSS Icons

- Font Awesome: <https://fontawesome.com/>
- Font Awesome CDN: <https://cdnjs.com/libraries/font-awesome>

## 44. CSS Media Queries

- Bootstrap Breakpoint Example: <https://getbootstrap.com/docs/5.0/layout/breakpoints/>

## **Section 5. HTML5 Email Template Practice Activity**

### 45. Document, Body & Background

### 46. Template Wrapper & Border

### 47. Header Logo & Banner Sections

### 48. Three Column Section Part 1

### 49. Three Column Section Part 2

### 50. Two Column Section

### 51. Footer Section HTML

### 52. Footer Section CSS

53. Responsive Media Query

## **Section 6. HTML Email Testing & Best Practices**

54. Free Email Testing Services:

- Testi@: <https://testi.at/> (2 free email clients, no trial expiration)
- Email On Acid: <https://www.emailonacid.com/> (7 days, limited trial, credit card req.)
- Litmus: <https://www.litmus.com/> (7 days, limited trial, credit card req.)

55. Paid Email Testing Services:

- Litmus: <https://www.litmus.com/pricing/> (best community)
  - Product Overview: <https://help.litmus.com/article/123-litmus-demo>
- Email On Acid: <https://www.emailonacid.com/pricing/> (best articles)
  - Product Overview: <https://www.youtube.com/watch?v=ILYYnbcw7Nk>
- Testi@: <https://testi.at/> (best pricing)
  - Documentation: <https://testi.at/doc>
- Comparison: <https://testi.at/emailtestingtoolscompare.html>
- Comparison: <https://sourceforge.net/software/compare/Email-on-Acid-vs-Litmus-vs-Testi/>

56. Introduction to ESPs, Spam, Deliverability, & Merge Tags

## **Section 7. HTML Email Sizing, Design, Accessibility & Tools**

57. Email Template Sizing Best Practices

- Email Template & File Sizing: <https://mailtrap.io/blog/email-template-size/>
- Email Design Tips: <https://www.constantcontact.com/blog/email-design-101/>
- Email Design Tips: <https://blog.hubspot.com/marketing/email-design>

58. Email Design Inspiration Resources

- <https://reallygoodemails.com/>
- <https://www.bettr.email/>
- <https://emaillove.com/>
- <https://www.litmus.com/blog/best-places-for-email-inspiration-and-examples>

59. Introduction to Email Accessibility

- <https://www.emailonacid.com/blog/article/email-development/email-accessibility-in-2017/>
- <https://accessibility.huit.harvard.edu/creating-accessible-emails>
- <https://www.accessible-email.org/>
- Accessibility Attributes: role="presentation" & aria-hidden="true"

## 60. HTML Email Code Fixing Resources

- Code Compare in VS Code: <https://www.meziantou.net/comparing-files-using-visual-studio-code.htm>
- <https://www.htmlemailcheck.com/check/> (find code errors)
- Code Compare: <https://onlinetextcompare.com/html>
- Customization Questions: <https://stackoverflow.com/>

## Section 8. HTML Email Boilerplate

### 61. Boilerplate Introduction & Why We Use Tables In Email

### 62. HTML Email Document Type & Meta Tags

- <https://www.goodemailcode.com/email-code/template> (best & up to date)
- <https://github.com/seanpowell/Email-Boilerplate> (out of date, but lots of info)

### 63. CSS Resets for Email Clients

- <https://github.com/JayOram/email-css-resets> (additional CSS considerations)

### 64. HTML Email Media Queries

- Compatibility: <https://www.caniemail.com/features/css-at-media/>

### 65. MSO Conditional Statements for Outlook in Windows

- <https://stackoverflow.design/email/base/mso/>

### 66. Email Template Body & Background Color

### 67. HTML Email Preheader Text

- 30-80 characters, some devices show 190+, depending on where email's opened.
- Additional Info: <https://mailchimp.com/resources/email-preheader/>
- Preheader Text Hack: <https://www.litmus.com/blog/the-little-known-preview-text-hack-you-may-want-to-use-in-every-email>

### 68. HTML Email Template Table Setup

### 69. Dark Mode CSS for HTML Email with @Media & Data-OGSC

- <https://www.litmus.com/blog/the-ultimate-guide-to-dark-mode-for-email-marketers/#chart> (best dark mode guide)
- <https://www.caniemail.com/features/css-at-media-prefers-color-scheme/>
- Extension for chrome, or search yourself: <https://chrome.google.com/webstore/detail/dark-mode-dark-reader-for/pjbgfifennfhnbkhoidkdchbfppjncb?hl=en>
- <https://www.hteumeuleu.com/2021/emails-react-outlook-com-dark-mode/> (Outlook dark mode [data-ogsc] for additional but limited support)

### 70. CSS Blend Modes for Dark Mode in Gmail

- <https://www.hteumeuleu.com/2021/fixing-gmail-dark-mode-css-blend-modes/>
- <https://litmus.com/community/snippets/267-override-dark-mode-background-colors->

## **Section 9. Basic Email Template Practice Activity**

71. Practice Activity Introduction - Password Reset Transactional Email
72. Email Template Border & Logo Section
73. Email Template Banner Image
74. Email Template Heading, Text & Button
75. Email Template Footer Section
76. Testing the Practice Activity Template

## **Section 10. HTML Email Responsive Table Layouts**

77. Email Template Layout Types & Intro to Responsive HTML Email Columns
  - <https://www.litmus.com/blog/understanding-responsive-and-hybrid-email-design/>
  - <https://chamaileon.io/resources/what-do-scalable-fluid-responsive-and-hybrid-email-design-mean/>
  - [https://www.emailonacid.com/blog/article/email-development/designing\\_html\\_emails\\_for\\_mobile\\_devices/](https://www.emailonacid.com/blog/article/email-development/designing_html_emails_for_mobile_devices/)
78. Two Column HTML Email Layout
79. Emails Columns Reverse Direction & Vertical Alignment
80. Fluid & Hybrid Columns with Responsive Full Width
81. MSO Conditional Statements for Responsive Tables in Outlook (Ghost Tables)
  - <https://stackoverflow.design/email/base/mso/>
  - <https://www.emailonacid.com/blog/article/email-development/conditional-css-code/>
82. MSO Outlook Statements Reversed with Responsive Columns
83. Showing & Hiding Outlook Content with MSO
  - Hide & Show Content on certain clients
  - <https://litmus.com/community/discussions/915-serving-different-images-based-on-email-client-possible>
84. Fluid/Hybrid Responsive Columns with MSO & Content Rows - \*Preferred\*
85. One & Two Thirds Columns & Additional Column Examples

## **Section 11. HTML Email Elements & Features**

86. Section Intro & Spacing in HTML Email
  - <https://www.emailonacid.com/blog/article/email-development/spacing-techniques-in-html-email/>
87. Headings, Paragraphs, Links & Font Support

- <https://fonts.google.com/>
- <https://medium.com/@danielneubert/fonts-and-font-weights-in-emails-444528132b34>
- <https://www.litmus.com/blog/the-ultimate-guide-to-web-fonts/>
- <https://www.emailonacid.com/blog/article/email-development/best-font-for-email-everything-you-need-to-know-about-email-safe-fonts/>
- <https://www.emailonacid.com/blog/article/email-development/web-fonts-google-fonts/>
- [https://www.emailonacid.com/blog/article/email-development/stop\\_gmail\\_from\\_wrapping\\_your\\_phone\\_number\\_into\\_text\\_links/](https://www.emailonacid.com/blog/article/email-development/stop_gmail_from_wrapping_your_phone_number_into_text_links/)
- Blue Links: <https://www.litmus.com/blog/how-to-remove-blue-links-in-html-emails>
- “” for unwanted Windows links: <https://litmus.com/community/discussions/4614-blue-underlined-links-for-addresses-in-windows-10-mail>

## 88. Color, Shadow & Border Radius

- <https://www.litmus.com/blog/background-colors-html-email/>

## 89. Vector Markup Language (VML) Overview

- <https://learn.microsoft.com/en-us/windows/win32/VML/>
- [https://www.emailonacid.com/blog/article/email-development/emailology\\_vector\\_markup\\_language\\_and\\_backgrounds/](https://www.emailonacid.com/blog/article/email-development/emailology_vector_markup_language_and_backgrounds/)
- <https://www.hteumeuleu.com/2021/background-properties-in-vml/>

## 90. Buttons in HTML Email

- Button Methods: <https://www.activecampaign.com/blog/email-buttons>

## 91. Background & Hero Images in HTML Email

- <https://www.emailonacid.com/blog/article/email-development/html-background-images-in-email/>
- HSL Color Picker (for gray shades): <https://hslpicker.com/>

## 92. Additional Considerations: Gradients, Checkbox Hack, Animations & SVG Examples

- VML Gradients: <https://learn.microsoft.com/en-us/windows/win32/vml/msdn-online-vml-colors-attribute>
- Gradients Article: <https://www.emailonacid.com/blog/article/email-development/coding-html-background-colors/>
- Scalable Vector Graphics: <https://css-tricks.com/a-guide-on-svg-support-in-email/>
- SVG: <https://www.softr.io/tools/svg-shape-generator>
- CSS Animations: <https://www.emailonacid.com/blog/article/email-development/css-animations/>
- Base 64 Images: <https://www.caniemail.com/features/image-base64/>
  - <https://elmah.io/tools/base64-image-encoder/>

- Checkbox Hack: <https://codepen.io/juliankern/pen/xpWqZw>
- Checkbox Nav Example (non email): <https://codepen.io/daviddarnes/pen/abVaGG>
- Image Gallery: <https://www.emailonacid.com/blog/article/email-development/tutorial-implementing-navigation-in-image-carousels-for-email/>

## Section 12. Building A Responsive HTML Email Template

93. Main Course Project Introduction
94. Social Media Icons Email Header
95. Logo Section
96. Banner Hero Image Section
97. Two Column Section Part 1: Column Setup
98. Two Column Section Part 2: Column Content
99. Two Column Section Part 3: Responsive CSS
100. Two Thirds Column Part 1: Section Content
101. Two Thirds Column Part 2: CSS Blend Mode & Responsive Styling
102. Three Column Section
103. Four Column Section
104. Footer Section
105. Dark Mode Styling
106. VML GIF Background Image for Outlook
107. VML Images for Windows Outlook
108. VML Buttons for Windows Outlook
109. Corrections, Final Preview Tests & Updates

## Section 13. Real World Email Template Test Project

110. Kasha Decor Template Test Project Instructions
111. Test Project FAQ & Code Reviews

## Section 14. HTML Email Portfolio Website & Email Signature

112. Email Portfolio Website & HTML Email Signature Introduction
113. Customize the Portfolio Website Template
114. Customize the HTML Email Signature
115. Put Website Online with Web Hosting
  - **Bluehost Website Hosting** - <https://w3newbie.com/bluehost/>
116. Create Website Email Address & Add to Gmail

117. Add Email Signature & Website Email Photo to Gmail

**Section 15. BONUSES:**

118.HTML Email Templates & Icons Bonuses