Cloudera Data Visualization 7.2.5

Email Development Recommendations

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Contents

Email design best practices

When planning emails or email campaigns, consider incorporating the following recommendations:

- The maximum email width should not exceed 600-800 pixels; this works best in the preview pane of most email clients.
- Design for simplicity: use grid-based layers, and avoid complicated elements that require float and positioning settings.
- Most email clients block images initially. Design for this by minimizing unnecessary graphics, and always use alternate text.
- Ensure that images that you add by URL can be accessed by the intended email recipients. In other words, if the images are behind a firewall, make sure that all recipients have sufficient credentials. Even taking this into account, consider the lifecycle of a typical email message: that it may be forwarded, and shared with people outside the immediate distribution circle.
- Some images, such as background, fail to load altogether. Design accordingly.
- Do not rely on images, or compositions of smaller images into a large one, to communicate your message. While large graphic elements may look very attractive in preview, they perform poorly.
- Use basic, cross-platform fonts such as Roboto, Arial, Verdana, Georgia, and Times New Roman. Your custom font may not be loaded on the email client where it arrives.
- Avoid elements that require Flash or JavaScript, because they may not be supported by the recipient's mail client. If you need motion in an email, use *.gif files.
- Plan for mobile users:

  - Is your email readable at arm's length on a small screen?
  - Will the images slow its load time on a mobile device?
  - Are your links easy to press with a thumb?

Email development best practices

Consider the following suggestions when using HTML in your email:

- Code all structures using the table element. For more complicated layouts, you should nest tables to build complex structures.
- Use element attributes (such as cellpadding, valign, and width) to set table dimensions. This forces a box-model structure.
- Keep your CSS simple. Avoid the following coding styles:

  - Compound style declarations: font:#000 12px Arial, Helvetica, sans-serif;
  - Shorthand code: #000 instead of #000000
  - CSS layout properties: slot, position, clear, visibility, and so on
  - Complex selectors: descendant, child or sibling selectors, and pseudo-elements
- Inline all CSS before finalizing emails or email templates.
- Use only absolute links for images, and host these images on a reliable server.
- Do not code with JavaScript or Flash; most email clients do not support these technologies.
- Plan for mobile users, and make emails as responsive as possible:

  - Use media queries to increase text sizes on small screens
  - Provide thumb-sized hit areas for links, approximately 46 px by 46 px
- Test often. Create email accounts across various services, and send emails to yourself to see the appearance of emails on various clients.