Responsive Email Design TipSheet

Whether you're re-designing or creating a new email template, it can be difficult to keep track of all the necessary implementations. So here are some helpful tips to keep in mind when creating custom responsive email templates to maximize your click-through rates.

1 Start small

When creating responsive email templates, begin with wireframing for the smallest screen size and work your way up. By designing for mobile first, not only will you have an easier time adapting to larger and more spacious sizes, you will avoid unnecessary complications.

2 Create highly adaptable layouts

There are millions of browser sizes out there. From desktop computers, tablets, smartphones and even watches now, it's impossible to design specific pages for them all. But you don't have to. Use ratios and percentages to create layouts that adapt to any browser size and save yourself the hassle of having broken emails when the next gadget comes out.

3 Optimize images

Having your email slowed down by image loading times will reduce your click-throughs. Make sure the images you are using for your designs are optimized for fast load times. Also, keep in mind that even though many clients respect percentage widths, clients like older versions of Outlook will not scale your image sizes.

4 Make things bigger for mobile

Designing for the small mobile screening doesn't mean scaling everything down. Actually it's quite the opposite! Especially for emails where we want to be driving people to our websites, you want to make sure elements like call to actions and text are reasonably sized for mobile viewing.

5 Don't go beyond 600px

Even though mobile screens are getting bigger, the industry standard for the width of an email design is 600 pixels. Keeping the largest layout capped at 600 pixels will prevent a lot of problems in the future.

6 Prepare basic websafe fonts

Unique web fonts definitely add more flair and character to your designs, but many of the major email clients like Outlook or Gmail will ignore your special google fonts. Make sure your designs don't get butchered and set websafe fallback fonts.

7 Keep your code clean

Let me tell you right now: coding responsive emails is a really messy job. It's not just a matter of making the design look good, but it's adding tons of different variations and failsafes to create consistency across all the email clients. When you or your developer is coding the email template, remember to keep things organized.

8 Collapse into fewer columns

Content should be organized into fewer columns for each smaller browser size. Desktop may have a 3 column grid for the news section, but then collapse into a 3 column grid for tablet, before finally collapsing into a single column for mobile. This helps direct the customer to the content you want them to see.

9 Keep sections short

Email layouts grow longer as window sizes shrink in width. Keep each section short to prevent overly long vertical scrolls in mobile. Doing so helps to make sure all your content is quick and the call to action is quick to access for your customers.
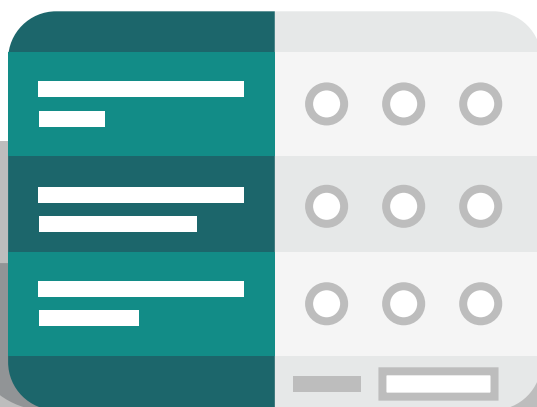
Now that you know the best practices when it comes to responsive web design, go ahead and download our *Responsive Email Design Worksheet* and put these best practices into action.

You're on the right path for maximizing click-throughs!

Responsive Email Design WorkSheet

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