



DOs & DON'Ts

of Email Design

DOs



Design for the inbox – know the limitations of each email client.



Keep important messaging and main calls-to-action above the fold in the top 300 pixels.



Link documents to the message.



Link the email message to a landing page containing Flash and rich media files.



Try to use both text and images in the message instead of making the message one big image.



DON'Ts

Use Java, Javascript, Frames, ActiveX, ASP, PHP, Cache Busters, or Dynamic HTML.

Distract the recipients from completing a call-to-action by including too many offers, graphics, etc.

Attach documents to the message.

Embed Flash or other rich media files into the email message.

Use image maps.