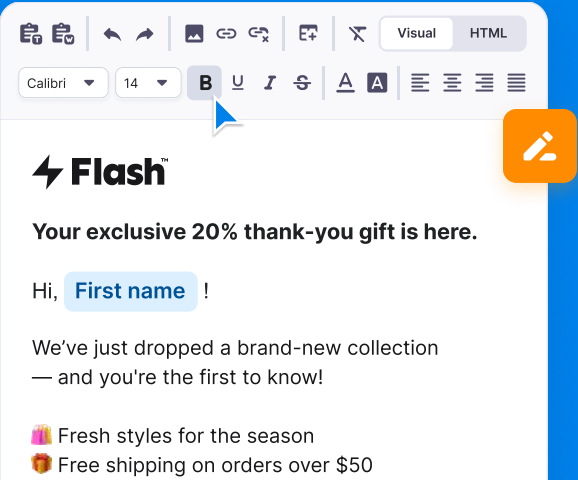


HTML Email Design Checklist 2025

Build email campaigns that look great on any device and in any inbox.



Keep design clean and flexible

- ✓ **Width:** 600–640px
- ✓ **Size:** Under 100 KB
- ✓ **Layout:** Grid-based, table structures
- ✓ **Images:** Assume they're blocked—use alt text
- ✓ **Fonts:** Stick to safe, cross-platform options
- ✓ **Mobile:** Clear text, fast load, tappable links
- ✓ **Avoid:** Image-only designs, Flash, JavaScript



Stick to reliable HTML

- ✓ HTML 4.01 or XHTML 1.0
- ✓ Lowercase tags & attributes
- ✓ Quote all attributes
- ✓ Close all tags
- ✓ Include ARIA labels
- Avoid:** JavaScript, forms, iframes, background images without fallback



Structure with tables

- ✓ Use nested tables for structure
- ✓ Explicit cell padding & spacing
- ✓ Declare widths on tables and cells
- ✓ Use align/valign attributes



Apply CSS inline

- ✓ Inline all critical styles
- ✓ Use simple selectors
- ✓ Use <style> tags only for hacks/media queries
- Avoid:** shorthand & positioning



Design for mobile first

- ✓ Proportional widths
- ✓ **Base font size:** 14–16px
- ✓ **Touch targets:** min 44×44px
- ✓ Use media queries carefully
- ✓ Consider a fluid hybrid approach
- ✓ Verify colors in dark mode



Make typography clear and consistent

- ✓ Always set fallback fonts
- ✓ **Font size:** 14–16px
- ✓ **Line height:** 1.4–1.6
- ✓ Left-align text
- ✓ High contrast colors



Use images carefully

- ✓ Include descriptive alt text
- ✓ Set explicit width & height
- ✓ Optimize file size
- ✓ Plan for blocked images
- ✓ Always provide fallback colors for background images



Test before sending

- ✓ Preview in multiple clients
- ✓ Check dark mode compatibility
- ✓ Review accessibility with screen readers
- ✓ Enable UTM tags and link tracking