

Responsive Email Design Part - II



A guide to build responsive design

In the recent past, we've witnessed a huge increase of internet enabled devices. The range of device screen size and resolution has widened. So, the email we design will definitely not look the same in all kinds of devices and email clients. Now that being so, it is as important to render our email equally good in all devices and email clients as is designing a creative one. We could easily accomplish this with responsive designing. Unlike static design, responsive design uses fluid widths for columns, definite style for various viewports and multiple breakpoints.

How is responsive design done?

Responsive design uses CSS and media queries to define style across devices. You can resize content and image, hide content, stack columns, rendering completely different view for various devices.

CSS - Style language that defines how HTML elements are to be displayed.

Media Query - Module that enables content rendering in various screens sizes and resolutions.

Fluid widths are defined at multiple viewports so the layout resizes to fit the window. Acts more like a simple if-else statements:

If screen size is 'x'; defined style is 'a';

If screen size ranges from 'y' to 'z'; defined style is 'b';

else defined style is 'c';

General code (CSS and media query)

```
<style type="text/css">
    @media only screen and (max-device-width: 480px) { /* mobile
specific css */
    }
/* normal css*/
</style>
```

Media-Que:

```
<style type="text/css">
    @media only screen and (max-device-width: 480px) {
        table[class=container] {
            width: 100% !important;
        }
        table[class=container] table{ width: 100% !important;
        }
        table[class=container] table p{ text-align: center;
        }
        td[class=logo]{ text-align: center;
        }
        td[class=logo] img { width:195px;
        }
    }
    table.container { width: 640px;
    }
</style>
```

* @media - acts like an if condition.

* !important - overrides inline styles.

* meta name = viewport

meta tag - provides page info to the browser

viewport - users' visible area of a webpage.

* content width = device - width

Sets the device width as the page width.

* initial-scale =1.0

Sets the initial zoom level of the page. Tells the browser how to render content.

HTML CODE:

```

<table width="640" border="0" cellpadding="0" cellspacing="0"
class="container">
  <tr>
    <td>
      <table width="320" border="0" cellspacing="0"
cellpadding="10" align="left">
        <tr>
          <td class="logo">
            
          </td>
        </tr></table>
        <table width="320" border="0" cellspacing="0"
cellpadding="10" align="left">
          <tr>
            <td>
              <p><font size="4">Heading Goes Here</font></p>
            </td>
          </tr></table>
        </td>
      </tr>
      <tr>
        <td>
          <table width="320" border="0" cellspacing="0"
cellpadding="20" align="left">
            <tr>
              <td bgcolor="red"><p style="text-align: center;">
Left Column </p></td>
            </tr>
          </table>
          <table width="320" border="0" cellspacing="0"
cellpadding="20" align="left">
            <tr>
              <td bgcolor="blue"><p style="text-align: center;">
Right Column </p></td>
            </tr>
          </table>
        </td>
      </tr>
    </table>

```

Full Code :

```

<html>
  <head>
    <meta content="width=device-width" name="viewport">
    <meta content="text/html; charset=UTF-8" http-equiv="Content-
Type">
    <title> SUGUMAR </title>
    <style type="text/css">
      @media only screen and (max-device-width: 480px) {
        /* mobile-specific CSS styles go here */
        table[class=container] {
          width: 100% !important;
        }
        table[class=container] table{width: 100% !important;
        }
        table[class=container] table p{text-align: center;
        }
        td[class=logo]{text-align: center;
        }
        td[class=logo] img{width:195px;
        }
      }
      /* regular CSS styles go here */
      table.container {width: 640px;
      }
    </style>
  </head>
  <body bgcolor="#ffffff" style="margin:0; padding:0;font-
family:Arial, Helvetica, sans-serif; font-size:12px;
color:#000000;"><center>

    <table width="640" border="0" cellpadding="0" cellspacing="0"
class="container">
      <tr>
        <td>
          <table width="320" border="0" cellspacing="0"
cellpadding="10" align="left">
            <tr>
              <td class="logo">
                
              </td>
            </tr></table>
            <table width="320" border="0" cellspacing="0"
cellpadding="10" align="left">
              <tr>
                <td>
                  <p><font size="4">Heading Goes Here</font></p>
                </td>
              </tr></table>
            </td>
          </tr>
        </td>
      </tr>
    </table>
  </body>
</html>

```

```
</tr>
<tr>
  <td>
    <table width="320" border="0" cellspacing="0"
cellpadding="20" align="left">
      <tr>
        <td bgcolor="red"><p style="text-align:
center;"> Left Column </p></td>
      </tr>
    </table>
    <table width="320" border="0" cellspacing="0"
cellpadding="20" align="left">
      <tr>
        <td bgcolor="blue"><p style="text-align:
center;"> Right Column </p></td>
      </tr>
    </table>
  </td>
</tr>
</table>
</body>
</html>
```

1) Various design techniques that could be adopted

Stacking content, images and videos

You can change the column orientation for the different viewports. For smaller/ screens, you can wrap text over images.



```

<html><head>
<style type="text/css">
  @media only screen and (max-width: 480px){
    table[class=contentInner]{
      width:100% !important;
    }
    table[class=zpcolumns]{display:block !important;
      width:100% !important;
    }
    td[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    img[class=zpImage]{
      height:auto !important;
      max-width:480px !important;
      width:100% !important;
    }
    td[class=txtsize]{
width:100% !important;
      font-size:16px !important;
      line-height:125% !important;
    }
  }
</style>
</head>
<body>
  <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner" align="center"><tbody><tr><td>
  <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
  <tbody><tr>
  <td align="center" valign="top" width="50%" class="zpcolumns">
  
  </td>
  </tr></tbody>
</table>
  </td></tr><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
  <tbody><tr>
  <td align="center" valign="top" width="50%"
class="zpcolumns">
  <table border="0" cellpadding="10" cellspacing="0"
width="300" align="left" class="zpcolumns">
  <tbody><tr>
  <td valign="top" class="txtsize">
  <p style="
  font-size: 12pt;
  line-height: 22pt;
">The world around us is busy and complex. We've made it that way,
so why not make it easy again?Automate your office or workspace to
free yourself from mundane tasks. The future is calling, and your
desk can answer it for you.</p>

```

```

        </td>
      </tr>
    </tbody></table>
    <table border="0" cellpadding="10" cellspacing="0" width="300"
align="left" class="zpcolumns">
      <tbody><tr>
        <td valign="top" class="txtsize"><p style="
font-size: 12pt;
line-height: 22pt;
">The world around us is busy and complex. We've made it that way,
so why not make it easy again?Automate your office or workspace to
free yourself from mundane tasks. The future is calling, and your
desk can answer it for you.
        </p></td>
      </tr>
    </tbody>
  </table>
  </td>
</tr></tbody>
</table>
</td></tr></tbody></table>
</body></html>

```

2) Progressive disclosure

To give a more appealing and minimal look in smaller screens, display the primary information and wrap the secondary information into clickable links, clicking which will show the extra details. This will save the reader from a cluttered email




```
<html><head>
<style type="text/css">
  @media only screen and (max-width: 480px){
    table[class=contentInner]{
      width:100% !important;
    }
    table[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    td[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    img[class=zpImage]{
      height:auto !important;
      max-width:480px !important;
      width:100% !important;
    }
    td[class=zpdesktop_txt]
    {
      display:none !important;
      width:100% !important;
    }
    td[class=zcmobile_txt]
    {
      display:block !important;
      width:100% !important;
    }
    td[class=zpmb_read]
    {
      display:block !important;
      width:120px !important;
    }
    a[class="zpmb_read"], a[class="zpmb_less"]
    {
      display: block !important;
      color: #fff !important;
      background-color: #aaa;
      border-radius: 20px;
      padding: 0 8px;
      text-decoration: none;
      font-weight: bold;
      font-size: 11px;
      position: absolute;
      top: 500px;
      text-align: center;
      width: 120px;
    }
    div[class="zpdesktop_txt"]
    {
      display:none;
    }
    .zpmb_read:hover
    {
```

```

        visibility:hidden;
    }
    .zpm_read:hover + .zpdesktop_txt,
    .zpdesktop_txt:hover
    {
        display: block !important;
    }
}
</style>
</head>
<body>
    <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner" align="center"><tbody><tr><td>
    <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
    <tbody><tr>
    <td align="center" valign="top" width="50%" class="zpcolumns">
        
    </td>
    </tr></tbody>
</table>
    </td></tr><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
    <tbody><tr>
    <td align="center" valign="top" width="100%"
class="zpcolumns">
        <table border="0" cellpadding="10" cellspacing="0"
width="600" align="left" class="zpcolumns">
            <tbody><tr>
                <td valign="top" class="zpdesktop_txt">
                    <p style="
font-size: 12pt;
line-height: 22pt;
">The world around us is busy and complex. We've made it that way,
so why not make it easy again?Automate your office or workspace to
free yourself from mundane tasks. The future is calling, and your
desk can answer it for you.The world around us is busy and complex.
We've made it that way, so why not make it easy again?Automate your
office or workspace to free yourself from mundane tasks. The future
is calling, and your desk can answer it for you.The world around us
is busy and complex. We've made it that way, so why not make it easy
again?Automate your office or workspace to free yourself from mundane
tasks. The future is calling, and your desk can answer it for you.
The world around us is busy and complex. We've made it that way, so
why not make it easy again?Automate your office or workspace to free
yourself from mundane tasks. The future is calling, and your desk
can answer it for you.The world around us is busy and complex. We've
made it that way, so why not make it easy again?Automate your office
or workspace to free yourself from mundane tasks. The future is
calling, and your desk can answer it for you.</p>
                    </td>
                </tr>
            </tbody>
        </table>
    </td>
    </tr>
</tbody>
</table>
    </td>
</tr>
</tbody>
</table>

```

```

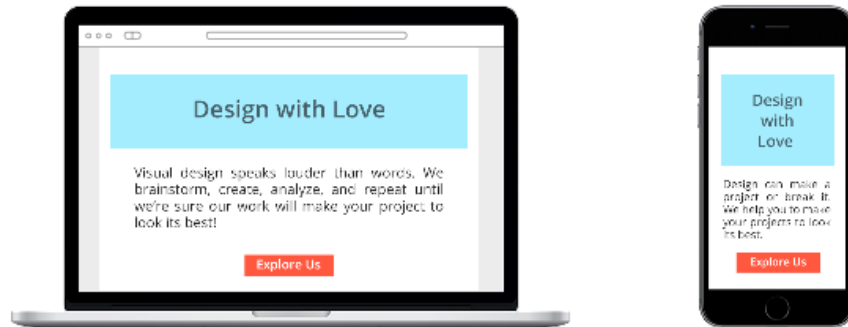
<tr>
    <td valign="top" class="zcmobile_txt" style="
display: none;
">
        <p style="
font-size: 12pt;
line-height: 22pt;
">The world around us is busy and complex. We've made it that way,
so why not make it easy again?Automate your office or workspace
to free yourself from mundane tasks. The future is calling, and
your desk can answer it for you.The world around us is busy and
complex.</p>
        </td>
</tr>
<tr>
    <td valign="top" class="zpcolumns" style="
display: none;
">
        <a href="#" class="zpmb_less" style="
font-size: 12pt;
line-height: 22pt;
">less...</a><a href="#" class="zpmb_read" style="
font-size: 12pt;
line-height: 22pt;
">Read More</a><div class="zpdesktop_txt" style="line-
height:22pt;padding:7px 15px;">The world around us is busy
and complex. We've made it that way, so why not make it easy
again?Automate your office or workspace to free yourself from mundane
tasks. The future is calling, and your desk can answer it for you.
The world around us is busy and complex. We've made it that way,
so why not make it easy again?Automate your office or workspace to
free yourself from mundane tasks. The future is calling, and your
desk can answer it for you.The world around us is busy and complex.
We've made it that way, so why not make it easy again?Automate your
office or workspace to free yourself from mundane tasks. The future
is calling, and your desk can answer it for you.The world around us
is busy and complex. We've made it that way, so why not make it easy
again?Automate your office or workspace to free yourself from mundane
tasks. The future is calling, and your desk can answer it for you.
The world around us is busy and complex. We've made it that way, so
why not make it easy again?Automate your office or workspace to free
yourself from mundane tasks. The future is calling, and your desk
can answer it for you.</div>
        </td>
</tr>
</tbody></table>

</td>
</tr></tbody>
</table>
</td></tr></tbody></table>
</body>
</html>

```

3) Changing content from device to device

Prioritize the content and the call-to-actions that should be shown in various devices. Place the most important CTAs at the visible region of the screen, especially for mobile phones. You can also provide different content for mobile users and desktop users.



```
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:o="urn:schemas-microsoft-com:office:office" xmlns:v="urn:schemas-microsoft-com:vml"><head>
<!--[if gte mso 9]>
<xml>
<o:OfficeDocumentSettings>
<o:AllowPNG/>
<o:PixelsPerInch>96</o:PixelsPerInch>
</o:OfficeDocumentSettings>
</xml>
<![endif]-->
<style type="text/css">
  @media only screen and (max-width: 480px){
    table[class=contentInner]{
      width:100% !important;
    }
    table[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    td[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    img[class=zpImage]{
      height:auto !important;
      max-width:480px !important;
      width:100% !important;
    }
  }
</style>
```

```

        td[class=txtsize]{
            width:100% !important;
            font-size:16px !important;
            line-height:125% !important;
        }
    }
</style>
</head>
<body>
    <table border="0" cellpadding="0" cellspacing="0"
class="contentInner" style="width:600px;" width="600">
        <tbody><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="100%"
class="contentInner">
    <tbody><tr>
        <td align="center" valign="top" class="zpcolumns">
            <p style="
margin: 0px;
font-size: 19pt;
line-height: 31pt;
font-family: Arial;
padding: 0px;
">Heading Here.....!!!!!!</p>
            </td>
        </tr></tbody>
    </table></td></tr><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="100%"
class="contentInner">
    <tbody><tr>
        <td align="center" valign="top" class="zpcolumns txtsize"
style="
padding: 10px;
">
            <p style="
margin: 0px;
font-size: 11pt;
line-height: 21pt;
font-family: Arial;
padding: 0px;
text-align: left;
">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris
nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla
pariatur.</p>
            </td>
        </tr></tbody>
    </table></td></tr>
</tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="100%"
class="contentInner">
    <tbody><tr>
        <td align="center" valign="top" class="zpcolumns">
            <table align="center" cellpadding="0"

```

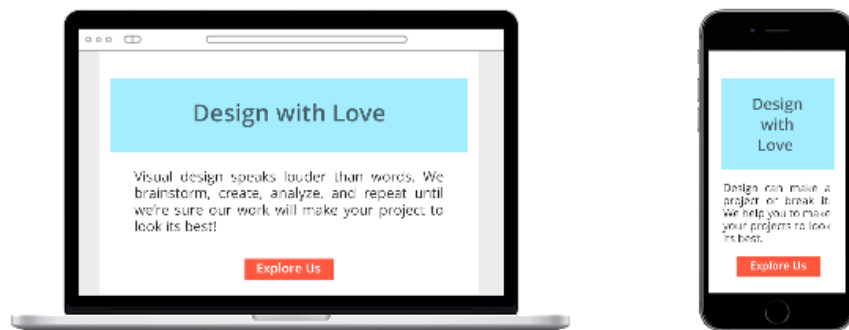
```

cellspacing="0" style="font-size:12px;border:0px;"/>
    <tbody><tr>
        <td align="center" bgcolor="#dddddd"
class="txtsize" style="border-collapse:collapse;padding-
top:12px;padding-bottom:12px;padding-right:25px;padding-
left:25px;color:#000000;font-family:Arial;backgro-
und-color:#dddddd;font-size:11pt;border-radius:
0px;border:0px;text-align:center;cursor:pointer;"/>
        <a align="center" href="http://www.
zoho.com" style="display:block;background-color:#dddddd;border-
radius:0px;color:#000000;font-family:Arial;font-size:11pt;text-
align:center;text-decoration:none;" target="_blank">
            <span style="color:#000000;"/>
                Click Here
            </span>
        </a>
    </td>
</tr>
</tbody></table>
</td>
</tr></tbody>
</table></td></tr><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="100%"
class="contentInner">
    <tbody><tr>
        <td align="center" valign="top" class="zpcolumns" style="
height: 20px;
">
        </td></tr></tbody>
</table></td></tr></tbody></table>
</body>
</html>

```

4) Scalable images, GIF and video

Resize images, background images, GIFs and videos for viewports so they smoothly scale up and down across devices.



```

<html><head>
<style type="text/css">
  @media only screen and (max-width: 480px){
    table[class=contentInner]{
      width:100% !important;
    }
    table[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }
    td[class=zpcolumns]{
      display:block !important;
      width:100% !important;
    }

    img[class=zpImage]{
      width:100% !important;
      height:auto !important;
      max-width:480px !important;
    }
  }
</style>
</head>
<body>
  <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner" align="center"><tbody><tr><td>
  <table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
  <tbody><tr>
    <td align="center" valign="top" width="50%" class="zpcolumns">
      
      </td>
    </tr></tbody>
  </table>
  </td></tr><tr><td>
<table border="0" cellpadding="0" cellspacing="0" width="600"
class="contentInner">
  <tbody><tr>
    <td align="center" valign="top" width="50%"
class="zpcolumns">
      <table border="0" cellpadding="10" cellspacing="0"
width="300" align="left" class="zpcolumns">
        <tbody><tr>
          <td valign="top" class="txtsize"></td>
        </tr>
      </tbody></table>
      <table border="0" cellpadding="10" cellspacing="0"
width="300" align="left" class="zpcolumns">
        <tbody><tr>
          <td valign="top" class="txtsize"

```

```
align="center"></td>  
  </tr>  
  </tbody>  
  </table>  
</td>  
</tr></tbody>  
</table>  
  </td></tr></tbody></table>  
</body>  
</html>
```

Best practices for creating a perfect responsive email

- 1) For mobile phone users, provide thumb accessible call-to-action buttons and links. Make sure that every element is finger friendly.
- 2) Have readable font size, style and color.
- 3) Prioritize and change hierarchy of column or content from device to device.
- 4) Place important call-to-actions buttons at regions that would gain the readers' attention. Have them clear and usable.
- 5) Hide non-essential elements for smaller screen thus providing a minimal page.
- 6) Do not use large fixed width elements.
- 7) Use optimized viewports.
- 8) Always avoid horizontal scrolling.



Contact us:

Zoho Corporation,
4708 HWY 71 E,
Del Valle, TX 78617-3216

+1 (888) 900 9646 (USA)

+44 (20) 35647890 (UK)

support@zohocampaigns.com

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