

Code Sample

Robyn Borneman: UX Designer | HTML, CSS, Cheetahmail

The Email:

(URL:

https://static1.squarespace.com/static/52cf540ae4b077a4dd8d9ec5/t/5904d50e9de4bb35a6bab40c/1493488912788/Mobile_SurLaTable_140807_BBQ_BestofSummerEmail.jpg)

Email Background:

This email uses content and imagery in HTML tables and CSS to give customers enticing reasons to want to buy grilling products from Sur La Table.

The Experience:

A simple two-column highlight of all of the best grilling imagery and content and pricing for Sur La Table products.

Code:

I used the HTML doctype. The header has the title and short description and 'body' div surrounds all other divs and provides them with the fixed width for the overall layout. Links have been encoded using the Cheetahmail client.

Header with some CSS

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN"
"http://www.w3.org/TR/html4/strict.dtd"><html lang="en">
<head><meta http-equiv=Content-Type content="text/html; charset=UTF-8"><style
type="text/css"> body,td,div,p,a,input {font-family: arial, sans-serif;} </style><meta http-equiv="X-
UA-Compatible" content="IE=edge">
<title>Gmail - Savor Grilling Season Before It's Gone</title>
<style type="text/css"> body, td {font-size:13px} a:link, a:active {color:#1155CC; text-
decoration:none} a:hover {text-decoration:underline; cursor: pointer} a:visited{color:##6611CC}
img{border:0px} pre { white-space: pre; white-space: -moz-pre-wrap; white-space: -o-pre-wrap;
white-space: pre-wrap; word-wrap: break-word; max-width: 800px; overflow: auto;} .logo { left: -
7px; position: relative; } </style>
</head>
<body><div class="bodycontainer"><table width=100% cellpadding=0 cellspacing=0
border=0></table><hr><div class="maincontent"><table width=100% cellpadding=0
cellspacing=0 border=0><tr><td><font size=+1><b>Savor Grilling Season Before It's
Gone</b></font><br></td></tr></table><hr><table width=100% cellpadding=0 cellspacing=0
border=0 class="message"><tr><td>&nbsp;</td><td align=right><font size=-1>Thu, Aug 7, 2014
at 6:01 AM</font></tr>
<td colspan=2>
<tr><td colspan=2><table width=100% cellpadding=12 cellspacing=0 border=0><tr><td><div
style="overflow: hidden;"><font size=-1><u></u></div> <div align="center" style="margin-
top:6px"> <table width="580" border="0" cellspacing="0" cellpadding="0">
<tr> <td width="580"> <table width="580" border="0" cellspacing="0" cellpadding="0"> <tr> <td
valign="top" align="left" height="20" width="400"> <div style="font-family:Arial,Helvetica,sans-
serif;font-size:9px;color:#666666"> <a
href="http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr9a" style="text-
decoration:none;color:#666666" target="_blank" data-
saferedirecturl="https://www.google.com/url?hl=en&q=http://e.surlatable.com/a/hBT43hUAJ
LoQBB87p3INstNw5.AJLoQBOj/bbqr9a&source=gmail&ust=1463584277861000&usg=AFQjCNFF2Xh_gG1KaQMA_D606dA1IHA2VQ">Find it Now at Sur La Table</a> | <a
href="http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr10?RAF_TRACK
```

=&email=robyn@alderdesign.com" style="text-decoration:none;color:#666666" target="_blank" data-saferedirecturl="https://www.google.com/url?hl=en&q=http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr10?RAF_TRACK%3D%26email%3Drobyn@alderdesign.com&source=gmail&ust=1463584277861000&usg=AFQjCNFxFt9BTRIQISRmmzAxo2SDGcjobXQ">View with images | View text | Share </div> </td> </tr>

<div style="margin-bottom:10px;"> </div> <td style="width:5px; rowspan="2" vertical-align="middle"> </td> <td style="width:245px; vertical-align="middle"> <div style="font-family:Arial,Helvetica,sans-serif;font-size:13px;color:#444444;line-height:18px;text-align:center">VISIT YOUR NEAREST STORE
 Pike Place Market
 84 Pine Street
 Seattle, WA 98101
 206.448.2244 </div> </td> </tr> </table> <table border="0" style="width:580px; height:100px;> <tr> <td style="width:580px; height:100px; vertical-align:top;> <div style="font-family:Arial,Helvetica,sans-serif;font-size:13px;color:#444444;line-height:18px;text-align:center">VISIT YOUR NEAREST STORE
 Free Shipping
 580px_eggplant_0314.jpg" width="580" height="45"></td> </tr> <tr> <td style="width:580px; height:40px; vertical-align:top;> <div style="font-family:Arial,Helvetica,sans-serif;font-size:13px;color:#444444;line-height:18px;text-align:center">VISIT YOUR NEAREST STORE
 </td> </tr> <tr> <td style="width:580px; height:40px; vertical-align:top;> <div style="font-family:Arial,Helvetica,sans-serif;font-size:13px;color:#444444;line-height:18px;text-align:center">VISIT YOUR NEAREST STORE
 </td> </tr> </table></div>
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valign="middle"><div style="font-family:Arial,Helvetica,sans-serif;letter-spacing:.03em;font-size:12px;color:#6e3f5e"> SHOP | COOKING CLASSES | STORES | GIFT REGISTRY | GIFT IDEAS | SALE</div></td> </tr>

Main content

<tr> <td bgcolor="#aaaaaa" height="1" width="580"></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td colspan="2"></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td></td> <td></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td><a href="http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr22" target="_blank" data-saferedirecturl="https://www.google.com/url?hl=en&q=http://e.surlatable.com/a/hBT43hUAJ

LoQBB87p3INstNw5.AJLoQBOj/bbqr22&source=gmail&ust=1463584277861000&usg=AFQjCNERa3tx3vLDLbIXvgdDsrGtRuONxQ"></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td></td> <td></td> </tr> <tr> <td colspan="2"></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td></td> <td></td> </tr> </table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td></td> </tr> </table>

Footer

<table width="580" border="0" cellpadding="0" cellspacing="0"> <tr><td colspan="6" bgcolor="#aaaaaa" height="1" width="580"></td></tr> <tr> <td width="193"></td> <td width="194"></td> <td width="193"></td> </tr></table> <table width="580" border="0" cellpadding="0" cellspacing="0"> <tr> <td width="580" height="1" align="center"> <table width="580" border="0" cellspacing="0" cellpadding="0"> <tr> <td bgcolor="#aaaaaa" height="1" width="580"></td> </tr> </table> </td> </tr> </table> <table width="580" border="0" cellspacing="0" cellpadding="0"> <tr> <td colspan="6" height="6"> </td> </tr> <tr> <td width="500" rowspan="2" valign="top"><div align="left" style="font-family:Arial,Helvetica,sans-serif;line-height:16px;font-size:9px;color:#999999">Sur La Table | 6100 4th Avenue South, Suite 500 | Seattle, WA 98108
 Click here to unsubscribe or change your email preferences.</div>
</td> <td width="30" align="right" valign="top"></td> <td width="30" align="right" valign="top"></td> <td width="30" align="right" valign="top"><a href="http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr34" target="_blank" data-

saferedirecturl="https://www.google.com/url?hl=en&q=http://e.surlatable.com/a/hBT43hUAJLoQBB87p3INstNw5.AJLoQBOj/bbqr34&source=gmail&ust=1463584277862000&usg=AFQjCNEZw695loyle8CJz_LO6otcr8XJgA"></td> <td width="30" align="right" valign="top"></td> <td width="30" align="right" valign="top"></td> </tr> </table> <table width="580" border="0" cellspacing="0" cellpadding="0"> <tr><td height="10"> </td></tr> <tr><td> <div style="font-family:Arial,Helvetica,sans-serif;line-height:16px;text-decoration:none;font-size:10px;color:#999999"> <p>*FREE SHIPPING ON ORDERS OVER \$59: Offer applies to ground shipping only for all orders placed on SurLaTable.com or through our catalog and with a merchandise total of \$59 or more. Enter promo code SHIPFREE at checkout. Valid for shipments bound to a single destination only within the continental United States. Gift cards, culinary classes, gift wrap, taxes, and prior purchases do not qualify toward the minimum purchase requirement, and offer cannot be applied to such items. Rush shipping and shipping surcharges still apply. Additional shipping charges apply to AK, HI, Puerto Rico, U.S. Virgin Islands and Guam. No adjustments to prior purchases.</p> </div></td> </tr> </table> </div> </div> ></div></table></table></div></div></body></html>