

ChamberMaster/MemberZone

# Email Editor: Advanced Topics



# Agenda

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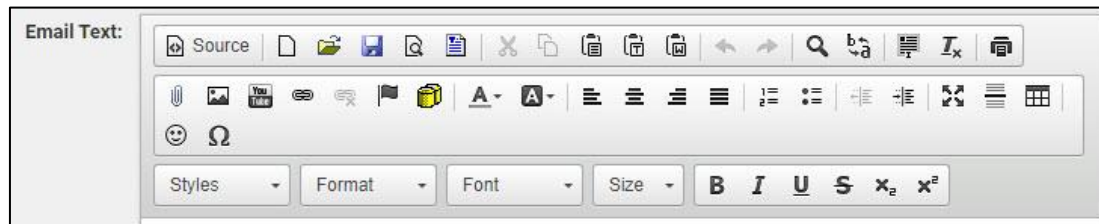
- General Guidelines & Best Practices
- Advanced Functions
  - *Main/Body Text*
  - *Text Alignment*
  - *Headings*
  - *Tables*
  - *Images*
  - *Anchors*
  - *Line Breaks*

# General Guidelines

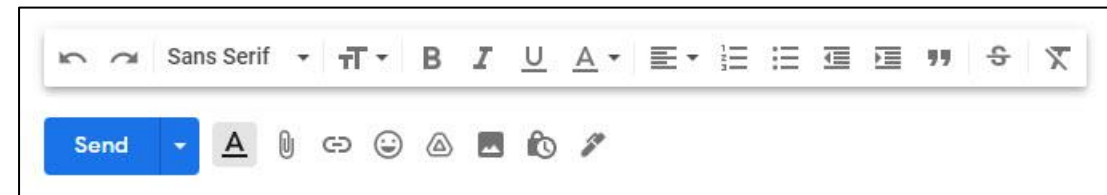
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- WYSIWYG editor = “What You See Is What You Get”
- Familiar = resembles options found in email clients, word processors
- Used for Emails, Templates, Descriptions, etc.

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Gmail



Microsoft Word



# Best Practices

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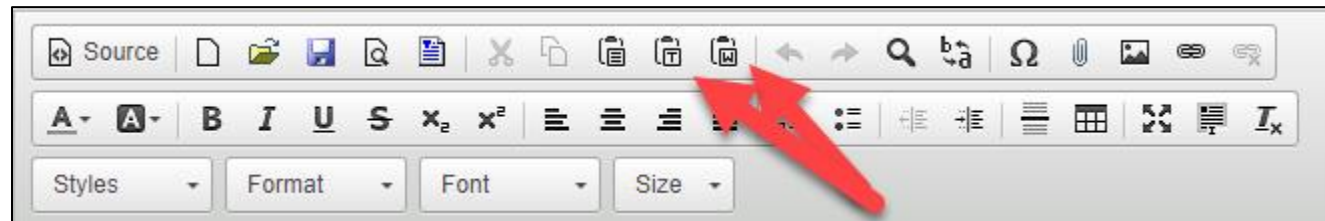
- Best Practices
  - *Text:*
    - Enter unformatted text content, then apply preferred formatting
    - Use web-standard fonts
    - Avoid too many colors
  - *Images:*
    - Resize images to desired size before inserting into email.
    - 600px to 650px wide max, 72dpi
    - Remember your mobile users!

# Best Practices

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## Entering Content

- Do not copy and paste text from Microsoft Word without using the "Paste From Word" option in the editor.
- Do not copy and paste content from a website into the editor without using the "Paste As Plain Text" option.

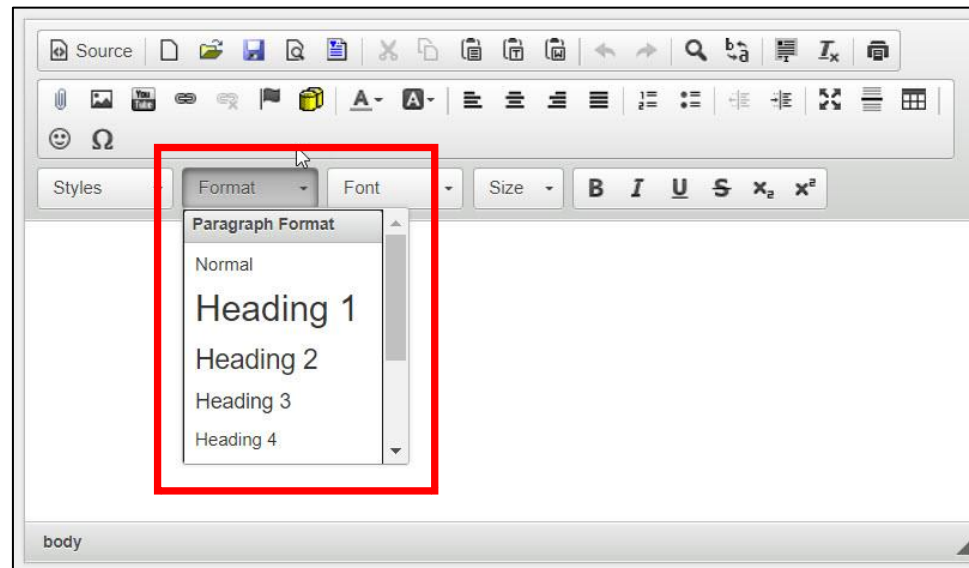


# Advanced Functions

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## Main Body/Text Content

- Use the “Paragraph” setting (under the format drop-down menu)
- When possible, apply style formatting once the article is complete. This keeps the underlying HTML clean as opposed to applying styles as you are adding content.
- Designate font names and font sizes sparingly.

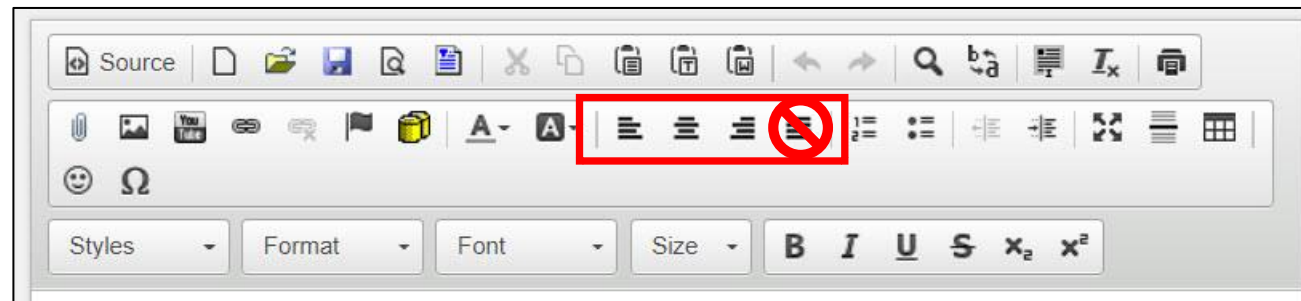


# Advanced Functions

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## Text Alignment

- Default/automatic setting is left-justified
- Use centered and right-aligned text very sparingly
- Avoid full justification of text

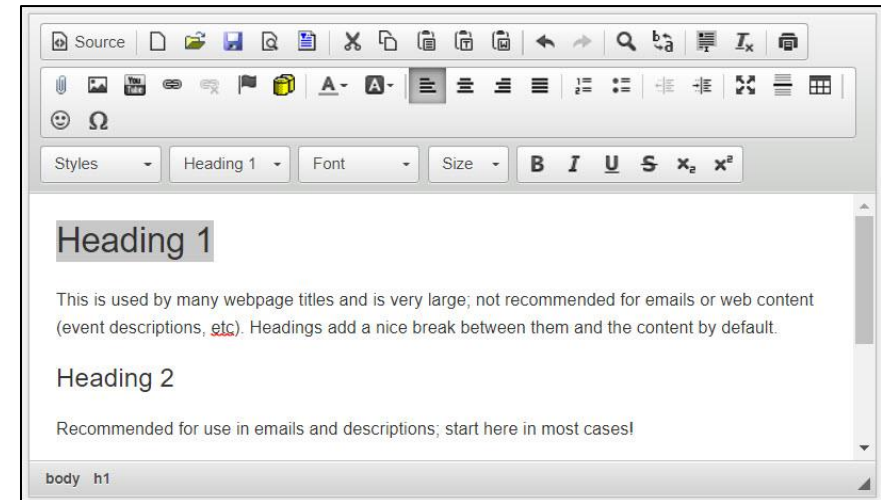


# Advanced Functions

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## Headings

- Use Headings to help break up text into sections and increase readability.
- Use the heading settings under the format drop-down menu when applying titles to subsections. This will revert to the preset styles built into your CMS keeping the styling uniform to your website.\*



\* Refers to content published from CM/MZ to your website, such as Events.

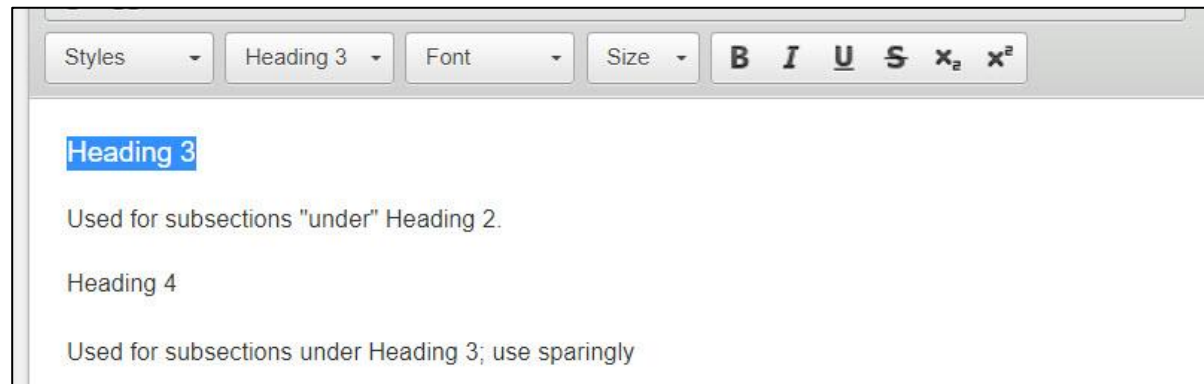


# Advanced Functions

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## Headings

- Use heading tags in numerical order on the page
- Try not to skip heading levels, e.g., placing an H1 then skipping to H3.
- Use the H4 and additional tags sparingly.



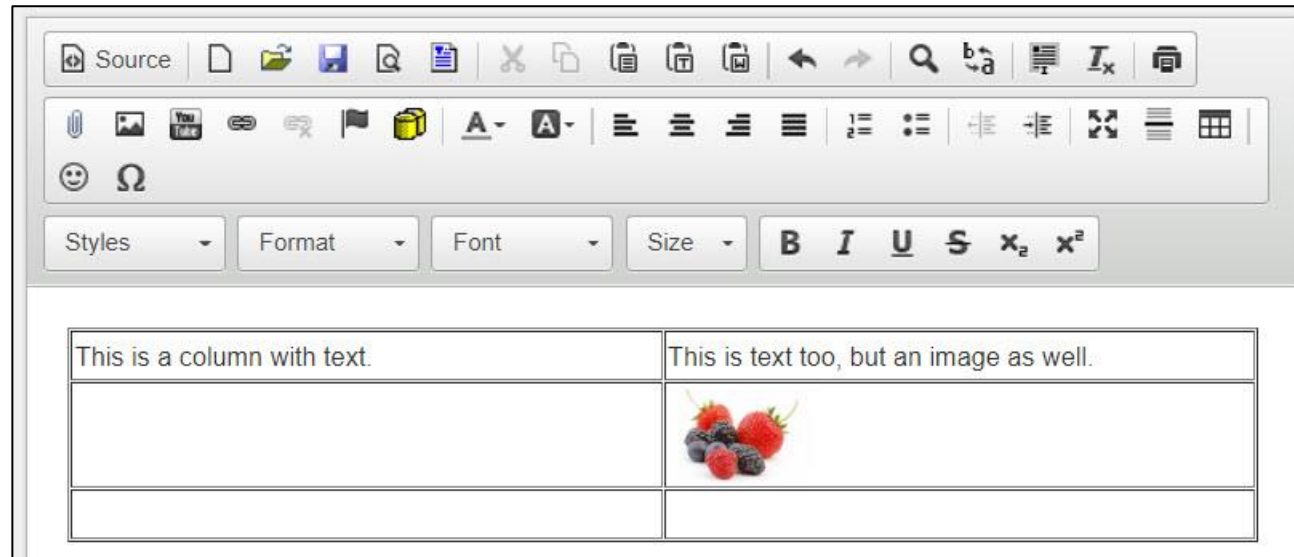
\* Refers to content published from CM/MZ to your website, such as Events.

# Advanced Functions

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## Tables

- Used for displaying text (or images!) in columns

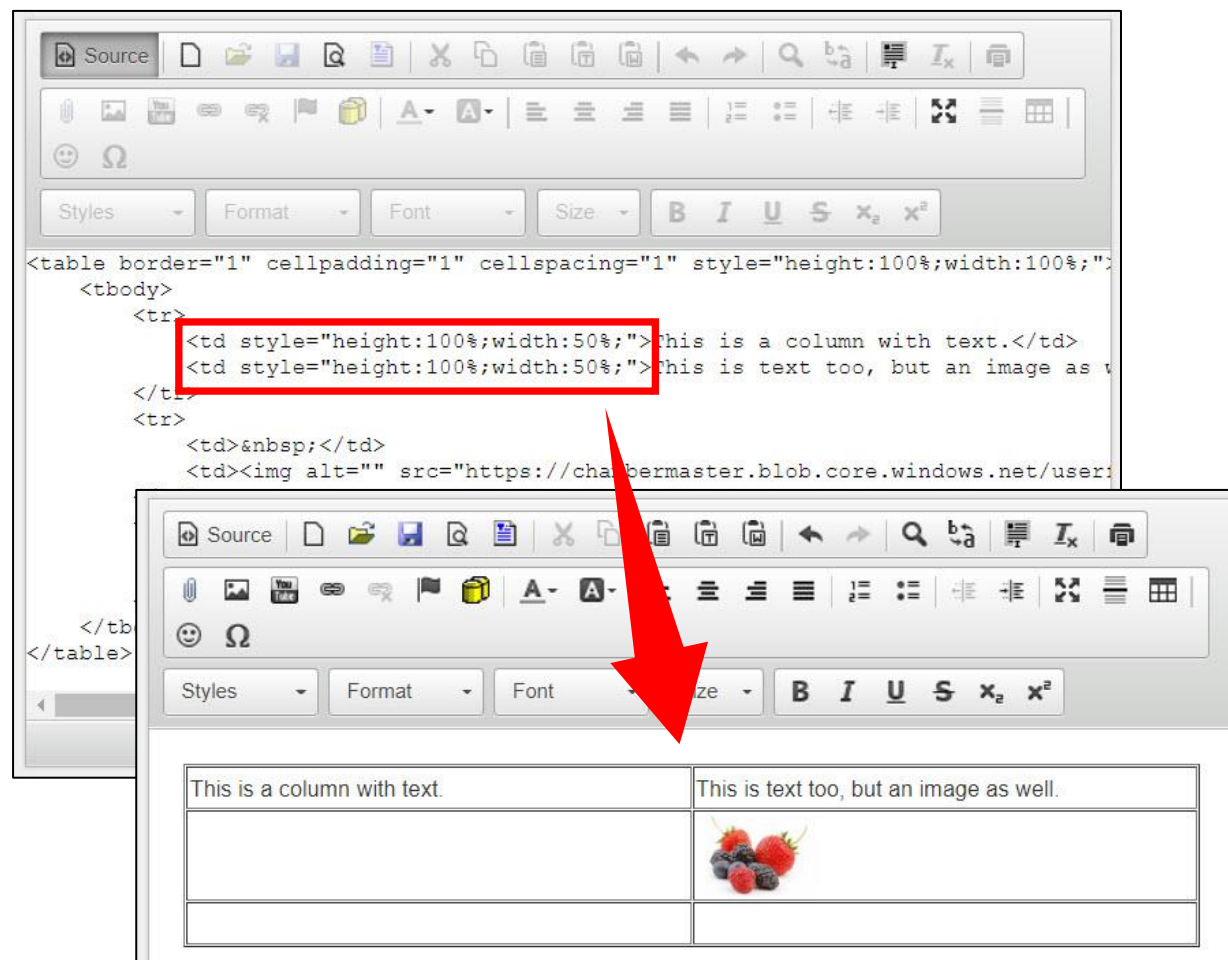


\* Refers to content published from CM/MZ to your website, such as Events.

# Advanced Functions

## Tables


- Use the “Source” option and enter percentages for column widths as opposed to using pixels. Pixels will break the responsiveness of the table and you will find that your content may overlap other content on the email (particularly in mobile browsers) or website.\*



The image displays two screenshots of a web editor. The top screenshot shows the source code for a table with two columns. The first column is defined with `<td style="height:100%;width:50%;">` and contains the text "This is a column with text.". The second column is defined with `<td style="height:100%;width:50%;">` and contains the text "This is text too, but an image as well." followed by an image tag `. A red box highlights the width specifications in the code. The bottom screenshot shows the rendered table with two columns. The first column contains the text "This is a column with text." and the second column contains the text "This is text too, but an image as well." followed by an image of strawberries. A red arrow points from the highlighted code in the top screenshot to the rendered table in the bottom screenshot.`

```
<table border="1" cellpadding="1" cellspacing="1" style="height:100%;width:100%;">
<tbody>
<tr>
<td style="height:100%;width:50%;">This is a column with text.</td>
<td style="height:100%;width:50%;">This is text too, but an image as well.

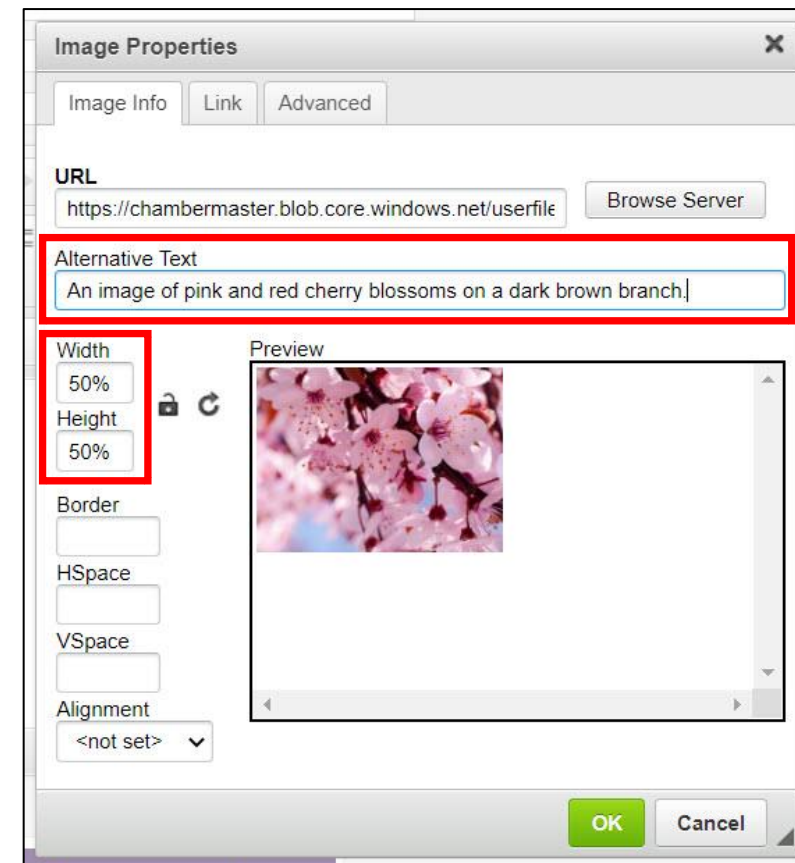
</tr>
</tbody>
</table>
```

This is a column with text.	This is text too, but an image as well. 

# Advanced Functions

## Images

- Resize images prior to inserting into messages/content.
- Use percentages for setting image widths to keep your content responsive. Use the same percentage for both the height and width of the image to retain the aspect ratio of the image, e.g., 100% x 100%, 50% x 50%, etc. This prevents image overlap into other content on smaller screens and devices.
- Add alt text whenever possible.

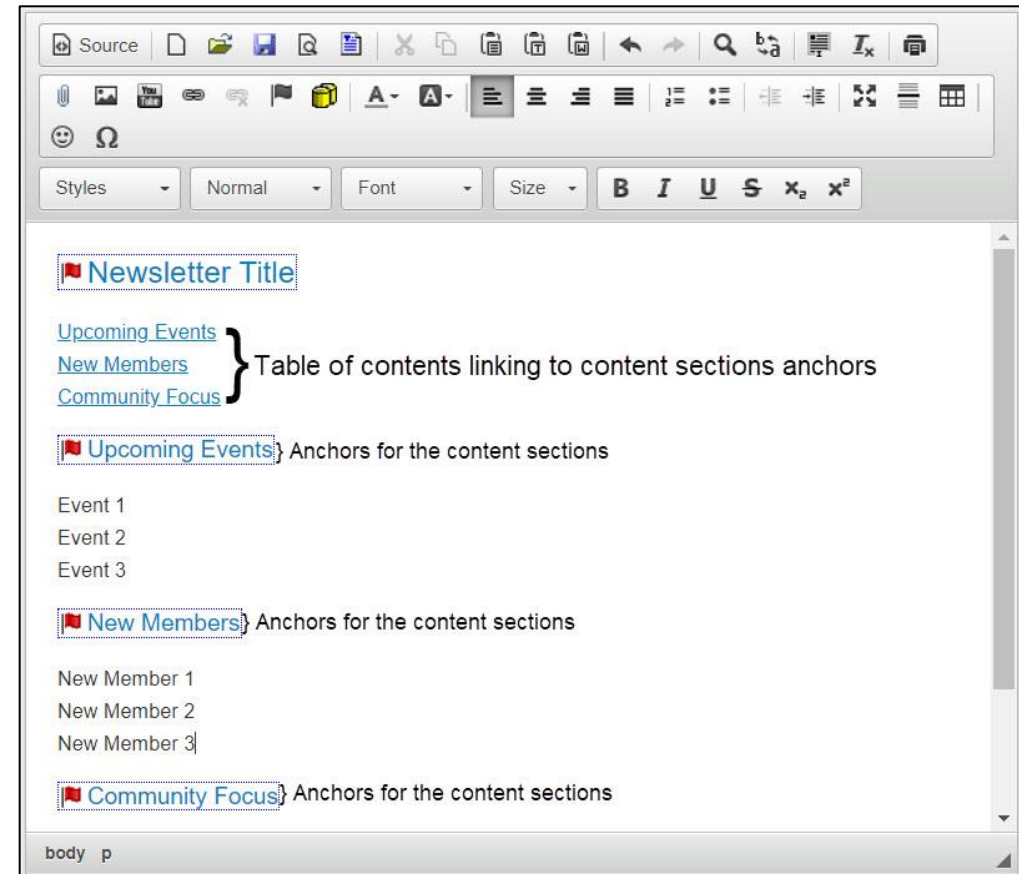


# Advanced Functions

## Anchors

Anchors are generally used in emails/webpages to link to other locations within the same content/page

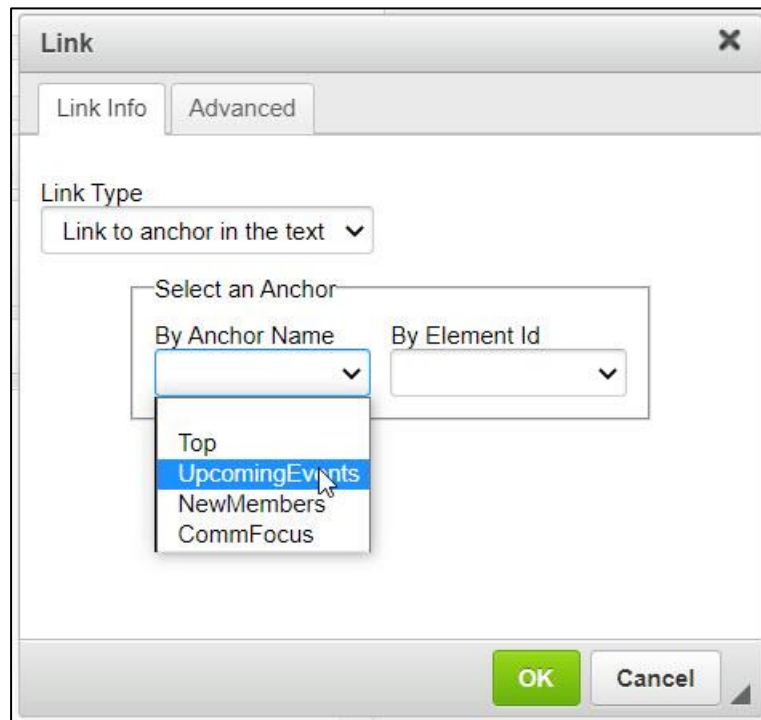
For example, you can create a “table of contents” in a newsletter and link each item in the list of contents to the location of that content.





# Advanced Functions

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## Anchors



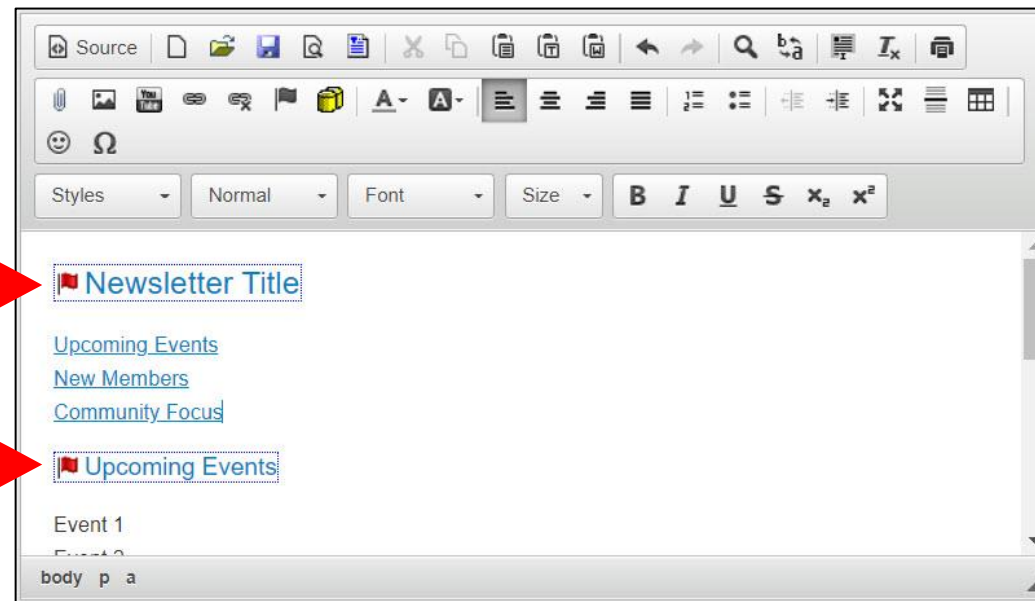
1. To create an anchor, highlight the text/content you wish to link and click the anchor icon.  Give the anchor a name.
2. Find the text you want your recipients to click and highlight, then select the link icon. 
3. Choose the Link to Anchor in Text option for the Link Type and select the anchor you created in step 1.

# Advanced Functions

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## Anchors

When an Anchor is created, you will see a red flag icon in your content. This icon DOES NOT display in the actual email/content! It is simply a visual clue to let you know there is an anchor in the content that you can link to.



# Advanced Functions

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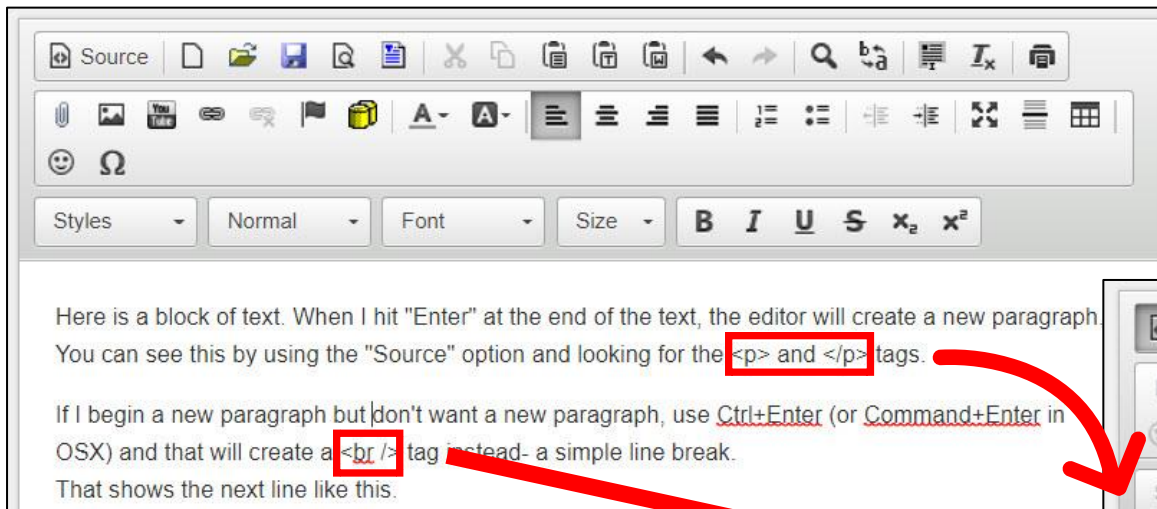
## Line Breaks

- WYSIWYG editors typically create what is known as an HTML `<p>` (paragraph) tag when selecting the ENTER key on your keyboard. These are signified by what looks like two lines in the editor's text area and are interpreted by the HTML on your website as a paragraph.
- If you want to create a line right below the first line, try using Ctrl+Enter (or Command+Enter in OSX) to insert a single line break. This creates what is known as an HTML `<br />` tag which is interpreted on your website as a "line break".



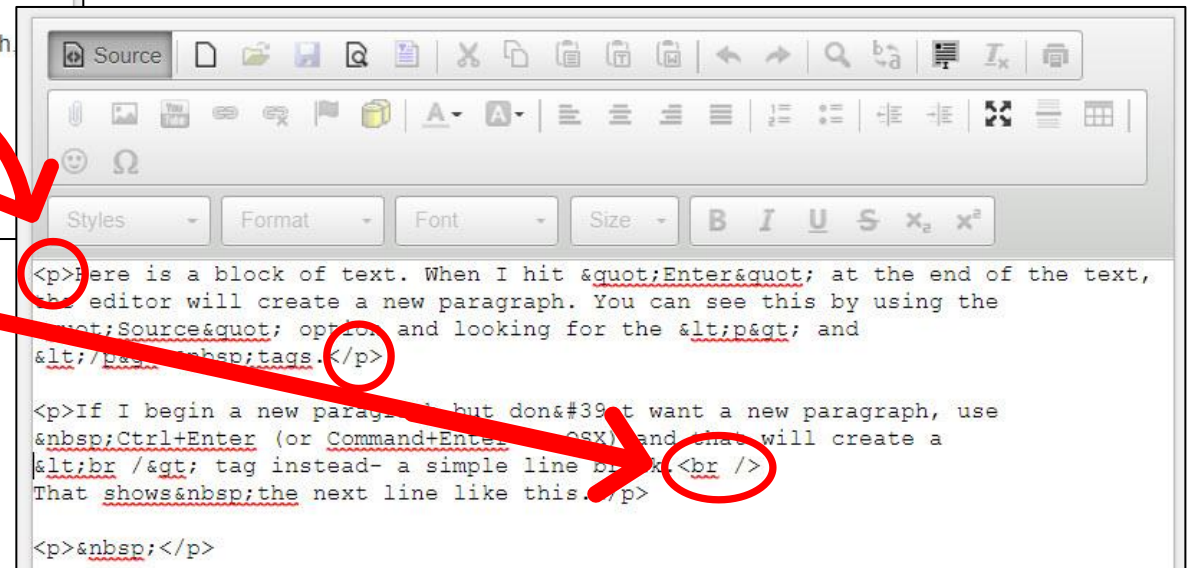
# Advanced Functions

## Line Breaks



Here is a block of text. When I hit "Enter" at the end of the text, the editor will create a new paragraph. You can see this by using the "Source" option and looking for the `<p>` and `</p>` tags.

If I begin a new paragraph but don't want a new paragraph, use `Ctrl+Enter` (or `Command+Enter` in OSX) and that will create a `<br />` tag instead- a simple line break. That shows the next line like this.



```
<p>here is a block of text. When I hit "Enter" at the end of the text, the editor will create a new paragraph. You can see this by using the "Source" option and looking for the <p> and </p> tags.</p>  
<p>If I begin a new paragraph but don't want a new paragraph, use Ctrl+Enter (or Command+Enter in OSX) and that will create a <br /> tag instead- a simple line break. That shows the next line like this.</p>  
<p>&nbsp;</p>
```

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Questions?



# Training and Support

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## Customer Support Help Line:

- 800.825.9171, Option 4, then Option 1

## Online Support Documentation:

- [ChamberMaster/MemberZone Knowledge Base »](#)

## Training Calendar:

- [View Training Event Calendar »](#)

## Live Chat:

- [ChamberMaster/MemberZone Support Portal \(chat on far right\) »](#)

### Phone

- 7:00 am – 6:00 pm CT: M-F

### Chat

- 8:00 am – 5:00 pm CT: M-F

### Email

- [support@growthzone.com](mailto:support@growthzone.com)