ServiceTitan®

Marketing Pro Email Builder

Best Practices

1. Check For "Mobile" Compatibility when designing your email by utilizing the "preview" functionality.

This ensures that your layout is preserved in mobile and correctly reflects the desktop version. Sometimes things will not look as tidy on mobile as they would on desktop, previewing the email will allow you to identify these issues and correct them.

2. Check For "Dark Mode"
compatibility with your design.

Dark Mode is a setting that shifts the interface's color palette to display content in high contrast using dark background colors and a light foreground. It minimizes blue light and enhances readability to reduce eye strain.

You want to make sure that color combinations work well, text isn't difficult to read and images and logos don't get lost in the dark background.

Use live text for all important information to ensure that it's converted in dark mode correctly, not work correctly.

> Tip: Create a free outlook.com address to test emails in dark mode

3. Utilize test sends of your email
to ensure links are working, text looks good, responds well, etc.

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4. Use email width of 600-650 px.
This will display the best across all devices and email clients.

There are many different email clients out there (gmail, outlook, yahoo, etc.) and they all display emails differently, so keeping your email design 600-650px wide helps ensure that your email is displayed correctly across all clients and devices.

Anything wider than 650 will require that you thoroughly test the email across all popular email clients.

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5. The Numbers. Email widths should range anywhere between 600-700. Make sure the body copy text size is 15-17 points. The header copy text size should be 18-24 points, using black as the main color. Avoid using colored text for anything other than the CTA or header imagery.

6. With your logo, sometimes less is more. We recommend a logo size between 150px and 200px. A large logo can often make your header image or header text fall below the fold. Get people to the point of your email sooner by keeping your logo at a modest size. Use Alternative text for the logo ([company name] logo).

7. Increasing line-height can improve legibility, it's not always a competition to see how much you can fit on the screen at a given time.

8. In general, try to stick to one font family per email. Unless you are confident in your design abilities and know how to mix and match fonts, having multiple fonts throughout the email can sometimes come across as sloppy.

9. Use rows to build your layout as much as possible. You may be able to build what you're trying to build without rows, but using rows ensures the best cross-device experience. The builder has rules in place to optimize your design for mobile. Avoid using "justify" alignment on your text. This will not translate well on various device sizes. Use vertical padding between different topics/sections of your email. This says to the user "we're shifting topics now".

10. Use bold, distinct colors for CTAs. When possible, avoid line breaks in your buttons. Show phone number in "Call CTAs." Set CTA button with the appropriate action in the button settings. Try to put contact information above the fold .

11. Use caution when turning off the "stack on mobile" toggle. Use alternext text for images (short description of the image 2-4 words). Multi-column layouts don't translate well to mobile designs, so this will help keep your layouts clean.

Power User Tips

Test things out. Send your emails to a mailbox where you're using dark mode. You want to make sure you haven't picked color combinations that get very weird in dark mode.

Design Resources

WebAIM To use for web accessiblity
Canva To use for layout resources
Unsplash A great place for free Images
The Noun Project Free icon library
Coolors A resource to select cohesive color palettes