

HTML Newsletters Essentials - 1 day Beginner course

This Adobe Dreamweaver HTML Newsletter essentials training course is perfect for those wishing to create rich content for distribution via email. Whilst there are many systems which can build HTML emails with a 'Wizard' - learn how to create polished HTML emails with no-limits using Dreamweaver as the authoring tool. In this course we cover all the basics such as content optimisation, embedded styling of content using CSS and tips-and-tricks to ensure your email makes it through email servers to your clients in-box safely.

Our pledge

This course is guaranteed to be delivered by an Adobe Certified Instructor from Certitec - our pledge of excellence.

Overview

Our Adobe Certified Instructor-led class will show you how Adobe Dreamweaver can be made simple for HTML newsletters. This course provides web novices with the knowledge and hands-on practice they need to build a correctly formatted HTML newsletter using Adobe Dreamweaver.

Who is this course for?

This course is for people new to using Adobe Dreamweaver to build content accurate HTML newsletters and overcome common problems such as formatting and bounce-backs.

What you will learn



In this course, you will examine the basics of Dreamweaver with a focus on HTML newsletter best practices and page semantics. You will learn:

- Adobe Dreamweaver interface basics
- Planning page structure
- Image format and optimisation
- Alt tags for accessibility
- Linking images (relative vs absolute URLs)
- Using tables over DIVS
- Introduction to CSS
- Applying CSS to content
- TOC and page anchors
- Linking to your website
- Testing your newsletter
- Sending your newsletter

Level: **Beginner**
Duration: **1 day**
Cost: **£299 +VAT**



Claim: **£60 FlexiCredit**
Exam included: **No**

Mac and Windows  
Maximum delegates: **8**



This course is Adobe Authorised and delivered by an Adobe Certified Instructor

Payment

Payment can be made by cheque, BACS or all major credit/debit cards

London Covent Garden

10 July 2019
2 October 2019
9 December 2019

Related Courses

HTML Newsletters Masterclass
Dreamweaver Introduction

Course outline

Getting started

- The use of HTML over plain text in HTML Emails/Newsletter
- Planning content
- Listing and organising content
- Design considerations

General considerations

- The top 5 reasons why email newsletters fail
- Best practice mailer considerations
- Best times to send a email campaign

Setting the scene with page properties

- Configure background of page (colour/graphic)
- Naming the document (HTML)
- Setting hyperlink appearance
- Options for H1, H2 appearance

Preparing images

- Image format selection
- File formats comparison
- Image optimisation
- Alt tags
- Title tag
- Linking Images

Hyperlinks

- Creating hyperlinks within text
- Creating hyperlinks within images

Working with tables

- Creating a simple table
- Positioning the table
- Nesting tables
- Examine columns and rows
- Adding/deleting rows/columns
- Splitting and merging cells
- Tips on positioning of content
- Formatting a table

Text formatting

- Understanding H1, H2, H3 etc (structure)
- How to work with CSS
- Creating in-line rules
- Checking rules in page head

Tag selector

- Understanding the tag hierarchy
- Knowing what you are selecting
- Formatting using the tag selector

Previewing

- Previewing inside Dreamweaver (Live View)
- Previewing inside of the browser
- Examining the split and code views

Testing and sending

- Create and Send an Email/Newsletter using Webmail
- Create and Send an Email/Newsletter using an Email Client

Further information

Our guarantee of training satisfaction

No questions, no quibbles, no problem!
Should you ever need to take your course again,
just let us know.

Requirements

- Basic knowledge of Windows or Macintosh.
- Understand how to launch an application and save files.
- For web courses you will need to have knowledge of web browsers.

Lunch

We provide flexible lunch vouchers which can be redeemed at outlets nearby such as

- Bella Italia
- Boots
- Burger King
- Co-operative
- Eat
- Greggs
- McDonalds
- Pizza Express
- Pret A Manger
- Starbucks
- Sainsbury's
- Tesco

to name but a few.

Support

We supply 6-months rock-solid support via email on the subject matter covered during the course.

General information

- Courses start at 10am and finish at 5pm.
- Please arrive 30 minutes prior to the start of the course on the first day.
- We operate a casual dress code.
- We supply all computers, software and courseware, pads, pens, lunch and refreshments.

- We have both macOS and Windows computers in our training rooms.
- Bring along a USB/Flash drive so you can take away your course files.
- Following your course, we will email you an Adobe Authorised Course Completion Certificate.
- Each course comes with an 500-page Adobe Classroom training book.
- Access to a secure section of our site that offers useful tips and tricks.

Certitec.

Adobe Authorised Training for Creatives & Professionals

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