

Advanced Editor User's Guide





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Preface

This guide describes how to customize emails using the Constant Contact Advanced Editor. While the Wizard allows you to make many changes to your emails, the Advanced Editor gives you a far greater ability to make additional changes.

Audience

The Advanced Editor User Guide is for account holders who want to customize their emails beyond the standard templates. Users should be familiar with web design tools, including HTML and XHTML.

What This Guide Contains

The following table lists the contents of this guide.

| Item | Description | Location |
|-------------------------------|---|-----------|
| Exploring the Advanced Editor | Discusses why you might want to use the Advanced Editor and introduces you to the user interface. Also includes a brief overview of XHTML. | Chapter 1 |
| Using Styles | Explains how to use styles and cascading style sheets (CSS) to modify the layouts of permission reminders, footers, and links that Constant Contact provides. | Chapter 2 |
| Using Constant Contact Tags | Describes how to use Constant Contact tags to modify the layouts of permission reminders, footers, and links that Constant Contact provides. | Chapter 3 |
| Using Predefined Variables | Lists the predefined variables and explains how they are used to personalize your emails. | Chapter 4 |
| Customizing Emails | Brings together all of the tools - styles, tags, and variables - and provides an overview of steps to design and test your email. | Chapter 5 |
| Best Practices | Discusses email design basics, and some limitations of HTML and XHTML code. | Chapter 6 |

Conventions

The following are the text conventions used in this guide.

| Typeface | Explanation | Example |
|----------------------|---|-------------------------------|
| <i>italics</i> | In text, italics are used for emphasis. In reference information, italics denotes values you supply | count= <i>[number]</i> |
| <code>courier</code> | Words in courier font denote keywords and sample code. | name = <i>[name of block]</i> |
| bold | Bold text indicates clickable items in a user interface. | Click Preview |

Terms Used in this Book

The following table lists terms and acronyms used in this document:

| Term | Definition |
|--------------------|--|
| account properties | Information that Constant Contact stores about your account, such as your contact name, address, and web site, and makes them available in emails. |

| Term | Definition |
|-----------------------|---|
| Advanced Editor | Constant Contact editing environment that allows you to make changes to your email that are not available in the Wizard. |
| clicks | A statistic on the Reports tab that tracks the number of unique clicks on click-through links. |
| click-through links | Links in your email to your website that are tracked. Constant Contact tracks the href attribute supplied in the anchor tag. |
| Constant Contact tags | XML custom tags for implementing Constant Contact templates, properties, and the Wizard. |
| contact | An email user who has given you permission to send emails. |
| contact properties | Information that Constant Contact stores about your contacts and makes them available in emails for you to personalize your messages. |
| CSS | Cascading Style Sheets that define how to display HTML elements. |
| email | The HTML formatted email message that you create by using the Constant Contact Wizard. You can customize this email using the Advanced Editor before sending it to your list of contacts. |
| email client | Application that displays email messages. It can be either a client-side application running on an individual computer (such as Outlook, Eudora, or Communicator) or a web-based email application running on a web site (such as Yahoo! or Hotmail). Most email clients support only a subset of HTML. |
| link tracking | Constant Contact reports statistics on links defined in emails to keep track of how many contacts open the emails and click to your web site from the email. |
| template | A master set of instructions from which to create an email. To create an email, you choose from one of several templates that Constant Contact provides. |
| opens | Those emails your contacts received and viewed. |
| Wizard | The user interface you use to create a Constant Contact email from a template. |
| XHTML | EXtensible Hyper Text Markup Language. It is a stricter and cleaner version of HTML, which is almost identical to HTML 4.01, and is aimed to replace HTML. |
| XML | Web application standard for transmitting data independent of software and hardware. Allows web developers to define custom tags for use in XHTML documents. |

1 Exploring the Advanced Editor

The Constant Contact Advanced Editor allows you to make changes in your email that you cannot do in the Wizard. While the Wizard allows you to make many changes to the colors and fonts and contents of your email, there are some occasions where you'll want to customize your email even more. This chapter provides an overview of the Advanced Editor, and covers:

- Why you might use the Advanced Editor
- An introduction to the Advanced Editor
- The difference between an email and a web page

Why Use the Advanced Editor?

The Advanced Editor displays the set of instructions to build the email. Constant Contact uses these same set of instructions to build the Wizard you used to create your email. That is, when you choose a template category and style from the Template Picker, Constant Contact generates a Wizard according to the template instructions. You can view (but not edit) these instructions in the Advanced Editor. However, you can use the Advanced Editor to make changes that are not available in the Wizard.

Typically, when customizing an email, you start out by choosing a template from one of the many standard templates available in the Template Picker. But if you need more control over your HTML layout, you may want to import your HTML or XHTML into the custom template, and edit it using the Advanced Editor.

Using the Advanced Editor to modify your email for a more unique look, you can:

- Make minor changes to the layout, like changing the location of sidebars.
- Modify or add more styles.
- Personalize your emails (this is also available through the Wizard).
- Move sections to a different area of the email.

An Introduction

This section gives you an overview and describes the different modes of the Advanced Editor.

To open the Advanced Editor:

1. Log in to Constant Contact.
2. Either:
 - a. Open an existing email by clicking on its name.
 - b. Click Edit Email.

OR

- a. Click Create an Email.
- b. Name the email and click Next.

If using the **Classic Email Wizard**:

- i. Choose a template and click Next.

OR

- i. Choose the link "Use My Own Code" in the lower left.
- ii. Choose HTML or XHTML and click Next.

If using the **New Wizard**:

- i. Choose the link "Use My Own Code" in the lower left.
 - ii. Choose HTML or XHTML and click Next.
3. In the Wizard, click the Advanced Editor link on the bottom left of the window. The Advanced Editor window displays.

There are links to the editor's modes:

- HTML – Displays the instructions for generating an email. The code includes Constant Contact properties and tags in addition to HTML tags.
- Text – Displays the layout instructions for generating a text-based email.
- *Style – Displays the style sheet defined by the template.

The screenshot shows the 'Advanced Editor' window. At the top, there are 'Cancel' and 'Save & Return' buttons. Below them is a 'Subject:' field containing 'From Constant Contact' with a note '(note: will be visible)'. On the left side, there is a vertical menu titled 'Editing Modes' with a blue arrow pointing to it. The menu includes 'Preview', 'Spellcheck', 'HTML' (which is selected and highlighted in blue), 'Text', and 'Style'. To the right of the menu, there is a 'Note: The Advanced Editor has changed from | All edits in the Advanced Editor must be made in the new [Advanced Editor User's Guide](#) and the [FAQ](#)'. Below the note is a preview of HTML code:

```
<html lang="en" xml:lang="en" xmlns="http://www.w
xmlns:cctd="http://www.constantcontact.com/cctd">

<head>
<title>$Letter.Subject</title>

</head>

<body class="Body"><CopyrightCopyright (c) 199
```

*Style mode is only available when you choose XHTML.

XHTML/HTML Template

When you first open the Advanced Editor, the HTML mode is selected. However, you may notice that this is not ordinary HTML. You'll see code that includes many Constant Contact specific tags such as:

```
<OpenTracking />
```

```
<CustomBlockName="letter.intro" title="Personalization">
<Greeting/>
</CustomBlock>
```

These are Extensible Markup Language (XML) tags. XML allows for a standard way to transmit unique data. A web application can define an XML tag set and, as long as it is written in XHTML, any XML-enabled device can handle the data. XHTML has stricter syntax rules than HTML, to improve performance and avoid platform-specific issues. Constant Contact created unique XML tags to describe data specific to managing emails and display emails in the Wizard.

Text Mode

The Text mode displays the instructions for generating a text-based email. It contains all the Constant Contact tags that get expanded when the email is sent out.

Style Mode

Style mode is the style sheet that contains style definitions such as fonts and colors:

```
.MAINTEXT{
  FONT-FAMILY: Georgia,'Times New Roman',Times,serif;
  FONT-SIZE: 10pt;
  COLOR: #000000;
}
.BODY{
  BACKGROUND-COLOR: #FFFFFF;
  MARGIN: 10px;
}
.TITLETEXT{
  FONT-FAMILY: Georgia,'Times New Roman',Times,serif;
  FONT-SIZE: 16pt;
  COLOR: #996600;
}
```

Refer to Chapter 2, Using Styles for more information.

A Look at the Code

The code that you see in the HTML mode is not strict HTML code: it is a combination of standard HTML, XHTML, and Constant Contact tags used to build the Wizard and display your email properly.

HTML in the Advanced Editor

All emails have the same basic HTML structure. For example,

```
<html>
<head>
<title> <!--Title that appears on Subject line of email-->
</title>
</head>
<body>
```

```
...Content of HTML document...
</body>
</html>
```

You will see some common HTML tags that control how the document looks:

```
<p> </p>
<div> </div>
<table>
<tr>
<td>
</td>
</tr>
</table>
```

The code you see in the Advanced Editor is strict XHTML, which means that it must include a minimum set of tags and all tags must have beginning and end tags. For example, XHTML requires all tags to be closed (e.g., <p>...</p>). XHTML is very similar to HTML, but when you begin using XHTML, you may run into common coding errors. These common errors are described in “Common XHTML Errors” in Chapter 5.

Note

The internet offers extensive information on XHTML. The World Wide Web Consortium (W3C) is a non-profit organization which is responsible for standardizing HTML and other web standards. See <http://www.w3schools.com> for tutorials and reference information.

Spacer Images

You will see references to a spacer image (spacer.gif). For example,

```
<table border="0" cellpadding="0" cellspacing="0" width="100%">
<tr>
<td colspan="1" rowspan="1"></td>
</tr>
</table>
```

This is a common way for web designers to control layout. The spacer image is a 1 pixel by 1 pixel transparent GIF that expands to the width and height specified. In the above example, spacer.gif draws a row that is 600 pixels wide by 5 pixels high.

Comments

Comments indicate blocks of related information. For example,

```
<!-- BEGIN: Logo Include -->
... Content of Logo Include block...
<!-- END: Logo Include -->
```

By browsing the comments, you can get an idea of the basic sections that are defined within this email. All emails tend to have the following sections:

- Title
- Introduction

- Body sections based on the category of templates: newsletter articles, events, promotions, press releases, and so on
- Closing
- Contact information or email signature

How It All Plays Together

When you open the Advanced Editor from the Wizard, you don't see the results of changes you made in the Wizard.

- To see your Wizard changes, click Preview, from either the Wizard or the Advanced Editor. Constant Contact then displays your email according to the instructions shown in the Advanced Editor, using the information you supplied in the Wizard as shown in the following figure.

Template Instructions appear in the Advanced Editor

Users Guide and the FAQs before making changes below

Combined with values supplied in the Wizard

Preview email

The screenshot displays the Advanced Editor interface. On the left, there is a sidebar with 'HTML', 'Text', and 'Style' options. The main area is split into two panes. The top pane shows HTML code for a header table, with annotations pointing to specific parts. The bottom pane contains form fields for configuring the header, such as 'Header Image or Logo URL', 'Title' (set to 'Summer News!'), 'Subtitle' (set to 'Newsletter Subtitle'), 'Date' (set to 'May 2007'), 'Table of Contents Headline' (set to 'in this issue'), 'Greeting' (set to 'Greetings!'), and 'Introductory Paragraph 1' (set to 'Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and non-sense depending on your audience.'). A 'Preview email' button is located at the bottom left. Below the form fields, a preview of the resulting email is shown, featuring the title 'Summer News!', subtitle 'Newsletter Subtitle', date 'May 2007', and a 'Greetings!' section with a list of article headlines.

Note

Preview simulates the process of generating an email, which occurs when you schedule the email.

From Preview, you can right-click and view the HTML source code that Constant Contact generates, as shown in the example below. This HTML code may look more familiar to you. Now that Constant Contact has expanded the information to hold the values you supplied in the Wizard, you are looking at plain HTML:

```
<div>
  <font color="#FF0000" face="Verdana, Arial, Helvetica, sans-serif"
    size="4" style="FONT-FAMILY: Verdana, Arial, Helvetica,
    sans-serif;FONT-SIZE: 14pt;FONT-WEIGHT: bold;COLOR: #FF0000;">
    This is my headline.
  </font>
</div>
```

This is the code that your contacts receive in their mailboxes.

Emails versus Web Pages

With Constant Contact, you are creating web-based emails for viewing within email applications. It is important to note that emails are not full-fledged web pages intended for viewing through an Internet web browser. They are designed specifically for email viewing through email applications. These email applications can be either:

- Email clients – programs resident on a users' computer, such as AOL, Eudora, Lotus Notes, Outlook, Outlook Express
- Web-based – where users log in to an Internet account, such as AOL web mail, Excite, Hotmail, Mail.com, and Yahoo!

Email applications use a subset of HTML, streamlined for email transmissions. Each email application uses its own set of HTML tags; there's no standard subset shared among vendors. So, emails may display differently depending on the email client your contacts use.

By using Constant Contact for emails, you have a better chance of the emails displaying appropriately in most email applications.

2 Using Styles

You can modify and add styles in the Advanced Editor to have greater control over the look of your email. This chapter provides an overview of Cascading Style Sheets (CSS), and describes how to use them in the Advanced Editor.

Cascading Style Sheets (CSS)

Cascading Style Sheets (CSS) contain style definitions for the different elements in your email design. Styles control how to display HTML elements and help separate layout elements from content elements. An advantage of using styles is that they can ripple through, or cascade, to all HTML elements associated with that style throughout the document, without having to be defined each time that element is used. The result is cleaner code that is much easier to work with.

External Style Sheets, Internal Styles, and Inline Styles

Styles can be defined:

- In a separate file (external style sheet).
- At the top of an HTML document (internal styles).
- Within a specific HTML element (inline styles).

Alert

Many ISP's strip out references to external files.

External style sheets enable you to change the appearance and layout of all of your Constant Contact emails at once by editing a single CSS document. To make a global change across all emails, simply change the style in this external file, and all elements in any linked emails are updated automatically. Declare an external style sheet in the head section of each HTML document with a <link> tag as follows:

```
<head>
<link rel="stylesheet" type="text/css"
href="websitestyles.css" />
</head>
```

Internal styles are used to define visual elements that are unique to a single document. You define internal styles at the top of an HTML document (in the head section) by using the <style> tag, like this:

```
<head>
<style type="text/css">
.body {
background-color: #ffffff;
margin: 10px 0px 10px 0px;
font-weight: bold
}
</style>
</head>
```

How Constant Contact Uses Styles

When you view an email in the Advanced Editor, it looks like internal style sheets are used. In the Style mode, you see how all the styles are defined for the current email. To add or modify style information, you edit the styles here.

If you modify the style that is on the Global Colors and Fonts page, it will update to reflect those changes. Inline styles apply to a single occurrence of an HTML element. Define inline styles with the style attribute within the HTML tag. The style attribute can contain any CSS property:

```
<p style="color: sienna; margin-left: 20px">
  This is a paragraph
</p>
```

However, when Constant Contact sends your email, it actually generates inline styles. This is because some email browsers strip any style information that appears at the top of an email message. Preview your email and then view it in source code to see how Constant Contact expands all its properties and generates HTML code. Notice that the <style> section has been mostly replaced by inline styles as follows:

```
<td align="left" colspan="1" rowspan="1" valign="top">
  <font color="#000000" face="Arial, Helvetica, sans-serif" size="2"
  style="font-family: Arial, Helvetica, sans-serif; font-size:
  10pt;
  COLOR: #000000;">
```

What's the font tag doing here? If we are using styles, the tag should not be necessary. However, some web-based email applications, like AOL Web Mail, strip inline styles. For Constant Contact to ensure that your email renders as expected in most email applications, it supplies font information in addition to style information. For details, see "Using the Font Tag with Style Classes" on page 20.

Styles in Constant Contact

In the Style mode of the Advanced Editor, you can see that CSS styles are used to display fonts, whitespace, and colors. You can add more styles to the class definitions in the Style mode, as long as you use standard CSS-defined syntax. You can also add new HTML elements, including Constant Contact tags, in the HTML mode, and add their class definitions in the Style mode. The Advanced Editor incorporates this style information when generating your email.

CSS Syntax

The class selector allows you to name or classify types of elements according to their type. For example, some templates contain event classes to describe how to lay out an Event (template) email. The event CSS defines a class for different elements in an event: its name, text, headlines, and details. In the Styles mode, the rules for each class selector are defined as shown in the following example. Notice each class selector starts with a period.

```
.EVENTNAME{
  FONT-FAMILY: Arial, Helvetica, sans-serif;
  FONT-SIZE: 12pt;
  FONT-WEIGHT: bold;
  COLOR: #000066;
}
.EVENTSUBHEADING{
  FONT-FAMILY: Arial, Helvetica, sans-serif;
  FONT-SIZE: 10pt;
  COLOR: #000000;
```

```

FONT-WEIGHT: bold;
}
.EVENTINTROTEXT{
FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 10pt;
COLOR: #000000;
FONT-STYLE: italic;
FONT-WEIGHT: bold;
}
.EVENTLINKTEXT{
FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 12pt;
FONT-WEIGHT: bold;
}
.EVENTDETAILSHEADING{
FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 10pt;
COLOR: #000066;
FONT-WEIGHT: bold;
}

```

Common CSS Properties and Values

CSS style sheets contain these common CSS properties, listed below by general category.

| Property Category | Properties | Description |
|-------------------|--|--|
| Background | background background-attachment background-color background-image background-position background-repeat | Controls the background of an element. You can set the background to be a color or an image, position an image on the page, or repeat the background image vertically or horizontally. |
| Text | color letter-spacing text-align text-decoration text-indent text-transform white-space word-spacing | Controls the appearance of text. CSS 2 specification allows you to specify direction (justification) and unicodebidi. |

| Property Category | Properties | Description |
|-------------------|--|---|
| Font | font-family font-size font-style font-weight | Specifies font types. CSS 2 specification allows you to specify font-size-align and font-stretch. |
| Border | border border-color border-style border-width border-bottom border-right border-left | Defines the borders around an element. |
| Margin | margin margin-bottom margin-left margin-right margin-top | Defines the space around elements. You can use negative values to overlap content, and you can set the top, right, bottom, and left margins using separate properties. A shorthand margin property allows you to change all the margins at once. |
| Padding | padding padding-bottom padding-left padding-right padding-top | Controls the space between the element border and the element content. You can change the top, right, bottom, and left padding using separate properties. A shorthand padding property allows you to control multiple sides at once. Negative values are not allowed. |
| List | list-style list-style-image list-style-position list-style-type | Sets the style and image of list item markers (bullets), and where to place them. A CSS 2 property is marker-offset, which allows you to specify the length of the marker offset. |

Defining and Adding Styles

The Style mode in the Advanced Editor allows you to define styles as an internal style sheet. The Style mode is available when using XHTML format; it does not display if you are using the Custom HTML format.

Adding Style Definitions

In the Style mode of the Advanced Editor, you can define style classes as an internal style sheet. You can add any style information as long as you follow CSS syntax.

Note

You can use any of the CSS styles in your emails. However, not all styles are supported in all email applications. Use only alphanumeric characters in style names.

Use the Style mode to define class styles only (.Classname). You cannot define ID styles (#IDname) or styles for tags (a, p, td, etc.) in the Style mode and no pseudo styles are supported.

To add styles:

1. Define your styles in the Style mode. For example:

```
.body{
  color: #000179;
  background-color: #00008B;
  font-family: Verdana, Geneva, Arial, Helvetica, sans-serif;
  font-size: medium;
}
```

Note

Do not include comments in the Style mode.

2. In the HTML mode, reference your style. For example:

```
<body class="body">
```

When Constant Contact generates the email, it automatically converts the internal style sheet to inline styles. This ensures that more email clients display your styles as intended.

Adding Style Definitions to Constant Contact Tags

If you are using XHTML, you can add styles to Constant Contact tags as you do with other HTML tags. The following example changes the style of a greeting. In the Style mode:

```
.greeting{
  font-weight: bold;
  font-size: larger;
}
```

In the HTML mode, reference your style as follows:

```
<p class="greeting">
<Greeting />
</p>
```

Some Constant Contact tags, such as the Forward tag, support the class attribute for you to modify styles. In the Style mode:

```
.forwardstyle{
  font-weight: bold;
  font-size: small;
  color: #00008B;
  text-align: center;
}
```

In the HTML mode, Forward is referenced as follows:

```
<Forward class="forwardstyle">Forward to a Friend</Forward>
```

The class inside the Forward tag affects only the anchor <a> tag. You may need to add additional code to get the results you want. For example:

```
<p class="forwardstyle"><Forward class="forwardstyle">
```

Forward to a Friend</Forward> </p>

Using the Font Tag with Style Classes

Even though Constant Contact emails use styles, you often see the deprecated tag used throughout the emails in the Advanced Editor. This is to support some web-based email applications that strip inline styles. When adding style information within your email, use a font tag and a separate class for font-family, font-size, and color attributes.

Only font (font-family, font-size, color), background (background-color), and border (bordercolor) are supported in the Constant Contact Wizard. Any other style is editable through the Constant Contact Advanced Editor. Do not use the abbreviated CSS styles.

All styles must be defined as a class and each class selector must begin with a period. A style that displays on the Wizard must have a title attribute. The title attribute specifies the style prompt text on the Wizard. If a style does not have a title attribute, it does not display on the Wizard.

Note

Email applications are inconsistent in how they support styles. As a result, some CSS styles may not display as expected in some email applications. Borders are troublesome, for example. Be sure to test your design by opening an email in various email applications to ensure it displays correctly.

3 Using Constant Contact Tags

The XHTML instructions in the Advanced Editor that build your email include Constant Contact defined tags. Some tags determine layout while others define properties to hold specific Constant Contact information. Most of these tags are strictly for creating templates and their accompanying Wizards. However, you may want to use some of these tags in your emails.

Alert

The only tag that works in HTML is <Greeting/>. XHTML can use all tags.

Constant Contact Tag Overview

These tags are inserted into your code in the HTML mode, just like any other HTML or XHTML tags.

Alert

Do not edit Constant Contact tags in the Advanced Editor unless you are familiar with web design tools and HTML.

Types of Tags

There are two major groupings of Constant Contact tags: those you can use in the Advanced Editor, and those used by Constant Contact template designers. You will see all of them but cannot use the tags that are used internally by Constant Contact template designers. Tags can be grouped into categories, as shown in the following table.

| Category | Description | Available Tags |
|---------------|--|--|
| Block | In the Wizard, defines a text field and a section tab. | <Article>...</Article> <Coupon>...</Coupon> <CustomBlock>...</CustomBlock> <Event>...</Event> <Introduction>...</Introduction> <Promotion>...</Promotion> |
| Property | See "Property Tags" on page 23 for descriptions, and additional information. | <DateProperty>...</DateProperty> <ImageProperty>...</ImageProperty> <Property>...</Property> <PropertyPair>...</PropertyPair> <SimpleURLProperty>...</SimpleURLProperty> <URLProperty>...</URLProperty> |
| Logical | Performs an action. | <ForEach>...</ForEach> <IfEmpty><Then>...</Then><Else>...</Else></IfEmpty> <IfPropertyExists>...</IfPropertyExists> |
| Miscellaneous | Standard tags that require little to no editing. | <Greeting/> <OpenTracking/> |

| Category | Description | Available Tags |
|----------------------------------|--|---|
| Message header, body, and footer | Automatically inserted into the Wizard by Constant Contact. These tags are used to manipulate the default values and are not typically used by developers. | <code><ConfirmOptIn>...</ConfirmOptIn></code> <code><Footer>...</Footer></code> <code><Forward>...</Forward></code> <code><PermissionReminder>...</PermissionReminder></code> <code><PhysicalAddress>...</PhysicalAddress></code> <code><SignupBox>...</SignupBox></code> <code><SignupLink>...</SignupLink></code> |

Constant Contact tags are used to customize your email in several ways:

- Using Property tags to personalize your email with contact details.
- Using Block tags to cut and paste elements in your email.
- Using Message Header, Body, and Footer tags to add links and make very minor changes to the layout.
- Using Global Colors and Fonts to tweak the layout by changing borders, background colors, font styles, etc.

Alert

Do not attempt to edit or delete any of the template designer tags. Removing template designer tags can change the appearance and affect the behaviors of your template. For example, if you delete the `<OpenTracking>` tag, your email will not report opens.

You can use tags to make changes in each major section within the email: Message Header, Footer, and Body. The following table supplies page numbers for more information on the tags you can use within your email.

| To modify | Constant Contact Tags to Use | See Page |
|----------------|---|----------|
| Message header | <code><PermissionReminder>...</PermissionReminder></code> | 31 |
| Message footer | <code><Footer>...</Footer></code> | 27 |
| Message body | <code><ConfirmOptIn>...</ConfirmOptIn></code> | 25 |
| | <code><Forward>...</Forward></code> | 28 |
| | <code><IfPropertyExists>...</IfPropertyExists></code> | 29 |
| | <code><PhysicalAddress>...</PhysicalAddress></code> | 33 |
| | <code><Property>...</Property></code> | 34 |
| | <code><SignupBox>...</SignupBox></code> | 36 |
| | <code><SignupLink>...</SignupLink></code> | 38 |
| | <code><SimpleURLProperty>...</SimpleURLProperty></code> | 39 |

Property Tags

Constant Contact has several tags for defining properties that hold information about your email (not all of these are available to you). These include:

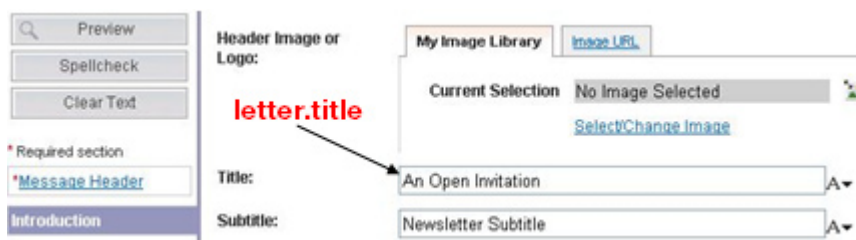
- <ImageProperty>
- <Property>
- <PropertyPair>
- <SimpleURLProperty>
- <URLProperty>

The value for these properties are stored in a Constant Contact database. These properties contain default values as specified in a standard template. When you enter information in the Wizard and save it, the properties are updated with your information. When you click Preview, Constant Contact dynamically builds the email, displaying the current values for the properties from its database.

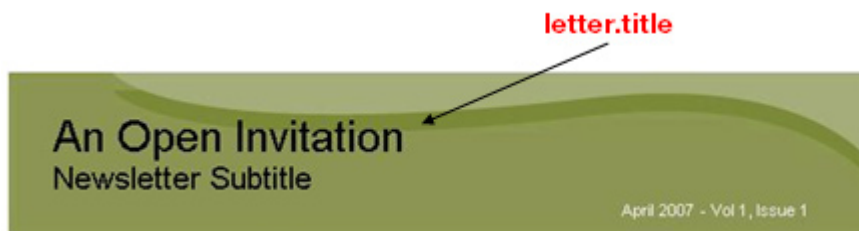
In the following example, the <Property> tag displayed in the Advanced Editor defines a property named letter.title, and holds the title of your email:

```
<Property font="TitleText" name="letter.title" title="Title" type="single"/>
```

A user edits the title box in the Wizard...



...and the letter.title property now contains the value "An Open Invitation," which you see when you click Preview.



Block Tags

Constant Contact template designers use Block tags with HTML to control the layout of your email. Block tags include:

- <Article>
- <Coupon>
- <CustomBlock>
- <Event>
- <Introduction>
- <Promotion>

These tags also control the Wizard layout. For example, an email containing the code:

```
<Article title="Article 1">
```

...code to layout article email and that appear on article page of

Wizard

```
</Article1>
```

creates the Wizard as shown below:



Note

Many of the Constant Contact tags determine the appearance of the Wizard and have no affect on the emails that are generated. Only a few tags are used for modifying your email. These are listed in “Constant Contact Tag Overview” starting on page 21.

The article appears as a button on the sidebar, and displays this article page when clicked. The article title displays as a label on the button and on the banner of this page.

Wizard Display vs. HTML Mode Display

It is easy to get confused when comparing the code in the Advanced Editor HTML mode to what you are seeing in the Wizard. If you used the Wizard to create your email, you may notice that the information from the Wizard does not display in the HTML mode in the Advanced Editor. This is because Constant Contact provides some basic functionality and requirements for every email.

The Wizard automatically displays the following pages:

| Element | Description |
|-------------------------|---|
| Message Header | Contains the email's subject, contact person, and from and reply email addresses. The wizard also allows you to choose to display a permission reminder at the top of your email. |
| Message Footer | Contains general required account information such as your physical address. Use the Wizard to add links to allow contacts to forward this message to a friend or to join your email list. |
| Global Fonts and Colors | Contains style information for many elements that display in the Wizard. This tool allows you to specify font styles and colors, and change the colors of some graphic elements of the layout (i.e., background color). |

Tag Reference

The following section provides a reference for the Constant Contact tags that are available to you. You can add and edit these tags from the HTML mode of the Advanced Editor. The tags are listed in alphabetical order.

<ConfirmOptIn>...</ConfirmOptIn>

Defines a link in your email to encourage email contacts to confirm their email addresses. This is NOT industry standard.

The <ConfirmOptIn> tag is only useful for changing the appearance or behavior of the permission reminder link. Constant Contact automatically supplies this tag in a Wizard edit box when you select Permission Reminder in the Message Header section.

Category

Message Body

Optional Attributes

| Attribute | Value | Description |
|---------------|---------------|--|
| class | <i>[text]</i> | Name of the style class (from the Style mode) that contains font and color information for this tag. |
| welcomeletter | true | Send the contact welcome letter. |
| | false | Do not send the contact welcome letter. This is the default. |

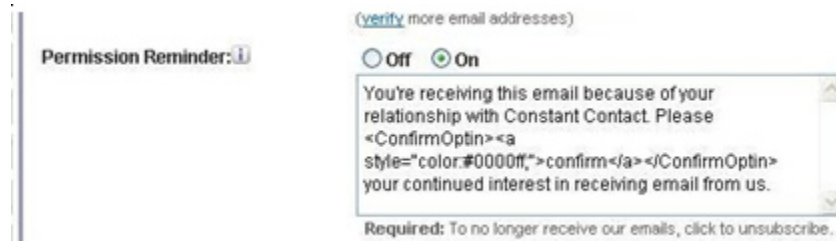
Example

Reference the link style by specifying a class, for example, ConfirmStyle:

```
<ConfirmOptIn class="ConfirmStyle">
confirm
</ConfirmOptIn>
```

Displayed Result

In the Wizard



In the Email

You're receiving this email because of your relationship with Constant Contact. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



You can replace the link text with an image as follows:

```
<ConfirmOptIn>

</ConfirmOptIn>
```

Additional Information

- This tag does not display in the Wizard. You can only access this tag using the Advanced Editor. Any HTML inside this tag is used as the hyperlink text and/or image.
- To add styles to the <ConfirmOptIn> tag in the Wizard:
 - a. In the Wizard, turn on the Permission Reminder option.
 - b. In the Advanced Editor, click the Style mode and define a style class for the ConfirmOptIn tag such as ConfirmStyle. (See Chapter 2, "Using Styles," for more information.)
 - c. Return to the Wizard, and in the Wizard's permission reminder edit box, reference the style class by adding the class attribute to the <ConfirmOptIn> tag as shown in the example above.

<Footer>...</Footer>

Modifies the default alignment of the email's footer section (automatically provided by Constant Contact).

The <Footer> tag is only useful for changing the alignment of the footer. No matter where you locate this footer tag in the document, Constant Contact always displays the footer at the bottom of the email and automatically supplies required information in the Wizard, including:

- Your physical address, as required by US federal anti-spam legislation.
- SafeUnsubscribe™, which indicates your company's commitment to permission-based email marketing practices. Constant Contact's SafeUnsubscribe provides an added level of security protecting both you and the recipients of your emails.
- A link to Constant Contact's standard privacy policy, stating that you will not sell, rent, or otherwise disclose any collected information. It also explains how to unsubscribe from your list.

Category

Message Footer

Optional Attributes

| Attribute | Value | Description |
|-----------|--------|---|
| align | left | Align the entire footer block to the left. |
| | center | Center the entire footer block. Default value. |
| | right | Align the entire footer block to the right. |
| calign | left | Left-align the content within the footer block. Default value. |
| | center | Center the content within the footer block. |
| | right | Right-align the content within the footer block. |
| look | stack | Display your physical address as a column. |
| | row | Display your physical address as a row. Default value. |

Code Example

The following code adjusts the alignment of the <Footer> tag for your email, which is always located at the bottom of the message.

```
<Footer align="left" calign="right" look="stack" />
```

Displayed Result

In the Wizard

Does not display in the Wizard.

In the Email



<Forward>...</Forward>

Inserts and defines a forward link (the Forward to a Friend feature).

The forward link allows your contacts to forward the email they received from you to another email address. When a contact clicks the Forward email link in your email, the Forward to a Friend form displays. The contact can enter up to five email addresses.

Constant Contact automatically provides an option to include a forward link in the Wizard's Message Footer page, and you cannot control the look of that link. Use this tag to put an additional link in another part of the template and modify its appearance.

Category

Message Body

Required Attributes

| Attribute | Value | Description |
|-----------|---------------|--|
| class | <i>[text]</i> | Name of the style class (from the Style mode) that contains font and color information for this tag. |

Example

Define the class as an inline style.

Note

Typically, you would reference the class that is defined in the Style mode. The <Forward> tag, however, requires an inline definition of the style.

```
<Forward style="color: #6666FF; font-family: Courier, serif">  
Forward Email  
</Forward>
```

The following example replaces the forward link text with an image:

```
<Forward>  

```

`</Forward>`

Note

The class inside the Forward tag affects only the anchor tag. You may need to add additional code to get the results you want.

Displayed Result

In the Wizard

Does not display in the Wizard.

In the Email



Additional Information

- This tag does not display in the Wizard. You can only access this tag using the Advanced Editor.
- Any HTML inside this tag is ignored, except for `<a>` and `` tags. If an `<a>` or `` tag is provided, Constant Contact uses those tags and their attributes.

`<IfPropertyExists>...</IfPropertyExists>`

Adds the enclosed HTML code if the named property tag has a value.

Category

Logical, Message Body

Required Attributes

| Attribute | Value | Description |
|-----------|---------------|----------------------|
| name | <i>[text]</i> | Name of the property |

Example

In the following example, the `IfPropertyExists` tag displays the enclosed code only if the named property, `letter.title`, is set. (The property is set if its length is greater than 0.)

```
<IfPropertyExists name="letter.title">
```

```
<Property name="letter.title"></Property>
</IfPropertyExists>
```

You can use the wildcard, *, with IfPropertyExists to display the enclosed code only if a property is set. The * wildcard matches 0 to n characters. In the following example, IfPropertyExists checks that at least one article headline (letter.article*.headline) is set, and if so, it displays the Table of Contents.

```
<IfPropertyExists name="letter.article*.headline">
<!-- BEGIN: Table of Contents Table -->
<table border="0" cellpadding="0" cellspacing="0" width="100%">
<IfPropertyExists name="letter.article.toc">
..
<Property name="letter.article.toc"
<!-- Display the TOC title -->
title="Table of Contents Headline"
type="single"
font="TOCHeadlineText">
in this issue
</Property></td></tr>
</IfPropertyExists>
.
. <!-- Display list of links to articles -->
.
</table>
</IfPropertyExists>
```

Within the body of the Table of Contents Table, additional IfPropertyExists tags appear to check whether Article1, Article2, and Article3 headlines exist. If so, it displays a link to the article headline on this page.

```
<IfPropertyExists name="letter.article1.headline">
<li>
<a href="#article1">
<Property name="letter.article1.headline">
Article 1 Headline
</Property></a>
</li>
</IfPropertyExists>
<IfPropertyExists name="letter.article2.headline">
<li>
<a href="#article2" class="TOCLinks">
<Property name="letter.article2.headline">
Article 2 Headline
</Property></a>
</li>
</IfPropertyExists>
<IfPropertyExists name="letter.article3.headline">
<li>
```

```
<a href="#article3" class="TOCLinks">
  <Property name="letter.article3.headline">
  Article 3 Headline
  </Property></a>
</li>
</IfPropertyExists>
```

In the following code, the IfPropertyExists tag displays its contents and a comma only if the property, Subscriber.City displays:

```
<p> Welcome to
  <IfPropertyExists name="Subscriber.City">
  <Property name="Subscriber.City"/ >,
  </IfPropertyExists>
  our fair city!
</p>
```

Displayed Result

The above code displays the following, if the subscriber.city property exists:

```
Welcome to Boston, our fair city!
```

If the subscriber.city property does not exist, only the comma is displayed:

```
Welcome to, our fair city!
```

Additional Information

- Use this tag only if you want to display additional text along with the property if it exists. Otherwise, use the Property tag by itself.
- Use this with the Property tag to display the contents of Constant Contact contact properties, along with additional text.

Note

See the section "<Property>...</Property>" for more information.

<PermissionReminder>...</PermissionReminder>

Adjusts the alignment of the permission reminder that displays in an email.

Category

Message Header

Optional Attributes

| Attribute | Value | Description |
|-----------|--------|---|
| align | left | Align the permission reminder block to the left. |
| | center | Center the permission reminder block in the email. Default value. |
| | right | Align the permission reminder block to the right. |
| calign | left | Left-align the content within the permission reminder block. Default value. |
| | center | Center the content within the permission reminder block. |
| | right | Right-align the content within the permission reminder block. |

Example

The following example of setting the alignment of a permission reminder block:

```
<PermissionReminder align="right" calign="right" />
```

The following example personalizes the permission reminder with the contact's first name:

```
<Property name="Subscriber.FirstName" />, you are receiving this email from...
```

Displayed Result

In the Wizard



In the Email

You're receiving this email because of your relationship with Constant Contact. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Additional Information

- No matter where you locate a PermissionReminder tag in your code, Constant Contact always displays it at the top of the message, after the <body> tag.

- This tag is only supported by the Advanced Editor. You cannot change the alignment of the Permission Reminder box or the alignment of its content in the Wizard.
- You must enable the Permission Reminder in the Wizard to use this tag in the Advanced Editor.
- This tag is supported in custom XHTML and regular classic templates; it is not supported in the custom HTML template.

<PhysicalAddress>...</PhysicalAddress>

Inserts and formats an additional physical address within the email.

Category

Message Body

Optional Attributes

| Attribute | Value | Description |
|-----------|-------|--|
| look | stack | Display site owner's physical address as a column. |
| | row | Display site owner's physical address as a row. Default value. |

Example

The following example displays your address in a column rather than a row.

```
<PhysicalAddress look="stack" />
```

The <PhysicalAddress> tag allows you to display the physical address within the body of an email. The following code controls the layout of the address.

```
<p class="AddressStyle">
  <font class="AddressStyle">
    <PhysicalAddress look="stack" />
  </font>
</p>
```

Displayed Result

In the Wizard

Does not display in the Wizard.

In the Email

Dear Edna,

We know how much you love pigeons, and are dedicated to bringing you the latest news from the pigeon world. Did you know we even have pigeon accessories? Stop by and see for yourself!

Bob's Pigeon Haven
10 End Road
Murphy, IN 46000

We know you'll be amazed!

look="stack"

Additional Information

- Constant Contact automatically inserts a physical address in the footer that can be formatted using the

<Footer> tag.

- Use the <PhysicalAddress> tag to display and format an additional physical address elsewhere in the email.

<Property>...</Property>

Define a property tag to contain a Constant Contact property.

Category

Property, Message Body

Required Attributes

| Attribute | Value | Description |
|-----------|---------------|----------------------|
| name | <i>[text]</i> | Name of the property |

Optional Attributes

| Attribute | Value | Description |
|----------------|---------------|--|
| class | <i>[text]</i> | Style class (from the Style mode) to use for the Property content. |
| example | <i>[text]</i> | Sample format caption that displays in the Wizard. |
| font | <i>[text]</i> | Style (from the Style mode) to use for the property. If a style is defined, the Font Picker icon displays in the Wizard. |
| ignorespelling | true | Don't spellcheck the property. |
| | false | Spellcheck the property. |
| optionname | <i>[text]</i> | Specifies option group name for selectable drop-down list. |
| required | true | Property cannot be left blank. |
| | false | Property can be left blank. |
| size | <i>[text]</i> | Specifies number of selectable items in a drop-down list. Must be a number in the 1-10 range. Default is 1. |
| txt | <i>[text]</i> | Text that displays in the Wizard. |
| title | <i>[text]</i> | Caption that displays in the Wizard. |
| type | url | A URL address. The Wizard displays a single-line text input box. |
| | email | An email address. The Wizard displays a single-line text input box. |
| | hidden | Property displays in Preview and the email, but not in the Wizard. |
| | paragraph | The Wizard displays a multiple-line text input box. |
| | phone | Phone number. The Wizard displays a single-line text input box. |
| | single | Default. The Wizard displays a single-line text input box. |
| | verify | A verified email address. Drop-down menu with site owner's verified email addresses. |
| previewall | true | Display all text in the Preview. |
| | false | Do not display in the Preview. |

| Attribute | Value | Description |
|-----------|-------|----------------------------|
| readonly | true | Text area is not editable. |
| | false | Text are can be edited. |

Example

From the Seasonal Fall Variety template

```

<!-- BEGIN: Date Text -->
<IfPropertyExists
name="letter.date">
<td align="right" valign="middle" class="LogoBG"
nowrap="nowrap">
<div style="padding-right:15px;padding-left:10px;paddingtop:
5px;padding-bottom:5px;">
<font class="DateText">
<Property
name="letter.date"
title="Date"
font="DateText">Month, Year
</Property>
</font>
</div>
</td>
</IfPropertyExists>
<!-- END: Date Text -->
...
<!-- BEGIN: Header Image and Title Text table -->
<table width="600" border="0" cellspacing="0" cellpadding="0"
class="HeadlineTextBG">
<tr>
<td width="10">
</td>
<td width="590" valign="bottom">
<div style="padding-bottom:10px;">
<font class="TitleText">
<Property
name="letter.title"
title="Title"
type="single"
font="TitleText">Fall Holiday Sale
</Property>
</font>

```

```

</div>
</td>
</tr>
</table>
<!-- END: Header Image and Title Text table -->

```

Displayed Result

In the Wizard

The screenshot shows the 'Header Image or Logo' section of the wizard. On the left is a sidebar with navigation options like 'Message Header', 'Introduction', and 'Promotions Header'. The main area contains several input fields: 'Date' (with 'Month, Year' entered), 'Title' (with 'Fall Holiday Sale' entered), 'Greeting' (with 'Dear' selected), and 'Subtitle' (with 'Welcome!' entered). Below these is a 'Paragraph 1' text area with a rich text editor toolbar. A red circle highlights the 'Date' and 'Title' fields.

In the Email



Custom XHTML Templates:

The following code example shows how to display a subscriber property in the body of your email. For a complete listing of subscriber variables, see Contact Properties, page 45.

```
<Property name="Subscriber.FirstName"/>
```

Additional Information

If the Property has no text value, the default value is empty (text field is blank in the Wizard).

<SignupBox>...</SignupBox>

Insert a contact signup box anywhere in your email or customize the standard signup box.

Many Constant Contact templates already contain a signup box, and you can use HTML in the Advanced Editor to customize the existing box. Use this tag to add a signup box to a custom template.

Category

Message Body

Optional Attributes

| Attribute | Value | Description |
|-----------|-----------------|--|
| button | <i>[text]</i> | Label that appears on the signup box button. |
| size | <i>[number]</i> | Width of the signup box email address input field. |
| title | <i>[text]</i> | Text field caption that displays in the wizard. |

Example

From the Newsletters Urban template

```
<!-- BEGIN: Constant Contact HTML for OptIn Tag -->  
<SignupBox  
size="15"  
title="Join our mailing list!"  
button="Join">  
<form action="$WEBROOT/roving/d.jsp" target="_blank"  
method="post">  
Join our mailing list!<br />  
<input type="hidden" name="m" value="$Account.UID" />  
<input type="hidden" name="p" value="oi" />  
<input type="text" name="ea" size="15" value="" />  
<input type="submit" value="Join" style="font-size:9pt"/>  
</form>  
</SignupBox>  
<!-- END: Constant Contact HTML for OptIn Tag -->
```

Displayed Result

In the Wizard

Not displayed in the Wizard.

In the Email



Additional Information

This tag is only supported in a custom XHTML template; it is not supported in the custom HTML template.

<SignupLink>...</SignupLink>

Inserts a signup link and specifies the type of signup action to perform. Any HTML inside this tag is used as the hyperlink text and/or image.

Category

Message Body

Required Attribute

| Attribute | Value | Description |
|-----------|--------|--|
| type | optin | Insert a subscribe link to allow viewers to choose to become a contact. |
| | optout | Insert an unsubscribe link to allow contacts to remove themselves from the contact list. |
| | edit | Insert an "Edit Lists" link to allow contacts to modify the lists to which they subscribe. |

Optional Attribute

| Attribute | Value | Description |
|-----------|---------------|---|
| class | <i>[text]</i> | Name of the style class that contains font and color information for this property. |

Example

From the Newsletters High Tech template

```
<div align="center">  
  <SignupLink  
  type="optin">  
    
  </SignupLink>  
</div>
```

Displayed Result

In the Wizard

Does not display in the Wizard.

In the Email



Additional Information

- This tag is only supported in a custom XHTML template; it is not supported in the custom HTML template.
- If you are using the Wizard, you only see this in the Preview. It does not display in the Wizard and cannot be edited there.
- You can use text links and control their styles. For example, define a style class called “SignupStyle” in the Style mode, and reference it as follows:

```
<p class="SignupStyle">
  <SignupLink class="SignupStyle" type="optin">Opt In
</SignupLink> </p>
<p class="SignupStyle">
  <SignupLink class="SignupStyle" type="optout">Unsubscribe
</SignupLink></p>
<p class="SignupStyle">
  <SignupLink class="SignupStyle" type="edit">Update
  Profile/Email Address </SignupLink></p>
```

<SimpleURLProperty>...</SimpleURLProperty>

Enables click-through tracking and formats an URL that you add in the Advanced Editor.

Category

Property, Message Body

Required Attributes

| Attribute | Value | Description |
|-----------|---------------|---|
| name | <i>[text]</i> | Name of the URL or image file such as “mylink”. |
| type | plain | Simple plain URL. Default value. |
| | mailto | A mailto link (not trackable). |
| | verify | A mailto link with a verified email address. |

Optional Attributes

| Attribute | Value | Description |
|----------------|---------------|---|
| example | <i>[text]</i> | Sample format caption that displays in the Wizard. |
| href | <i>[text]</i> | URL link. This is the same as the href attribute in the anchor <a> tag, if an anchor tag is specified. |
| ignorespelling | true | Don't spellcheck the property. |
| | false | Spellcheck the property. |
| img | <i>[text]</i> | URL of image file or label of the hyperlink. If neither is specified, Constant Contact used the value of href as its label. |
| label | <i>[text]</i> | URL of image file or label of the hyperlink. If neither is specified, Constant Contact used the value of href as its label. |

| Attribute | Value | Description |
|-----------|---------------|--|
| required | true | This property cannot be a blank value. |
| | false | This property can be a blank value. |
| title | <i>[text]</i> | Caption that displays in the Wizard. |
| track | true | Include tracking for the URL. Default value. |
| | false | Do not include tracking for the URL. |

Example #1:

From the Newsletters Basic template

The following example tracks a text link specified with the SimpleURLProperty:

```

<PropertyPair
  name="letter.signature.url"
  title="Website Address">
  <div>
  <Property name="letter.signature.url.name"
    type="single">web:
  </Property>
  <SimpleURLProperty
    name="letter.signature.url"
    track="true"
    type="plain"
    href="$Account.SiteURL">
  <a href="$Account.SiteURL"
    class="ContactInfoLink">$Account.SiteURL</a>
  </SimpleURLProperty>
  </div>
</PropertyPair>

```

Displayed Result

In the Wizard

The screenshot shows the 'Contact Information' section of the wizard. It includes fields for 'Contact Information Heading', 'Email Address', 'Phone Number', and 'Website Address'. The 'Website Address' field is highlighted with a red oval and contains the text 'web:' followed by a text input field containing 'http://www.pigeonlover.com'.

In the Email

Contact Information

email: bill@pigeonlover.com
phone: (123) 456-7890
web: <http://www.pigeonlover.com>

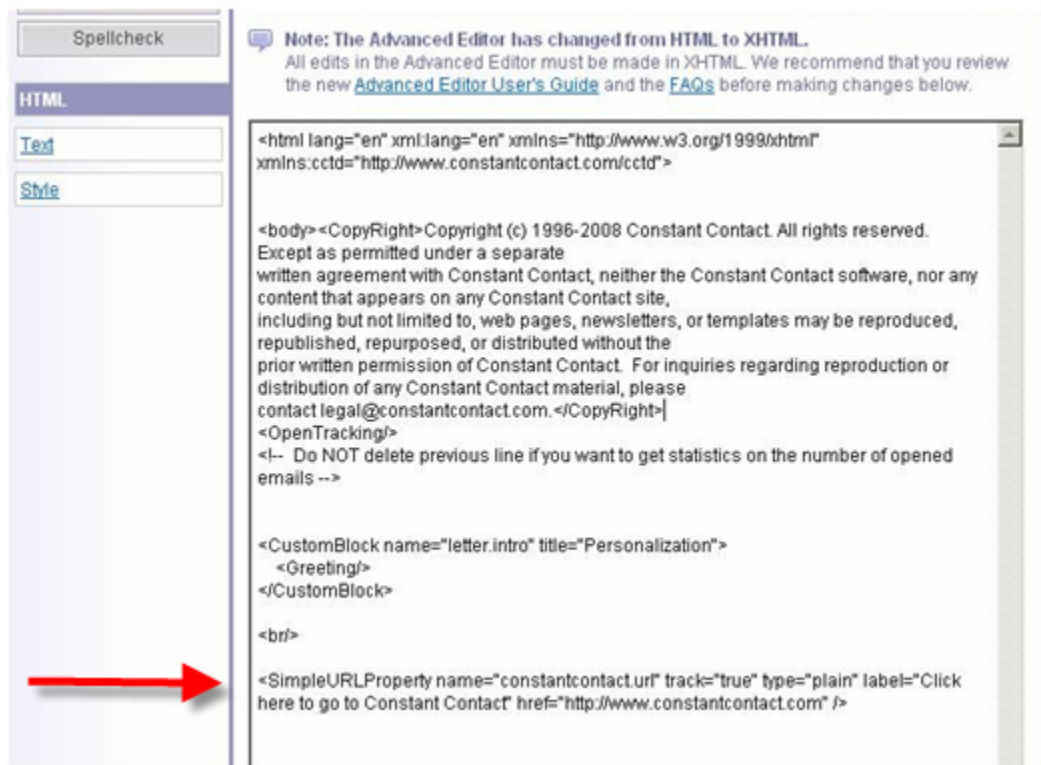
Example #2:

The following example tracks a text link specified with the SimpleURLProperty (Custom XHTML):

```
<SimpleURLProperty name="constantcontact.url"
track="true" type="plain"
label="Click here to go to Constant Contact"
href="http://www.constantcontact.com"/>
```

Displayed Result

In the Wizard



In the Email

Send a Test Version

Anti-Spam Check

[View HTML Version](#) [View Text Version](#)

 [View Printable Version](#)

Dear Mike,

[Click here to go to Constant Contact](#)



[Forward email](#)

4 Using Predefined Variables

Constant Contact defines two sets of variables that can be used in your emails:

- Account variables are information about your account. Constant Contact gets this information from you when you set up and configure your account and stores it to display as default values
- Contact variables are information you have collected about your contacts so that you can personalize your emails.

Both types of variables are stored in a Constant Contact database that is associated with your account. This chapter discusses how to use account and contact variables in your emails.

Account Variables

Account variables are standard bits of information about your organization that are likely to be the same in most, if not all, of your emails.

These variables are used in templates to set default values, e.g., automatically display your company's name in various text boxes of the Wizard. You cannot add additional account variables.

The following table lists the account variables used by Constant Contact. It also lists examples in existing templates so that you can see how these properties appear in XHTML.

| Account Information | Constant Contact Variable | Template Usage |
|-------------------------|---------------------------------------|--|
| Organization name | <code>Account.OrganizationName</code> | <i>Title</i> on Introduction page of all templates. Also used in any prompt for your organization name. |
| Website address | <code>Account.SiteURL</code> | <i>Web Site</i> on Email Signature page in business letters, events, and promotions. Also used as default value for <i>Text Link URL</i> anywhere an URL appears. |
| Signature phone number | <code>Account.SignaturePhone</code> | <i>Phone</i> on Contact Info page in newsletters and press announcements, and Email Signatures page in business letters, events, and promotions. |
| Signature email address | <code>Account.SignatureEmail</code> | <i>Email address</i> on Contact Info page in newsletters and press announcements, and Email Signature page in business letters, events, and promotions. |
| Signature name | <code>Account.SignatureName</code> | <i>Contact Name</i> on Contact Info page in press announcements and newsletters, <i>Signature Name</i> on Email Signature page in business letters, events, and promotions, and <i>Signature Name</i> on Intro page of Modern and Stylish Outline newsletters. |

| Account Information | Constant Contact Variable | Template Usage |
|---------------------------------------|---------------------------|---|
| Default forward to a friend link name | Account.FWTFLink | <i>Forward Email to a Friend</i> checkbox on Message Footer page of all templates. |
| Default contact link name | Account.FWTFSubscribeLink | <i>Subscribe Me</i> checkbox in Message Footer page of all templates. |
| Default logo URL | Account.LetterLogoURL | <i>Logo URL</i> on Introduction page of all templates. |
| Default letter signature image | Account.SignatureImageURL | <i>Signature URL</i> on Email Signature page of business letters, events, and promotions. <i>Signature URL</i> on Intro page of Modern and Stylish Outline newsletters. |
| Physical address line 1 | Account.AddressLine1 | <i>Address</i> on Event pages of most event templates, and address on Message Footer page of all templates. |
| Physical address line 2 | Account.AddressLine2 | <i>Address</i> on Event pages of most event templates, and address on Message Footer page of all templates. |
| Physical address line 3 | Account.AddressLine3 | <i>Address</i> on Event pages of most event templates, and address on Message Footer page of all templates. |
| City | Account.City | <i>City</i> on Event pages of most event templates, and address on Message Footer page of all templates. |
| State (full name) | Account.State | <i>State</i> on Event pages of most event templates, and address on Message Footer page of all templates. |
| Country | Account.Country | Not used in current templates. |
| US state (two letter abbreviation) | Account.USState | Not used in current templates. |
| Country code | Account.CountryCode | Not used in current templates. |
| Physical address postal code | Account.PostalCode | <i>Zip Code</i> on Event pages of most event templates, and address on Message Footer page of all templates. |

Global Account Variable Changes

You can change many account variables from Manage My Settings. Remember that this changes the settings for all future emails.

To change account variables:

1. From the Constant Contact main menu, click the **My Settings** tab.
2. Click **Manage My Settings**.
3. Click **Edit Organization Info**, **Edit Signature Info**, or **Edit Address**.

Note

Email settings affect future emails; your current emails, in draft or scheduled state, will not be modified.

4. Make the desired changes.
5. Click **Save**.

Contact Properties

Contact properties are variables that allow you to personalize emails using the information that is stored in your Constant Contact database.

List of Contact Properties

Your database can contain the following contact information:

| Contact Property | Constant Contact Variable | Input File Heading |
|------------------------|--------------------------------|---|
| Email address | Subscriber.Email | Email Address, E-mail Address, or Email |
| First name | Subscriber.FirstName | First Name |
| Middle name | Subscriber.MiddleName | Middle Name |
| Last (family) name | Subscriber.FamilyName | Last Name |
| Mailing address line 1 | Subscriber.AddressLine1 | Address Line 1 |
| Mailing address line 2 | Subscriber.AddressLine2 | Address Line 2 |
| Mailing address line 3 | Subscriber.AddressLine3 | Address Line 3 |
| Mailing address city | Subscriber.City | City |
| State two-letter code | Subscriber.StateCode | State |
| State name | Subscriber.State | State |
| Postal (zip) code | Subscriber.PostalCode | Postal Code |
| Sub Postal (zip) code | Subscriber.SubPostalCode | Sub Postal Code |
| Country code | Subscriber.Country.Code | Country |
| Country name | Subscriber.Country.Name | Country |
| Home phone number | Subscriber.HomePhoneNumber | Home Phone |
| Company name | Subscriber.CompanyName | Company Name |
| Work phone number | Subscriber.BusinessPhoneNumber | Work Phone |
| Job title | Subscriber.JobTitle | Job Title |
| Custom field 1 | Subscriber.CustomText1 | Custom field 1 |
| Custom field 2 | Subscriber.CustomText2 | Custom field 2 |
| Custom field 3 | Subscriber.CustomText3 | Custom field 3 |
| Custom fields 4-15 | Subscriber.CustomTextn | Custom field <i>n</i> |

Contact Data

When you upload your contact list, Constant Contact keeps track of any data you collect about your contacts. Another way to populate your contact list is by adding the Site Visitor Signup Form to your web site.

To collect data from new contacts:

1. Login to Constant Contact.
2. Click the **My Settings** tab.
3. Click **Site Visitor Signup**.
4. Click **Edit Visitor Signup Form**.
5. Click **Contact Info**.

6. Click the **Display** box next to each item to select the information you want to collect.
7. Specify the order you want the questions to display by typing numbers in the **Order** boxes next to each item.
8. Click **Save**.

Uploading Contact Data

Any data you have collected about your contacts can be used in your emails. In addition to the standard contact information, Constant Contact can collect information in fifteen custom fields, which gives you great flexibility in writing personal emails.

For example, say you write a newsletter for an organization of sports car owners and your database contains their car's make, model, year, and color. You can store the car's make in custom field 1, model in custom field 2, and so on. You might use Job Title to keep track of your organization's officers or "premium" contacts.

To upload contact data:

1. Save a copy of your database in one of the following formats:
 - Comma separated values (.csv)
 - Text (.txt)
 - Excel spreadsheet (.xls)

Note

Even though all three formats are supported, .csv files tend to import with the fewest errors.

2. Rename the column headings to match Constant Contact contact variables as listed in the above table. Decide what information you might want to include in emails, and rename the custom headings appropriately. The headings do not need to be in any particular order and case does not matter, i.e., City is the same as city.
3. From the Constant Contact main menu, click the **Contacts** tab.
4. Click **Add/Import**.

Note

You can use contact data combined with lists to direct emails to a subset of your mailing list. For example, you could create a general list named "Corvette" and add only those contacts who have Corvettes to that list. You can also merge, copy or move contacts from one list to another.

5. Select a list (or lists) to add names to, and click **Next**.
6. Select the option to type your email address and contact details, and click **Next**.
7. Enter the information as directed, and click **Submit Data**.

Where Variables Display in the Advanced Editor

Typically, account and contact variables display where the associated variable is defined with the Constant Contact tags <Property> or <PropertyPair>.

Property Tag

The <Property> tag instructs Constant Contact to get the value of the property when it

generates an email. For example, most emails contain code to display a title so that your organization or company name displays as the title of the email by default:

```
<!-- BEGIN: Subtitle -->
<IfPropertyExists name="letter.subtitle">
<font class="SubtitleDateText">
<Property
font="SubtitleDateText"
name="letter.subtitle"
title="Subtitle"
type="single"/>
</font>
</IfPropertyExists>
<!-- END: Subtitle -->
```

As shown in the figure below, when you preview or actually send the email, Constant Contact looks up the value you supplied in the Title edit box of the Wizard to display the title:



PropertyPair Tag

You often see account properties defined with the PropertyPair tag, where the first tag holds the label and the second tag holds the value.

The following code creates an email address with the name letter.signature.email, containing the account email address (which is stored as \$Account.SiteURL).

```
<PropertyPair name="letter.signature.url"
title="Website Address">
<div>
<Property name="letter.signature.url.name"
type="single"/>
<SimpleURLProperty href="$Account.SiteURL"
name="letter.signature.url"
```

```

track="true" type="plain">
<a class="SignatureLink" href="$Account.SiteURL"
shape="rect">$Account.SiteURL</a>
</SimpleURLProperty>
</div>
</PropertyPair>

```

As shown below, the email signature block displays a label, and the value for the web site:

PropertyPair as it appears in the Wizard



PropertyPair as it appears in an email



Explanation of <Property> Tag

Most of the *attributes* within the Property tag are used to control how the tag appears in the Wizard, and are ignored in your email. The following is an example of a more complete property tag.

```

<Property
name="letter.article1.text1"
title="Paragraph 1"
type="paragraph"
font="ArticleText"
/>

```

If you are editing a Constant-Contact template, you have limited choices when naming a property; you can't just make up property names like "letter.myvariable". Each template contains a predefined set of property names, and you are limited to that set when using properties in the Advanced Editor.

Common Tasks Using Contact Properties

Contact properties are a great way to personalize your emails and send a more effective message. This section explains how to add them to your emails.

Alert

Please note that Constant Contact properties will only work with XHTML code.

Adding Contact Information

Adding contact properties is similar to adding account variables. To add a contact property in your email, insert it between the IfPropertyExists and Property tags as shown:

```

<p>
Welcome to

```

```
<IfPropertyExists
name="Subscriber.City">
<Property
name="Subscriber.City"/>,
</IfPropertyExists>
our fair city!
</p>
```

In this example, the IfPropertyExists tag displays its contents (a comma) only if the property name, subscriber.city, exists.

Welcome to Boston, our fair city!

If it does not exist, IfPropertyExists tag displays the comma only.

Welcome to, our fair city!

Common errors are forgetting the closing </IfPropertyExists> tag, or not enclosing your text within <p> and </p> tags.

Note

When previewing your email after adding your contact properties, Constant Contact is not actually resolving the values of any contact data. Instead, it matches as much information as possible from your account information and supplies general descriptions for the rest. The actual variables get populated only when the email is scheduled and sent. Consider setting up a list with only your email address and scheduling the email to yourself as a final test.

Using Contact Custom Field Information

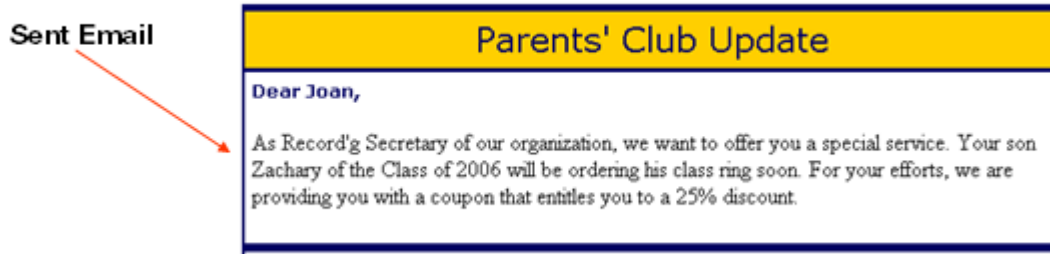
Alert

Please note that contact custom fields will only work with XHTML code.

The following code is an example using contact custom fields. The contact list for this sample email is for a parents' club of a boy's school. The Job Title field contains information about club officers, custom field 1 contains the contact's student's name, and custom field 2 contains his graduation year.

```
<p>
As <Property name="Subscriber.JobTitle"/> of our organization, we
want to offer you a special service.
Your son <Property name="Subscriber.CustomText1"/>
of the Class of <Property name="Subscriber.CustomText2"/>
will be ordering his class ring soon. For your efforts, we are
providing you with a coupon that entitles you to a 25% discount.
</p>
```

When you schedule the email, Constant Contact expands the contact variables. In this example they are “Record’g Secretary,” “Zachary,” and “2006.”



Locating Variables and Paragraphs in Your Email

When you replace a paragraph in an email, you are actually replacing the entire property tag with your text. Locate where you want to put your paragraph, and find the current variable. Replace the existing paragraph with your text. In the following example, the paragraph is within a <ForEach> loop (which allows you to add additional paragraphs in the Wizard). Since the Wizard code is meaningless in your email, you can comment out the entire paragraph.

Note

To avoid unnecessary coding errors, Constant Contact recommends that you enclose unwanted code in a comment, instead of removing it altogether.

```
<!-- <ForEach end="15"
name="letter.intro.paragraph$repeat"
start="1"
type="property">
<p>
<Property font="MainText"
name="letter.intro.paragraph$repeat"
title="Introductory Paragraph"
type="paragraph">
Please be our guest... add a short description of the event(s).
You might include what the event is about and why they are invited
to attend.
</Property>
</p>
</ForEach -->
```

Replace the introductory paragraph with your paragraph. To add to the current paragraph, place your text *after* the property tag but before the end paragraph tag as shown:

```
<Property font="MainText"
name="letter.intro.paragraph$repeat"
title="Introductory Paragraph"
type="paragraph">Please be our guest...
</Property>
```

Appending to the paragraph.

```
</p>
```

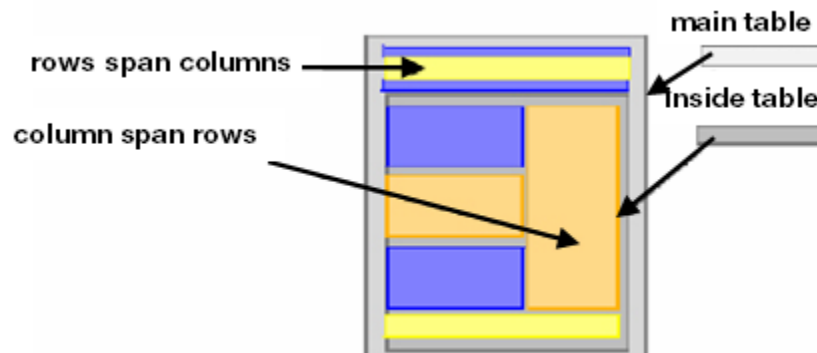
Avoid ForEach Loops

When adding information, be sure to avoid locating anything within a <ForEach> loop. In the following example, a forward link was added (using the <Forward> tag) inside a <ForEach> loop and outside the loop. Only the link located outside the loop displays.

```
<ForEach end="15"
name="letter.intro.paragraph$repeat"
start="1"
type="property">
<p>
<Property font="MainText"
name="letter.intro.paragraph$repeat"
title="Introductory Paragraph"
type="paragraph">Please be our guest... add a short
description of the event(s). You might include what the event is
about and why they are invited to attend.
</Property>
</p>
<p>
<Forward class="ForwardStyle">Link Inside ForEach Loop
</Forward> </p> <!--Doesn't show up!-->
</ForEach>
<p>
<Forward class="ForwardStyle">Link after ForEach Loop
</Forward> </p> <!--Link shows up!-->
```

Tables and Overall Layout

It is important to understand the overall layout when adding variables in the middle of your email. Like many web-based documents, Constant Contact templates use nested tables to control the document's layout. Templates define an outermost table to specify the size of the entire document and then use inner tables to layout the title, sidebar, main text, and closing sections. Some rows span all columns of a table and some columns span all rows to get the desired visual effect.



Before you add any information to your email, you might want to browse through the code looking for definitions of tables <table>, rows <tr>, and row contents <td>, to get a general idea of the document layout.

5 Customizing Emails

Constant Contact offers many different ways for you to customize emails. This chapter brings together all of the tools – styles, tags, and variables – to provide an overview of steps to design and test your email.

Overview

Creating a custom email involves many specific steps. You can either modify an existing Constant Contact template, or import your own design (in HTML or XHTML).

Note

Most common is to create your own HTML or XHTML in another editor, such as HomeSite or Dreamweaver, and to import that code.

The basic steps to create a custom email include:

1. Design your email (or determine how you want to edit an existing Constant Contact template).
2. Create and edit the email in the Advanced Editor.
3. Preview the email to test it.
4. Debug the email.
5. Test the email by sending it to yourself.
6. Click all links in the email to make sure they work.

Preparing Your Design

Before adding your custom design into an email, you need to completely design and view the code in a web design tool such as Dreamweaver or HomeSite.

Note

Remember that HTML or XHTML email does not display the same way in every email client. Consider setting up a test list of contacts who use a variety of email clients.

If you intend to use the XHTML functions, convert your HTML code to XHTML before adding it to the Advanced Editor. For a list of common coding mistakes that occur when using XHTML, see “Common XHTML Errors” on page 55.

Note

The Advanced Editor checks your code for syntax errors, but it is not intended to be a full-blown web editor tool.

You can use either HTML or XHTML for your custom email. Each language has advantages and disadvantages as shown in the following table:

| Custom Template | Advantage | Disadvantage |
|-----------------|--|--|
| HTML | <ul style="list-style-type: none">• Simpler.• Automatically tracks click through links. | <ul style="list-style-type: none">• No control over Constant Contact features, including contact variables.• Can't use Constant Contact tags (the only property that is supported is <greeting/>) |

| Custom Template | Advantage | Disadvantage |
|-----------------|---|---|
| XHTML | <ul style="list-style-type: none"> • More robust than HTML. • Can use Constant Contact tags. • Can modify styles with the style sheet. | <ul style="list-style-type: none"> • Requires strict XHTML. • Must add additional code to your links in the Advanced Editor to enable click-through tracking. |

A Note About Link Tracking

Constant Contact reports statistics on email opens and click-throughs. “Opens” are those emails your contacts received and viewed. “Click-throughs” report on contacts who clicked on a link in your email.

The opens count is useful but not completely accurate. Opens track when a 1px by 1px image that we embed in the email is loaded. Therefore, it does not track text-only emails or email clients that open emails without images. However, if contacts click a link, it is tracked as an open, since contacts obviously opened the email if they clicked on a link. So, Constant Contact tracks *implied* Opens.

Click-throughs are based on unique clicks rather than the number of times a contact clicks on a particular link. Therefore, if the same contact clicks on a link more than once it is only counted as one click-through.

Image Maps

In a custom HTML email, if an image map tag exists, and the hyperlink is to a mailto: link, if the tag is closed like the following example...

```
<area shape="rect" coords="88,23,166,38"
href="mailto:info@constantcontact.com" />
```

...the hyperlink will be inactive. Simply removing the closing forward slash will make the link active again.

- Leaving a closing forward slash in a normal hyperlink to a URL will work in the custom HTML template.
- Leaving a closing forward slash after a mailto: link in a custom XHTML template will work.

But -

- Leaving a closing forward slash after a mailto: link in a custom HTML template will NOT work.

Alert

Constant Contact does not track image maps or mailto: links.

Creating a Custom Email

If you have your own HTML design, you can copy it into the custom template.

Using Your Own Code

To create a custom email from your own code:

1. Login to your Constant Contact account.
2. From your home page, click **Create an Email**.
3. Select Use the Classic Email Wizard and click **Next**.

4. In the Template Picker, select **Custom > Custom Template** and click **Next**.
5. Choose either:
 - **HTML** – If you are supplying HTML code
 - **XHTML** – If you are supplying strict XHTML code and use Constant Contact tags
6. Click **Next**.
7. Enter all relevant information in each page of the Wizard. Be sure to modify the Global Colors and Fonts page to make any desired global style changes.
8. Click **Advanced Editor**.
9. In the **HTML** mode, add your HTML (or XHTML) code below the line:

```
<!-- Enter your custom HTML here. -->
```

Note

When copying and pasting your code, be sure that you have only one set of the HTML tags: <html>, <title>, <head>, and <body>.

-
10. In the **Style** mode, define the styles referenced in the HTML code. Refer to “Defining and Adding Styles” in chapter 2 for more details.

Note

Use only alphanumeric characters in style names to avoid errors. You can use any CSS styles; however, not all styles are supported in email applications. Do *not* include comments in Style mode.

-
11. Click **Preview** to determine if the email displays as expected. See “Debugging your Email” if you run into problems.
 12. If desired, add contact variables to personalize your emails as described in “Common Tasks Using Contact Properties” in chapter 4.
 13. If you are using XHTML, refer to “Types of Tags” in chapter 3 to see what Constant Contact tags you might want to use to further customize your email.
 14. Update the Text version of the email in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the </CustomBlock> tag:

```
<Text>  
<Greeting/>  
</Text>
```

Note

The code in Text View must also be strict XHTML.

-
15. Perform final testing before scheduling your email as described in “Testing your Email” in chapter 5.

Note

If you already have a custom email that you want to use with new Constant Contact features, you need to convert your email. Go to Chapter 6 for step-by-step instructions to follow.

Debugging your Email

As you work in the Advanced Editor, click Preview periodically to see your progress. If errors occur, no preview displays. Instead, error messages display in red above the Advanced Editor text window.

Tip: Line Numbers Reported by Advanced Editor

Constant Contact reports the *approximate* line number on which an error appears. The line number reported is not always the exact location of the error. Rather, it reports the line containing the end tag of the block in which the error occurred.

To locate the line:

1. Select all (Ctrl-A) the text in the window.
2. Copy (Ctrl-C) and paste (Ctrl-V) the contents into any text editor that supports line number, such as Notepad.
3. If using Notepad, type Ctrl-G and the line number reported to locate the error. (Format>Word Wrap must be turned off for this feature to work.)

In the following example, even though the error occurred in line 5, the line number reported is 7, which is the end tag of the code element that contains the tag in question.

```
1. <table>
2. <tr>
3. <td>
4. Some custom text here:
5. <br> <!-- Invalid XHTML syntax -->
6. More custom text here
7. </td> <!-- Line number of reported error-->
8. </tr>
9. </table>
```

Testing your Email

Once your email previews correctly, you need to make some final checks:

- If you used contact variables, create a test list and schedule the email to yourself.
- Click all your links to make sure they work.
- Different email clients render HTML and XHTML email differently. It's recommended that you send a test email to several of your friends who use different email clients.

Common XHTML Errors

When adding XHTML code in the Advanced Editor, you may get errors if your code does not adhere to XHTML strict guidelines. This section lists some common errors. It also describes exceptions where Constant Contact veers from the standard to allow support of a variety of email applications.

Make sure that your document has one set of the following tags:

- <html>...</html>
- <head>...</head>
- <title>...</title>
- <body>...</body>

Note

Previously, you could have duplicates of these tags. Now each set can appear only once in a single email.

- You will see that Constant Contact tags are in upper and lower case; standard XHTML must be in lower case only.
- Always use closing tags, i.e., </p>. A common error is to forget to close your image tags, as shown below.

```
<a href="http://parentsclub.biz">

<!-- End Image Tag often forgotten! -->
</a>
```

Note

XHTML supports empty tags such as <OpenTracking />

- Close all list elements (). For example:

```
<ul>
<li>Coffee</li>
<li>Tea
<ul>
<li>Black tea</li>
<li>Green tea</li>
</ul>
</li> <!-- Often forgotten. -->
<li>Milk</li>
</ul>
```
- Make sure the HTML end tags appear in the same order as their corresponding begin tags. The following is an example of incorrect code:

```
<tr>
<td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
<input type="text" name="ea" size="25"> </input>
<input type="submit" name="go" value="Go"> </font>
<!-- Wrong Order -->
</input> </td>
</tr>
```

This is the correct order:

```
<tr>
<td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
<input type="text" name="ea" size="25"> </input>
<input type="submit" name="go" value="Go"> </input>
<!-- Correct Order -->
</font></td>
</tr>
```

- Use quotes for all attribute values. For example, `<table width="100%">`.
- You cannot minimize attributes. For example:

```
<hr noshade>
```

is a valid HTML element as the "noshade" attribute only has one possible value that is "noshade". In XHTML you would write

```
<hr noshade="noshade" />
```

as the "noshade" attribute cannot be minimized.

- For `` tags, the `id` attribute replaces the `name` attribute. For compatibility, common XHTML practice is to supply both attributes as shown:

```

```

Note

Constant Contact emails do not use the `id` attribute, but you can add it in the Advanced Editor.

-
- Use CSS styles to set fonts; the HTML `` tag is deprecated. Also deprecated are the `<s>`, `<strike>`, and `<u>` tags.

Note

XHTML recommends that you replace the HTML `` tag with CSS styles; however, you will use *both* in Constant Contact. For details, see "Using the Font Tag with Style Classes" in chapter 2.

-
- Use style sheets instead of `align` and other positioning attributes; these have been deprecated.

Note

You will notice that Constant Contact uses deprecated tags such as `align` and `valign`. Even though the tags are deprecated in XHTML, you can still use them in your Constant Contact emails.

-
- Use style sheets to define types of lists. Avoid using `<dir>`, `<menu>`, and `` tags. For example:

```
.EventList {  
  color: #000066;  
  text-align: left;  
}
```

6 Best Practices

Building HTML emails presents many unique problems. Not only does the email have to look good and meet the standards for most email clients, it has to be effective at communicating a specific message. Without careful coding techniques, your design can result in the recipient not seeing what you originally intended for them to see.

Here are some guidelines to help insure your well-designed template creates an effective custom email and displays correctly.

General Design Guidelines

With the Advanced Editor, you can make expansive changes to your emails. However, for best results, follow these best practices and coding constraints.

Know Your Audience

Know who you are talking to. As long as you know your contacts' email preferences, you can customize your emails accordingly.

Maximize Performance

Constant Contact emails are designed to be as small as possible to maximize performance. For example, we avoid wasted characters by not using the HTML alt or id attributes in image tags. Keep file size in mind when designing custom emails.

Tables, Width, and Nesting

Use tables to better control exact positioning of graphical elements within the design. Table width is typically 600 pixels, the optimum width for displaying emails in most email applications. Do not nest more than four levels of tables, as this causes problems in some email applications.

Color Flexibility

Don't use more than five colors in an email. Additionally, the colors should complement each other.

Coding Standards

Custom XHTML templates must be XHTML compliant. The following are some Constant Contact best practices.

**
 and <div></div>**

Some email applications do not recognize the XHTML `
` tag for specifying line breaks, and the `
 </br>` syntax poses display problems for other email applications. Work around these restrictions by using `<div>` to specify line breaks, as follows:

```
<!-- BEGIN: spacer code in place of <br/> -->
<div>line of text to display </div>
<!-- END: spacer code in place of <br/> -->
```

Even though the `` tag is deprecated, use this tag to specify font styles. If you reference a class on the font tag, Constant Contact automatically generates the `` attributes and inline styles. This is to support some web-based email applications that strip inline styles.

For example, you have the following code in your template:

```
<font class="MainText">some text here</font>
```

Constant Contact generates this in the email:

```
<font style="FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 12pt;FONT-WEIGHT: bold;COLOR: #312200;">some text
here</font>
```

** and &**

The HTML standard does not support multiple blank spaces; they are treated as a single space. Use the special character to force multiple spaces. This is also useful if you want to specify a non-breaking space.

If you use an ampersand (&) in your design, Constant Contact converts it to &, which is required for XHTML.

HTML Comments

Make liberal use of comments throughout your code to help identify main sections within the HTML code. For example:

```
<!-- BEGIN: Introduction Section -->
HTML coding here
<!-- END: Introduction Section -->
```

HTML Tags as Text

Any text within <Property> tags which uses html tags has to be included in the txt attribute. For example, if
 is used, it must be declared in the txt attribute as "
" (encode the "<" and ">" characters). Another example follows:

```
<Property
name="letter.featured.spec5"
title="Product Feature 5"
type="single"
txt="Warranty: 3 years parts and
labour&lt;sup&gt;1&lt;/sup&gt;"
font="ProductFeature">Warranty: 3 years parts and
labour<sup>1</sup>
</Property>
```

Using Style sheets

Every email has its own internal style sheet, which Constant Contact converts into inline styles when the email is sent. Each XHTML email can have one and only one <style> sheet.

All styles must be defined as a class and each class selector must begin with a period.

See Chapter 2, Using Styles for more information.

Additional Email Design Resources

You can find a lot of information about designing emails effectively on the Constant Contact website. Some links include:

- From the home page, click **Learning Center**.
- Log in to the Constant Contact website, then click **Get Help**. Click **Search Our FAQs** . Search **Emails: Create**, with keyword phrase of **Coding in HTML**.

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