

## Using Email Templates in Dreamweaver CC by Gay Carnes, San Antonio Web Spinners

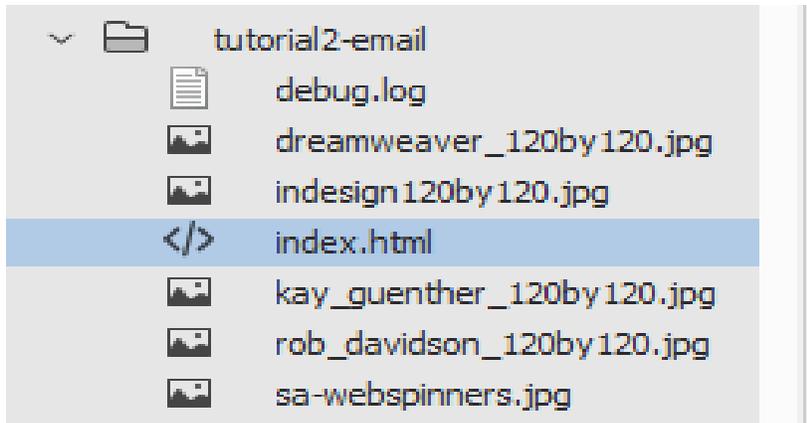
1. Dreamweaver CC2015 introduced starter templates for HTML email. They have all the right coding, so you don't have to hand code it with all the ins and outs required by each email client. Doing a search through the internet brought up a lot of Dreamweaver tutorials that wrote code for emails – making it very tedious and long to say the least.

2. Images used in HTML email have to be hosted on a publicly-accessible server, so that when the email is opened by your reader, their device knows where to fetch the image from to display it. I uploaded my images to one of my websites and just linked to the images using the full webpage link (better known as absolute URLs). For example:  
[http://www.harlandale.txmasons.org/tutorial2-email/dreamweaver\\_120by120.jpg](http://www.harlandale.txmasons.org/tutorial2-email/dreamweaver_120by120.jpg). After putting them on the website, I went to each link and copied the url and placed all the links in notepad to copy from when linking to a particular image. I also placed all of my wording in notepad, so I could replace the dummy text in the email. I'm not always that efficient and end up doing some of that when I'm working on the website, etc.

3. So, instead of coding ourselves, let's do it the easy way and use a Dreamweaver template.

a. Open up Dreamweaver.

b. Put the image files you are going to use in a folder on one of your websites. Mine looked like this:



I learned that doing the email like you would do a website worked in the end.

- c. Choose File > New to open the New Document popup.
- d. Select the Starter Templates category.
- e. From the Sample Folder column, choose Email Templates.
- f. After choosing your desired template (Basic, Fluid, Hybrid, or Responsive), click on “Create.” I used the Basic email starter template as the basis for these instructions making an HTML email. The definitions are listed in paragraph 4 below.

4. Select the template that best suits your needs:

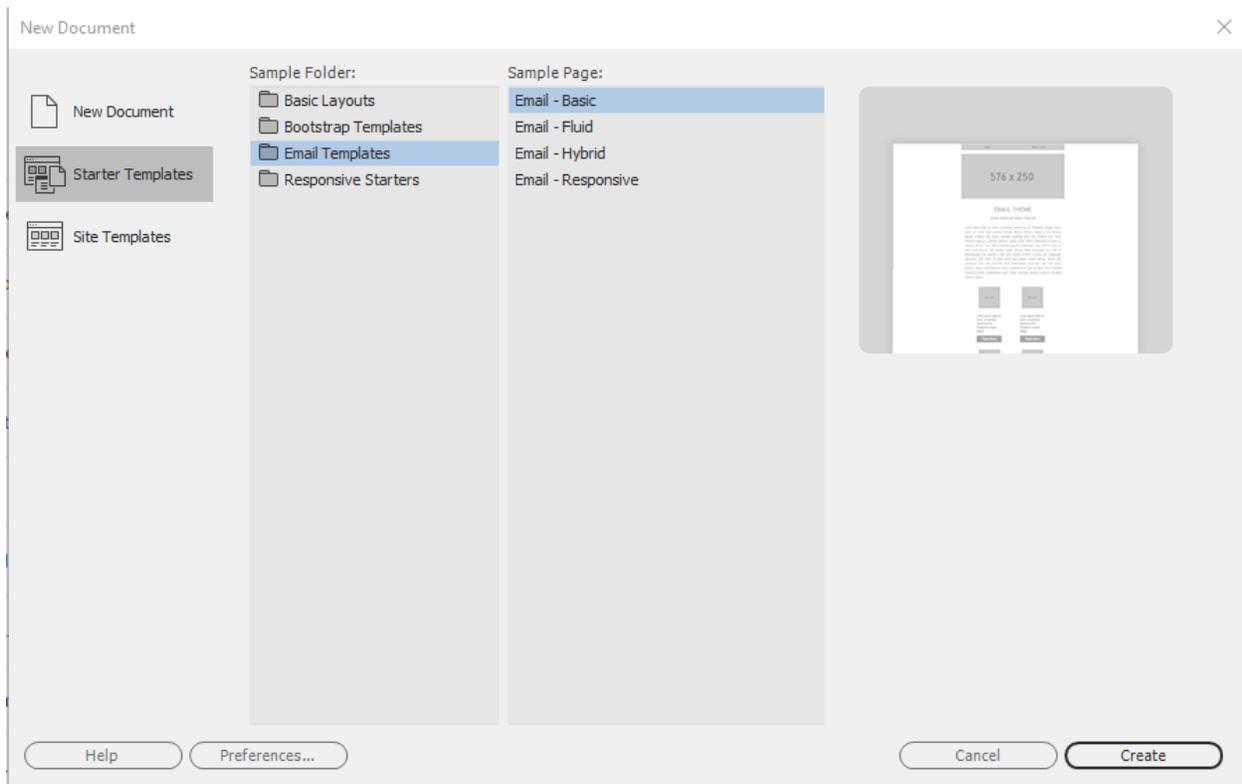
**Basic** – Layout includes single and two column design, with media queries for both devices with a width of 600 and 480 pixels, coded so that multiple columns are linearized.

**Fluid** – Similar to Basic, except no media queries are used although percentages are applied. Multiple columns persist on devices with narrower widths.

**Hybrid** – Offers the widest initial display with a single media

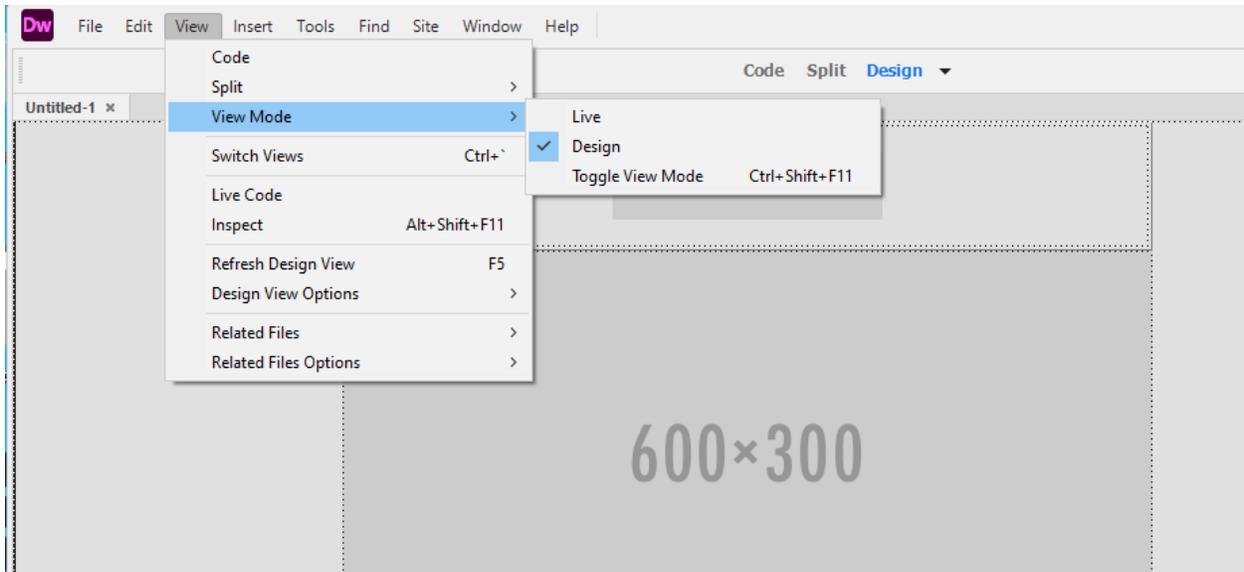
query for screens with a maximum width of 480px. Layout includes 2 and 3 column areas as well as float left and float right.

**Responsive** – Similar to the Hybrid layout but incorporating a media query for devices with a maximum width of 600px.



5. Save the file as index.html.

You can use “Design” view to have ready access to the Properties Inspector – handy to change links, etc, without going into the code, or you can use “Live” view which I found very handy. To change views, go to the “View” menu. See image below.



6. To replace an image in Live view, simply click on it. Then, click on the img box on the left and use the popup on the right to fill in the SRC link, alt (alternate text), and link to the url. I found out that both the SRC and link needed to have the absolute (full) url to make it work.



7. To replace text, just highlight the “dummy” text, and paste your text over it, or replace it by highlighting the “dummy” text and typing over the text on the web page.

8. After completing the web page, go to View, Code View. Copy the code by selecting it and copy it.

9. You now have to use an Inliner Tool to convert it. This tool will catch any CSS that is not inline and helps to prepare your email for clients like gmail. Mailchimp is a good and easy one to use. You can find it at:

<https://templates.mailchimp.com/resources/inline-css/>

10. Just paste your HTML in the Block on the page and click on Convert. Select all of the html code in the converted block and copy it.

11. Open up Notepad and paste the converted html in it. Save it as index.html on your computer. I put it on my desktop.

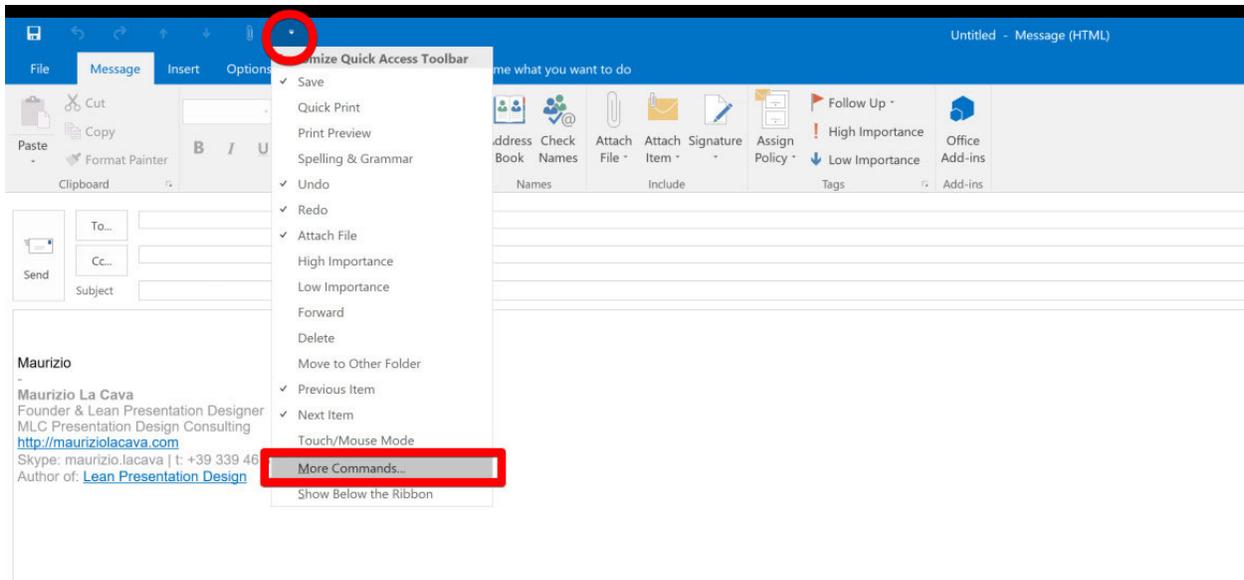
12. Open Microsoft Office Outlook. This is the email program I use. Follow the procedure below.

### Outlook Procedure to Enable it to Convert HTML to Text for Email

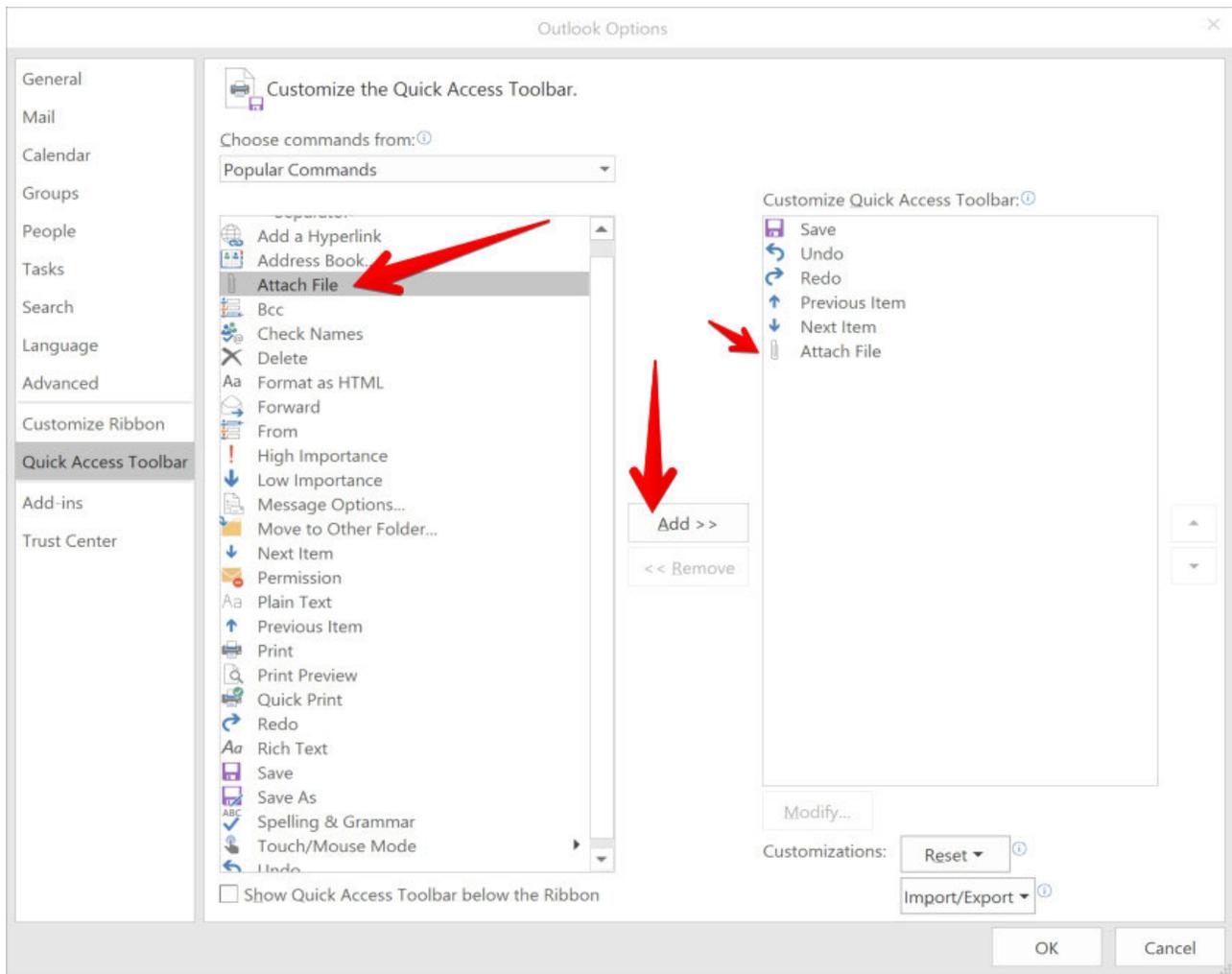
*If you use Office 365 you need to add the attach button to the quick access toolbar otherwise you won't be able to insert the HTML as text.*

Use this procedure:

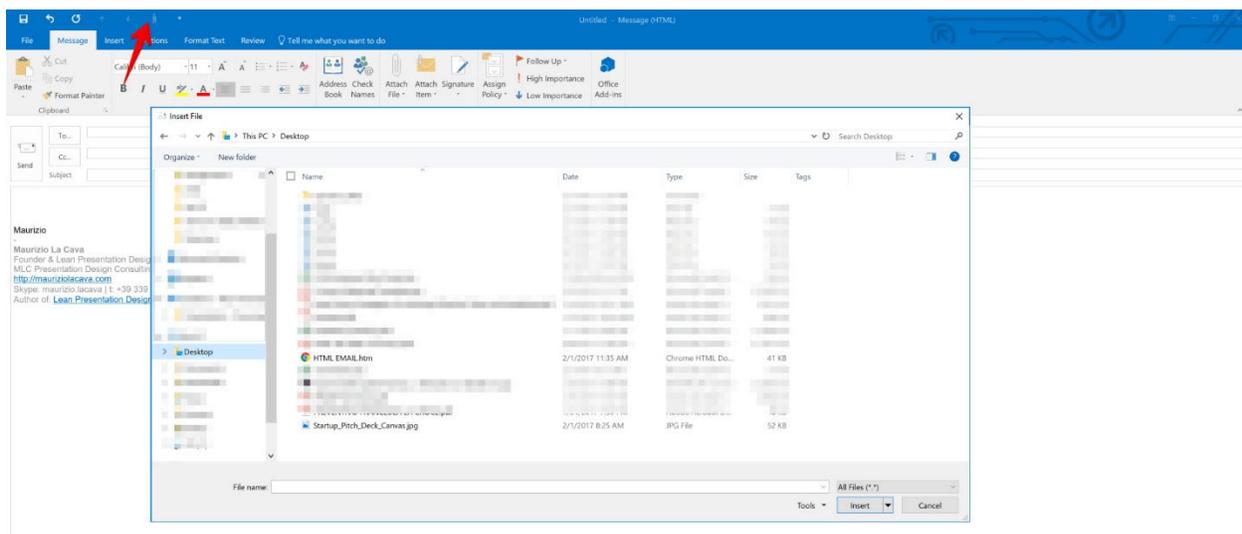
1. Select more commands to customize your quick access toolbar



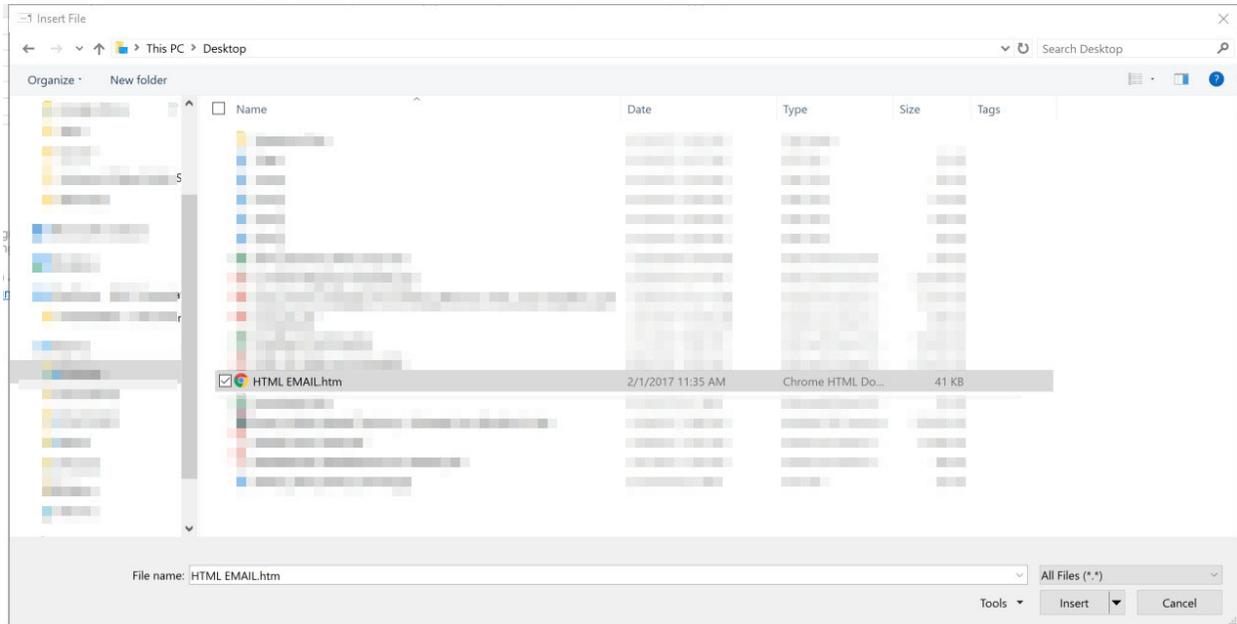
2. Choose the "attach" function and "add" it to the toolbar



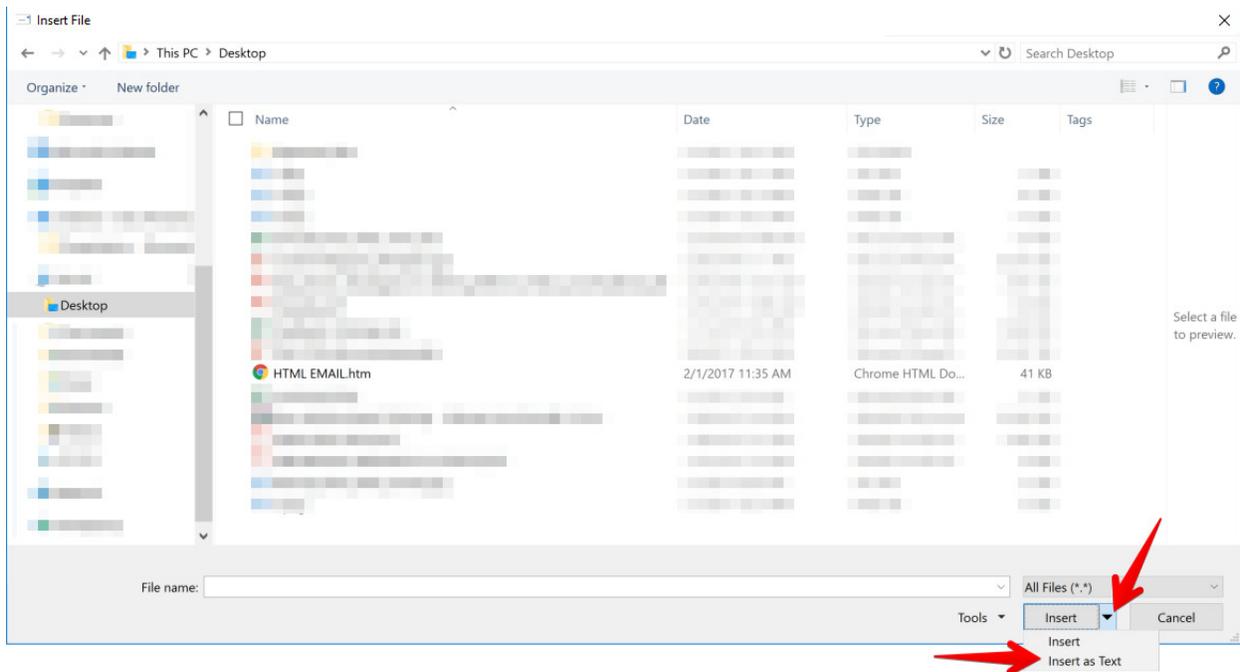
3. Open the "attach a file" window from the quick access toolbar



4. Select the HTML file you need to import BUT do not click to INSERT yet



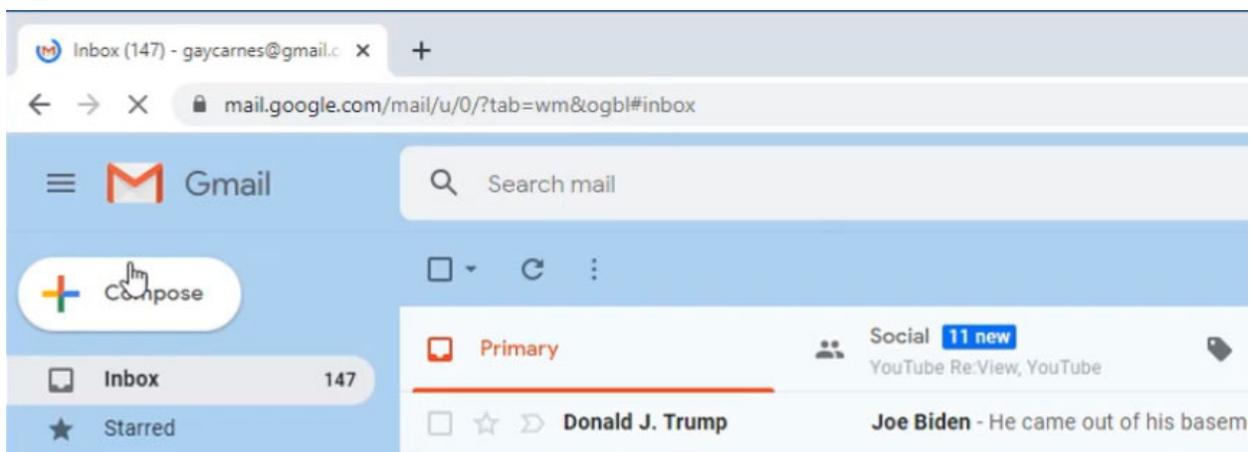
5. Switch the "insert" button with the "insert as a text" button and click



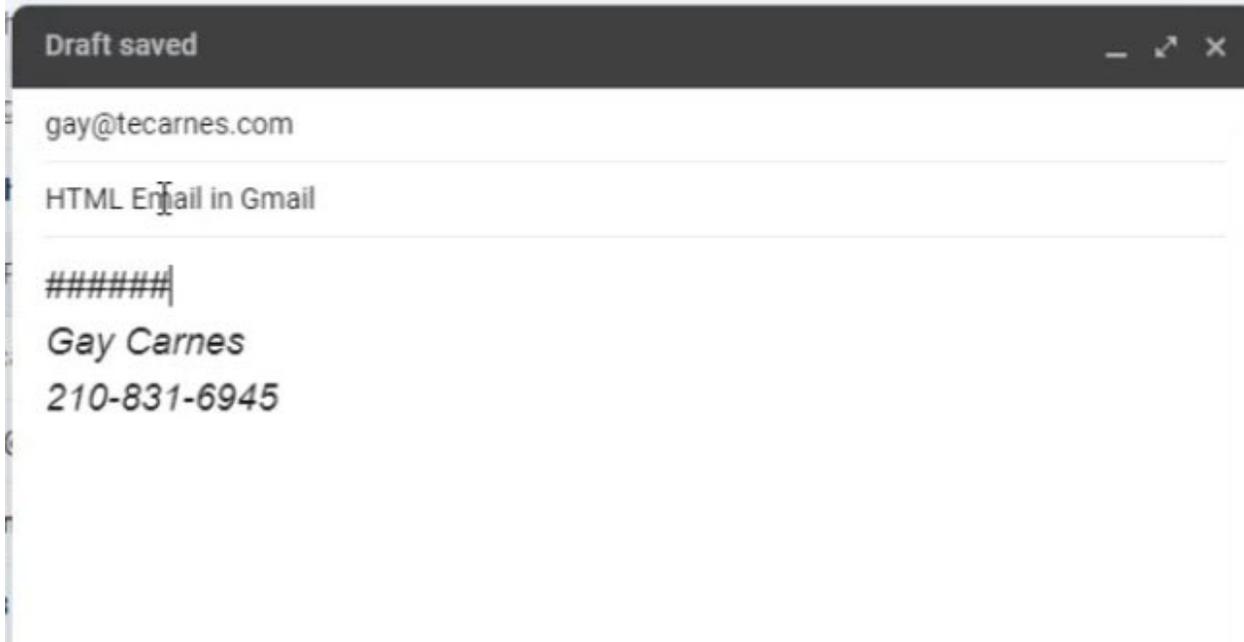
Here's the magic! The HTML file will be imported and visualized properly in your email. At this point you'll just need to send it to your audience.

## Using Email Templates for Gmail

1. Go to google.com and open your gmail.
2. Click on Compose.



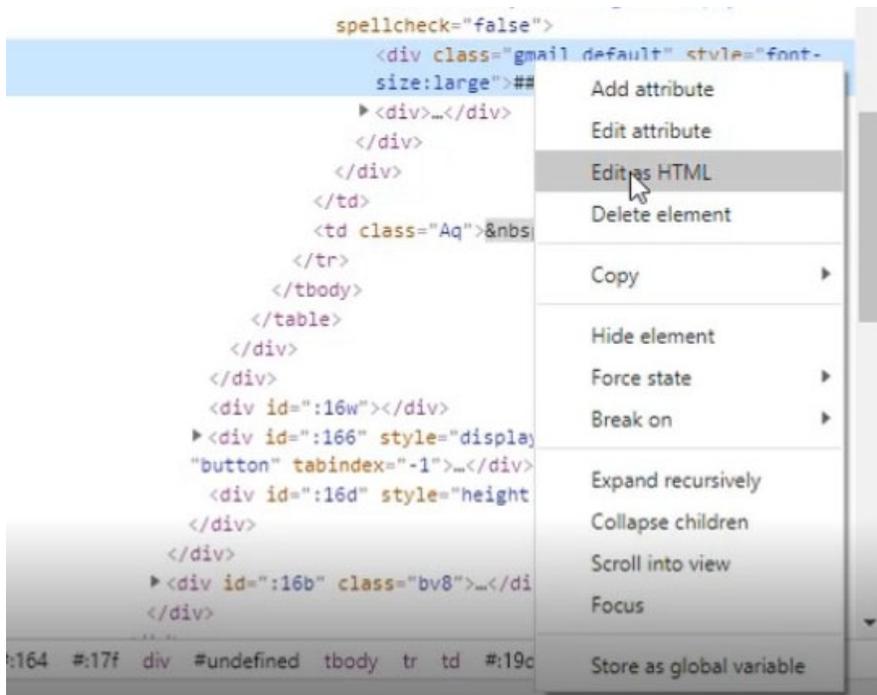
3. Fill in the “To,” subject, and put some placeholder text like ##### in the body of the email.



4. Select the place holder text by highlighting it. Right click on the placeholder text and click on “Inspect.”



5. Right click on the highlighted text and select “Edit as HTML” in the popup.



6. Go to your CSS Inliner Tool like we did in the 1st tutorial (paragraphs 9-11, Using Email Templates in Dreamweaver CC), copy your code from the Dreamweaver document, and paste it in the open block. Click on Create and copy the created, converted html code.

7. Highlight the placeholder text in the inspect element, and paste the code (Ctrl V).

8. Go to the Gmail draft and check that everything worked.

9. Then, send you email.