

# Email Newsletter Design Dos and Don'ts for Publishers

Optimize the design of your health and wellness newsletters with tips from this visual guide.

# Email Newsletter Design Dos and Don'ts for Publishers



## Introduction

Now more than ever, the design of your email is crucial to converting it into an effective marketing tool. Other organizations send your subscribers dozens of email a day; many of which get sent directly to the junk folder or, if they are lucky enough to land in the inbox, don't drive conversions.

As a health and wellness publisher, you rely heavily on subscribers engaging with your email campaigns. For your emails to land in your subscribers' inbox and get results, your email needs to be formatted correctly and well-designed.

This guide illustrates what to do and what not to do when crafting your email newsletters.

## Email Newsletter Design Dos and Don'ts for Publishers

Highlighted below are common mistakes that health and wellness publishers make when constructing an email campaign. Designing an email with these elements will hinder the performance of your newsletter.

1. Large header and splash image at top of design only serves to push content down.

2. Email recipients can be overwhelmed by too much content.

4. No obvious organization of the content to guide the reader.



### The standard Lorem Ipsum passage

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla paria. dolorem eum fugiat quo voluptas nulla paria. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut quis nostrum exercitationem ullam corporis suscipit laborio. quis nostrum exercitationem ullam corporis suscipit laborio. exercitationem ullam corporis suscipit laborio. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla paria. dolorem eum fugiat quo voluptas nulla paria. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Atem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Learn More!

Your logo • 1788 Avenosky Ave. Fallsfield MA 08765 • 877-547-9216



3. Text-heavy content isn't easily readable.

5. Call To Action is below the fold and recipients may never see it.

## Email Newsletter Design Dos and Don'ts for Publishers

The design below is more likely to catch the attention of your subscribers and increase clickthroughs. Improve the overall appearance of your email by incorporating these easy to follow solutions.

1. Replaced splash image with title and informational text to engage readers immediately.

2. Provided teaser copy to catch reader's interest and added "read more" links.

4. Organized content into two columns with clear section headers to increase readability.

The image shows a newsletter layout with an orange border. At the top left is the DYNAM Health and Wellness Center logo. The main header is a green bar with the title "The standard Lorem Ipsum passage" and a short paragraph of placeholder text. Below this, the content is split into two columns. The left column has two sections, each with a "The Standard Lorem Ipsum Passage" header, a paragraph of text, and a "Read more »" link. The right column features a square image of trees at sunset, a "Learn More!" button, and another paragraph of text with a "Read more »" link. At the bottom, there is a footer with contact information and social media icons for Facebook and Twitter.

**DYNAM**  
Health and Wellness Center

### The standard Lorem Ipsum passage

Lorem ipsum dolor sit amet, consectetur adipisicing elit, voluptatem natus sed do eiusmod tempor incididunt ut labore et dolore magna architecto beatae.

#### The Standard Lorem Ipsum Passage

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit [aspematur](#) aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia. [Read more »](#)

#### The Standard Lorem Ipsum Passage

numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat [voluptatem](#). Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit. [Read more »](#)



### Learn More!

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, [eaque](#) ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt expli quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore. [Read more »](#)

Your logo • 1788 Avenosky Ave. Fallsfield MA 08765 • 877-547-9216



3. Added an image to break up long content and engage readers.

5. Moved Call To Action to a higher, more prominent position to increase clickthroughs.




## Email Newsletter Design Dos and Don'ts for Publishers

Broken links, inconsistent content and bad design elements make your email look unprofessional. Avoid the common design and copy mistakes shown below.

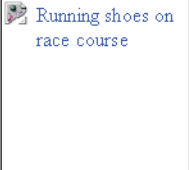
1. Broken images make your newsletter appear unprofessional and incomplete.

3. Lack of Alt text prohibits readers from knowing what is supposed to be contained in images that fail to display.

4. Making use of font and link colors that do not have enough contrast against the background of the email decreases its readability.



# Summer Wellness News




Running shoes on race course

### 10 Things You Can Do To Prepare For Your First 5K Race

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed tortor sit amet nulla malesuada sodales eget sit amet nisi. Fusce diam arcu, euismod at blandit at, egestas in nisl. Pellentesque rutrum mi nec neque accumsan placerat. Cras sed purus enim.

Integer euismod, augue non malesuada dignissim, turpis libero posuere nisi, a tincidunt felis velit ac quam. In at enim ut sem auctor facilisis in nec augue.




PHC Personal Pace Monitor

### The Plus Health Clinic Personal Pace Monitor Keeps Pace With Your Active Runner Lifestyle

Nullam placerat placerat lectus, sit amet tincidunt erat volutpat ut. Aenean eleifend pretium felis id sagittis. Phasellus iaculis vestibulum mattis.

Sed dolor lacus, rhoncus sit amet euismod ac, commodo et quam. Donec hendrerit nisi urna. Ursat sit amet dor nomen.



2012 PHC Tennis Open

### Save The Date: The 2012 PHC Tennis Open Labor Day Weekend

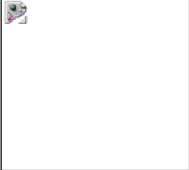
Sed pulvinar, mauris ac euismod semper, tortor lorem ullamcorper magna, a consequat diam lectus ut leo. Donec lectus metus, placerat id facilisis at, accumsan eget velit.

Duis euismod justo magna, at commodo nisl. Vestibulum rutrum aliquam tortor, ut congue orci faucibus tincidunt. Nulla rhoncus laoreet est sed tempus.

### \$10.99/lb Fresh Lobster Special

Maecenas consectetur tincidunt nisi in feugiat. Morbi ac urna at velit imperdiet pretium vitae.

Mauris ac risus nisi, ut pharetra velit. Nullam ultricies laoreet eros. Sed sagittis, orci sit amet cursus tincidunt, mi ante semper nisl.



### 12 Safety Tips For Endurance Running In The Outdoor Heat

Pellentesque porttitor lobortis tortor, non laoreet neque auctor eu. Pellentesque porttitor lobortis tortor, non laoreet neque auctor eu. Proin viverra feugiat mauris, quis fringilla nunc fermentum in. In id lorem eget augue pellentesque euismod nec a quam.

Pellentesque ullamcorper aliquam nisi nec eleifend. Nulla libero augue, aliquet vel dapibus eget, sodales quis purus. Maecenas consectetur tincidunt nisi in feugiat. Morbi ac urna at velit imperdiet pretium vitae at leo.

Donec sodales lobortis erat, sed tempus quam ultricies a. Etiam hendrerit mauris rhoncus erat fermentum rhoncus. Mauris ac risus nisi, ut pharetra velit. Nullam ultricies laoreet eros. Sed sagittis, orci sit amet cursus tincidunt, mi ante semper nisl.

Integer euismod, augue non malesuada dignissim, turpis libero posuere nisi, a tincidunt felis velit ac quam. Nulla libero augue, aliquet vel dapibus eget, sodales quis purus. In at enim ut sem auctor facilisis in nec augue. [Sign Up For Membership Today »](#)

2. Covering too many topics within one email does not allow for concise information to be conveyed to recipients.

## Email Newsletter Design Dos and Don'ts for Publishers

Carefully planning your email campaigns and testing them before deployment will guarantee that your organization looks professional every time you communicate with your subscribers.

1. Used correct URLs and tested the campaign prior to deployment, ensuring images rendered properly when subscribers opened the email message.

3. Included descriptive "alt text" for every image used in the newsletter, giving readers a reason to download images if, by default, they are not set to display.



**Plus Health Clinic**  
*Your Wellness, Our Promise*  
**Summer Wellness News**

Integer euismod, augue non malesuada dignissim, turpis libero posuere nisi, a tincidunt felis velit ac quam. Nulla libero augue, aliquet vel dapibus eget, sodales quis purus. In at enim ut sem auctor facilisis in nec augue. [Sign Up For Membership Today »](#)



**10 Simple Things Every Runner Should Do To Prepare For Their First 5K Race**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed tortor sit amet nulla malesuada sodales eget sit amet nisi. Fusce diam arcu, euismod at blandit at, egestas in nisi. Pellentesque rutrum mi nec neque accumsan placerat. [Read More »](#)



**The Plus Health Clinic Personal Pace Monitor Keeps Pace With Your Active Runner Lifestyle**  
Nullam placerat placerat lectus, sit amet tincidunt erat volutpat ut. Aenean eleifend pretium felis id sagittis. Phasellus iaculis vestibulum mattis. [Read More »](#)



**12 Safety Tips For Running In The Outdoor Heat**  
Pellentesque porttitor lobortis tortor, non laoreet neque auctor eu. Proin viverra feugiat mauris, quis fringilla nunc fermentum in. In id lorem eget augue pellentesque euismod nec a quam. [Read More »](#)

Integer euismod, augue non malesuada dignissim, turpis libero posuere nisi, a tincidunt felis velit ac quam. [Nulla libero augue](#), [aliquet vel dapibus eget](#), [sodales quis purus](#).

2. Used subheadings and short paragraphs to highlight key topics.

4. Selected suitable font and link colors, improving the ease with which entire message can be read.

## Email Newsletter Design Dos and Don'ts for Publishers

Not only do the mistakes illustrated below make your email difficult for subscribers to read, they are likely to get it caught in spam traps or sent immediately to the junk folder.

1. Entire email is one large image which can trigger spam traps.

2. Text is embedded into the image and will not display if images are disabled by default, limiting the number of subscribers that will see the message.

3. Inconsistent logos dilute your corporate identity, causing brand and product confusion.



4. Content is entirely in all-caps which is visually jarring and reduces legibility.

5. No Calls To Action or links included in message is a missed opportunity to engage audience.

## Email Newsletter Design Dos and Don'ts for Publishers

Integrate these quick fixes to ensure your emails get delivered to the inbox and increase the chances that it will be read by your subscribers.

1. Used both text and images within the body of the email, making it less likely to be caught by spam traps.

2. Replaced large image with an HTML designed email template, allowing text to render even when images are disabled.

3. Incorporated consistent use of logos, building brand awareness.

**NHC**  
Northern Health Clinic

Northern Health Clinic will provide  
you the best best health care  
in the New England area.

### Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit Quisque Sed Tortor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed tortor sit amet nulla malesuada sodales eget sit amet nisi. Fusce diam arcu, euismod at blandit at, egestas in nisl. Pellentesque rutrum mi nec neque accumsan placerat.

Cras sed purus enim. Integer euismod, augue non malesuada dignissim, turpis libero posuere nisi, a tincidunt felis velit ac quam. In at enim ut sem auctor facilisis in nec augue. [Learn More »](#)

**Sign Up Now »**

- Enim ut sem auctor
- Pellentesque porttitor
- Proin viverra
- Feugiat mauris
- Lorem eget augue
- Quam euismod

Northern Health Clinic • 1788 Avenosky Avenue, Fallsfield, MA 08765 • 877-547-9216

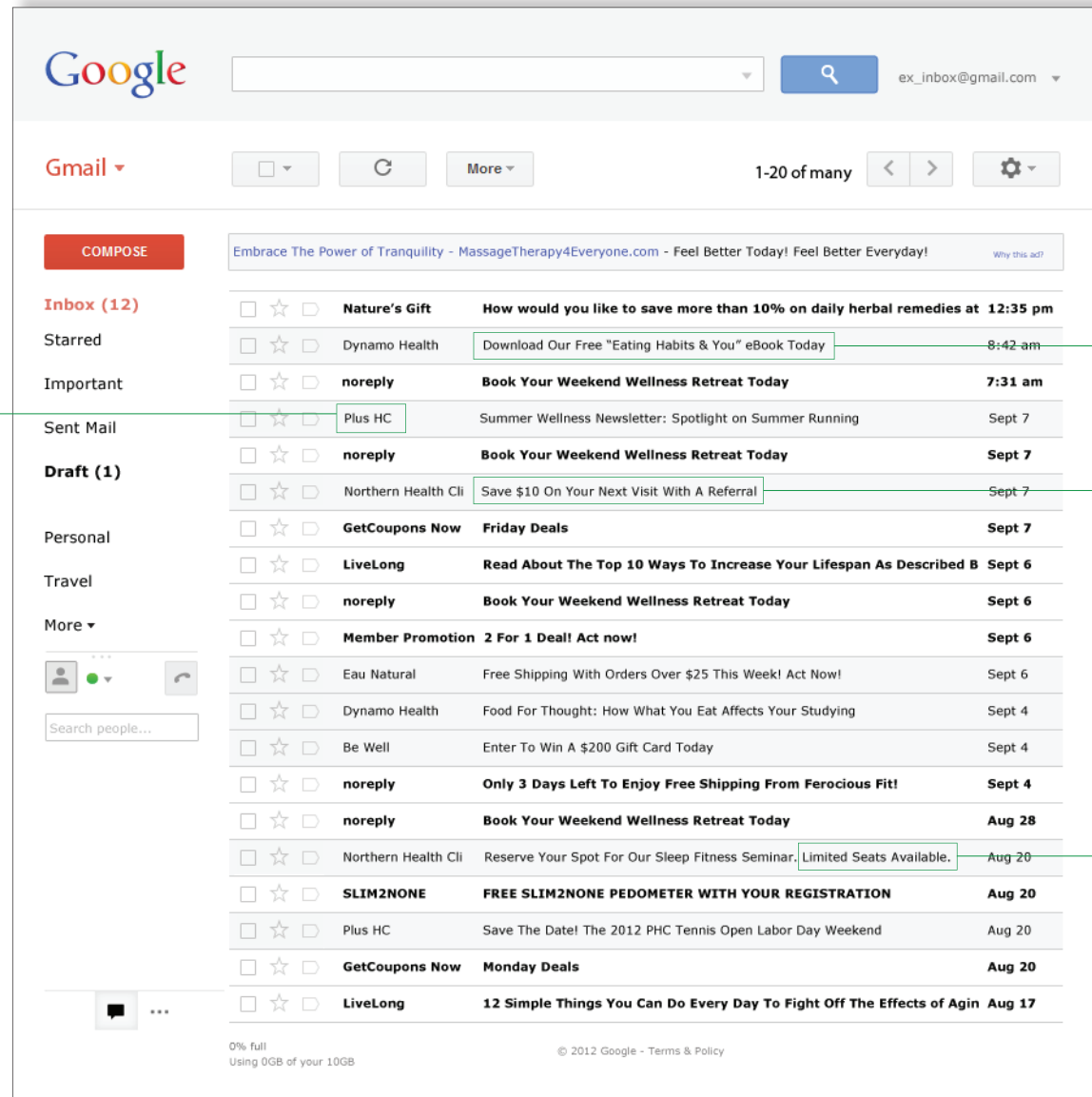
4. Utilized proper sentence and title case, increasing overall legibility.

5. Included Calls To Action and links in content, providing a more interactive experience.



Building trust with your recipients and increasing your open rates are easy to accomplish. Just follow the tips below.

Choose a from name that is easily recognizable to the recipient to indicate that your message is from a credible and trusted source.

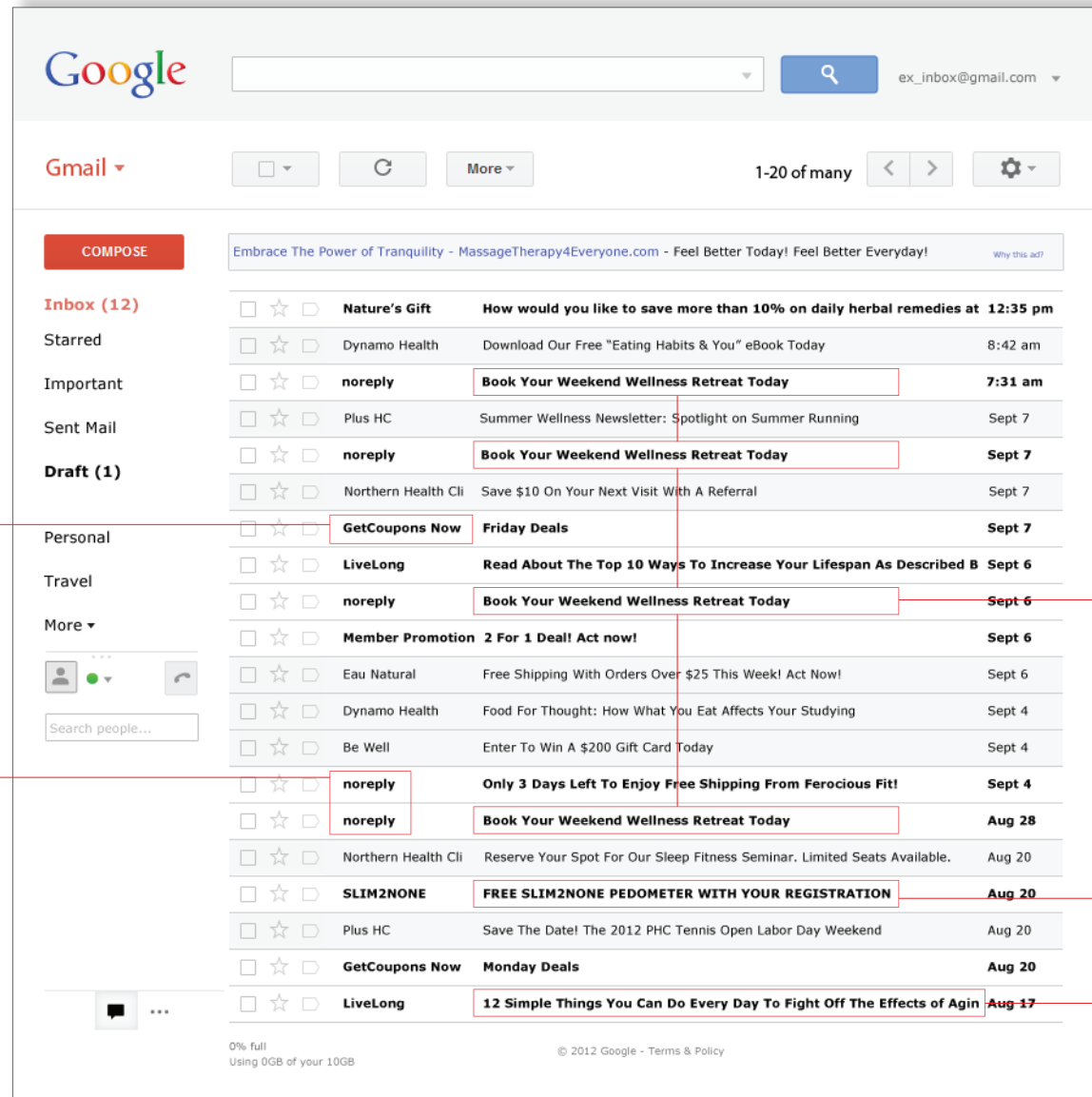


Include a clear Call To Action in your subject line message.

Be concise and keep your subject lines to about 30 characters maximum.

Instill a sense of urgency in your message.

Before your emails are read, they need to get opened first. Standing out in a recipient's inbox is always a challenge. The examples below are what not to do if you want your emails to get opened.



Don't state the offer in the From line.

Not using a proper From name makes it difficult to identify who you are and if you are trustworthy.

Avoid using the same subject line multiple times

Avoid using all-caps

Email subject lines should be approximately 30 characters in length



## Email Newsletter Design Dos and Don'ts for Publishers



### Conclusion

As a health and wellness publisher, you know how important it is to get results from your subscribers and keep them engaged. Creating a well-designed email newsletter that gets into your subscriber's inbox does not have to be difficult. Just keep the tips outlined in this guide in mind when planning your campaigns and editing your content. You'll drive opens and conversions, increasing the productivity of your email marketing programs.



### About Net Atlantic

Net Atlantic offers feature-rich email marketing solutions with all the necessary tools to create, send, track and manage your email marketing campaigns successfully. Increase your email marketing's performance with powerful campaign tools, real-time reporting and tracking, expert deliverability management, and responsive technical support. Advanced features combined with an easy-to-use interface and cost-effective pricing allows organizations of all sizes to drive business and enhance loyalty with email marketing.

### Net Atlantic, Inc.

10 Federal Street, Suite 26 Salem, MA 01970  
P 877-263-8285 F 978-744-0037  
sales@netatlantic.com



Read our blog:  
[netatlantic.com/blog](http://netatlantic.com/blog)

Follow us:  
[twitter.com/netatlantic](https://twitter.com/netatlantic)

Become a Fan:  
[facebook.com/netatlantic](https://facebook.com/netatlantic)

Connect with us:  
[linkedin.com/company/net-atlantic-inc](https://linkedin.com/company/net-atlantic-inc)