

The CMS Builder Cookbook

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E-MAIL CSS ISSUES WHEN SENDING A WEB PAGE AS AN EMAIL - Jun 12th, 2014

Mailchimp to the rescue.

According to Mailchimp:

"Because some email clients strip out <head> and <style> tags from emails, it's best to have your CSS written inline when sending campaigns. We know that writing inline CSS is time consuming and repetitive, so we've built this (free) conversion tool to automatically inline your email's CSS.

It's a good idea to leave the CSS in the original <style> tag as a backup, but we can optionally strip that out for you. And if your email is responsive and uses media queries, don't worry - the inliner tool will leave those styles alone.

I tried it and found only a few caveats:

- 1) The tool (neatly) replaces most occurrences of < with & lt; and most occurrences of > with & gt; and many occurrences of " with & quot; The good news is that you can do a few quick find and replaces and you're back in business.
- 2) The tool may not work or play well with things like Google Fonts or other web fonts.
- 3) There may be some other small PHP errors, some dealing with capitalization, so check for them.

However, at the cost of one click, it's pretty darn good.

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

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