

Constant Contact – Email Best Practices

Fonts

Recommended fonts for use in emails

Headings: Tahoma

Body: Arial

Sans serif fonts like Tahoma and Arial tend to be easier to read across multiple screen sizes compared to serif fonts like Times New Roman.

Font Size

The default font size for text in Constant Contact is 14px. Using a font size of less than 14px will make your content difficult to read.

Underlined and Italicized text

Avoid using underlined and italicized text when possible. It can become difficult to read for individuals with dyslexia as it can make the text appear to run together. Underlined text should only be used for hyperlinks.

Images

Dimension and File Size

Images uploaded to constant contact will be compressed if larger than 1200px wide. This can have unintended consequences, such as fuzzy or blurred images. To ensure images are displayed as you intend, they should be no wider than 650px. Constant Contact also recommends that images be saved at a resolution no larger than 72ppi.

Constant Contact provides a complete guide on [how to prepare images for upload](#).

Alternate Text

Individuals with visual impairments often use assistive technologies, such as screen readers, to help them navigate digital content. When a screen reader comes across an image without alternate/descriptive text it will often read aloud the file name. This makes the user experience less than ideal for these individuals. Adding alternate/descriptive text is easy and should not be overlooked. Constant Contact's guide will take you through the [alt text process step by step](#).

Composing Your Email

Pasting text into an email template

If you need to paste text from a different program like Microsoft Word, you will need to paste it without any formatting (font, size, color, etc.). To do this use the following keyboard shortcut:

- **Windows:** Ctrl + Shift + V
- **Mac:** Option + Cmd + Shift + V

This will make editing the text in Constant Contact much easier, as formatting from other programs can compete with your intended styles. It can also cause the email to not display properly for your recipients.

Heading Levels

Heading levels tell assistive technologies how content is organized. In Constant Contact there are three heading levels to choose from: H1, H2 and H3.

H1 is the most important heading and H3 the least important. There should never be more than one H1 in your email. You can have multiple H2 and H3 head levels.

Hyperlinks

Naked URLs are those that display the full address rather than using a hyperlink.

- Naked: <https://www.mdek12.org/>
- Hyperlinked: [The Mississippi Department of Education](#)

While naked URLs are used in printed material, they should never be used on digital platforms. When they are read by assistive technologies, it can cause frustration for users – especially when longer URLs are used (e.g., links to PDFs) as screen readers will read aloud the entire URL letter-by-letter.

Link Phrasing

Avoid using phrases like “click here, more details or more.” These phrases have little meaning if assistive technologies read them out of context. Instead, ensure your hyperlinks use phrases that will make sense, even when read out of context.

Instead of:	Use:
Learn More	Learn more about our training opportunities
Resources	Explore community involvement resources
To register for the conference, click here .	Register for the conference on the Mississippi RESAs website .