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The power of email marketing is being realized by most businesses in the world. From Fortune 500 companies to small startups email marketing proves to be one of the cost effective and scalable marketing techniques. PSD to Email conversion has emerged as the most preferred technique of getting highly customized email messages which make maximum impact on the customers. These email messages are visually attractive with the use of images, graphics and colors which catches the attention of the recipients.

The advantage doesn't end here and one of the biggest benefits that you achieve when you convert PSD to XHTML/email is compatibility. These PSD to HTML email are compatible with desktop email clients such as Outlook and Thunderbird and online email services like Hotmail, Yahoo! and Gmail which allows you to run these campaigns easily. They also render uniformly across all the major web browsers such as IE, Firefox, Chrome, Opera and Safari providing you maximum levels of exposure with your marketing campaign.

How PSD to Email gains Compatibility

HTML Coding The core of PSD to Email lies in the high quality coding it undergoes. These emails are designed as images in Photoshop and then converted into HTML or XHTML codes to help in their integration with the email client. The HTML coding is done manually following the best practices which ensure compatibility.

Table less Structure One of the major roadblocks to email compatibility lies with the structure of the emails which are designed as tables. Professional developers opt for table less designs which ensures such emails have no issues with compatibility on the browsers and the email clients.

Server Side Issues Compatibility issues can crop up due to different server side languages like PHP, PERL, JAVA, etc. and this can be sorted with proper HTML coding. Professional developers ensure that the customized emails create no such issues with different server side languages.

Optimized CSS The Cascading Style Sheet plays a major role in the conversion of PSD to CSS/HTML and when the CSS file is properly coded it ensures that the emails render fast on the web browser. It also ensures uniformity to the email

W3C Validation It is very important to ensure that the HTML codes use in the email don't contain any error. Custom emails designed from PSD undergo W3C validation helps you get rid of errors that may exist in the code. Such errors often prevent an email from being compatible with the browsers and the email clients.

To gain maximum compatibility with your email conversion you need to get the job done by professional. This job requires sound knowledge of manual HTML coding and integration with the email clients. Browse through the Internet and you will come across many web development companies which specialize in these services. Take a look at their portfolio as this will help you get a close look at their expertise. A interactive email helps you catch the attention of the recipients immediately.

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