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Building an HTML e-mail that displays everywhere: width, images and dark mode

E-mail

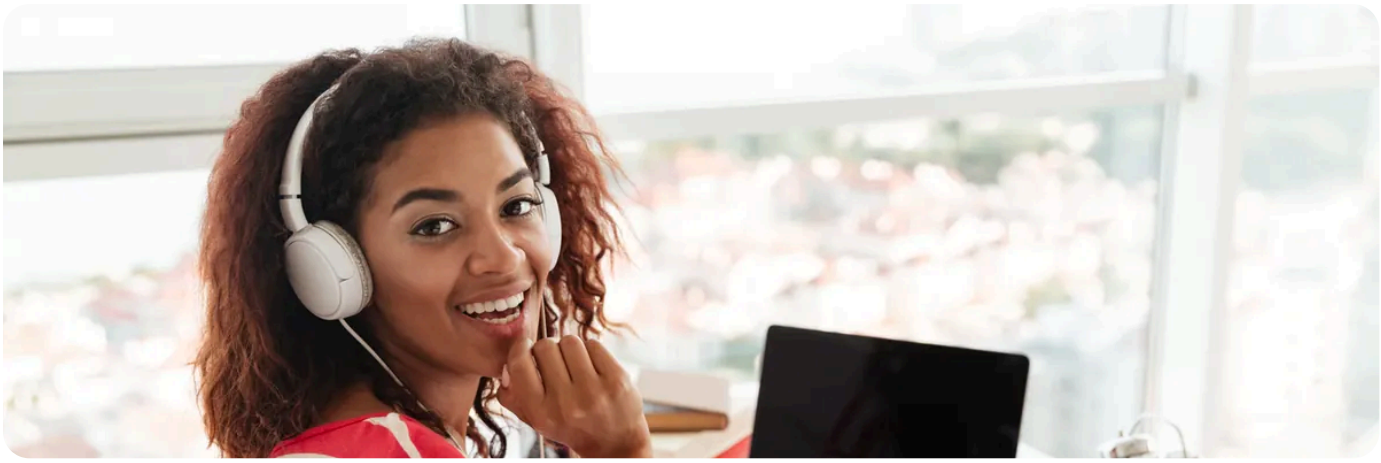
CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-1932	v2026.10.15	Mozambique · English

Interweb Mozambique
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Building an HTML e-mail that displays everywhere: width, images and dark mode

E-mail Created on **October 15, 2026** 2 min read



The short answer: an e-mail is not a web page. Each mail program (Gmail, Outlook, the phone) shows it its own way and many ignore what is modern. To look right everywhere: **narrow width, one column, styles inside each element, images with alt text and a text-only version**.

The rules

Rule	Why
About 600 pixels wide, one column	Fits the computer screen and shrinks well on the phone.
Styles written on each element	Many programs ignore separate style sheets.
Images with a full (https) address and alt text	Many programs block images by default; with no alt text, there is a hole.
Important text as text, not as an image	A message that is only an image comes out blank when images are blocked.
Dark mode	Use defined background colours and logos with a margin, not just a transparent background with dark letters.

Step by step

1. **Start from a simple, one-column template** from your sending service instead of designing from scratch: **Subscribers and newsletter**.

2 **Write the subject and the first line** with care: it is what shows in the inbox: **How to write an e-mail that does not land in spam**.

3 **Use light images** with alt text: **Image optimisation**.

4 **Add the text-only version** and the unsubscribe link.

5 **Test** in Gmail, in Outlook and on the phone, with images on and off, and in dark mode. Only then send to the list.

A very heavy message gets cut.
Some programs (Gmail, for one) cut the end of e-mails with a lot of code and show “view entire message”. Keep the code small and the essentials at the top, with the unsubscribe link in plain view, not hidden.

For a list with consent and sending outside the hosting, see **E-mail marketing without burning your domain** and **Building an e-mail list legally**. The text at the end of everyday messages is another matter: **Signature**.

NEED A HAND?

Want an opinion on your e-mail template? Open a ticket with a screenshot.

Open a support ticket →

SEE ALSO

- **E-mail marketing: doing it properly without burning your domain** →
- **Building an e-mail list legally: consent, sign-up forms and unsubscribing** →
- **How to write an e-mail that does not land in spam: behaviour, recipients and limits** →
- **Adding a signature to your e-mails: webmail, computer and phone** →
- **Image optimisation and WebP** →

Alt text and file names for images: what to write, and what to avoid →

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