



Creating Tables in Emails

Table of Contents

Introduction	1
Building a Table	1
Insert the Table	1
Formatting the Table	2
Deleting the Table	5
Add or Delete Rows	5
Add or Delete Columns	6
Formatting Rows.....	7
Formatting Cells.....	8

Introduction

Email templates in Total Expert can accommodate a variety of types of content. In a Text placeholder, you can construct and format a custom table to help organize information. The user interface allows you to create this table without writing any code—on the back end, it creates the HTML and CSS code necessary to display the table as you define it.

Building a Table

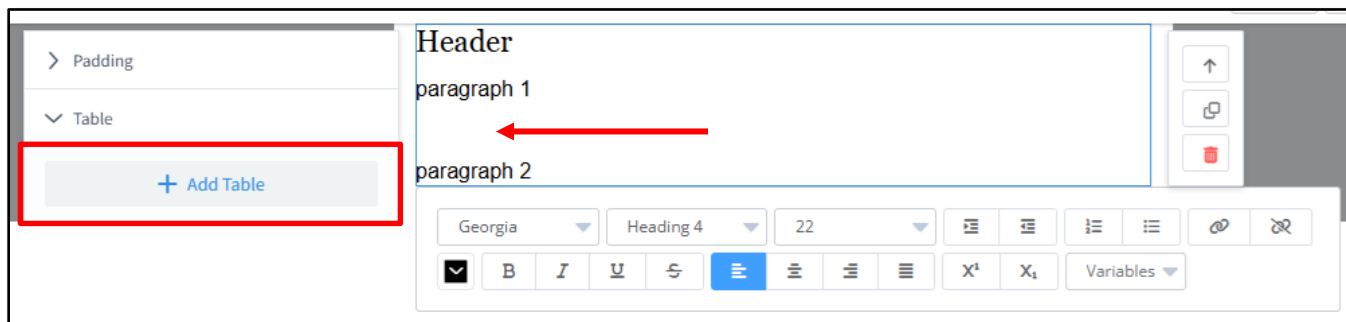
The instructions in this document assume that you are familiar with the general process of building an email template. For more information, see [Email Builder](#).

Tip

The Undo and Redo tools in the email builder apply to actions with tables. Click the buttons in the page header or press **Ctrl + Z** (for Undo) and **Ctrl + Y** (for Redo) to test the effects of your actions.

Insert the Table

1. In an email template that has a layout with at least 1 empty placeholder, add a **Text** element to that placeholder.
2. Place the text cursor at the location where you want to insert your table. In the example shown below, the cursor is between the lines of text with **paragraph 1** and **paragraph 2**.
3. In the menu that appears to the left of the placeholder, click the **Table** header to expand it and click the **+Add Table** button.



The table is inserted at your selected location. The default table has 2 columns and 3 rows and spans the entire width of the placeholder. You can click in each cell and enter text in each. This text can be formatted the same way as any text in regular paragraphs.

Tip

By default, there is no text in the table, nor are there any visible borders. This means it is difficult to tell where the table is. It is recommended to switch on a thin border while you are building the table; see [Formatting the Table](#) below.

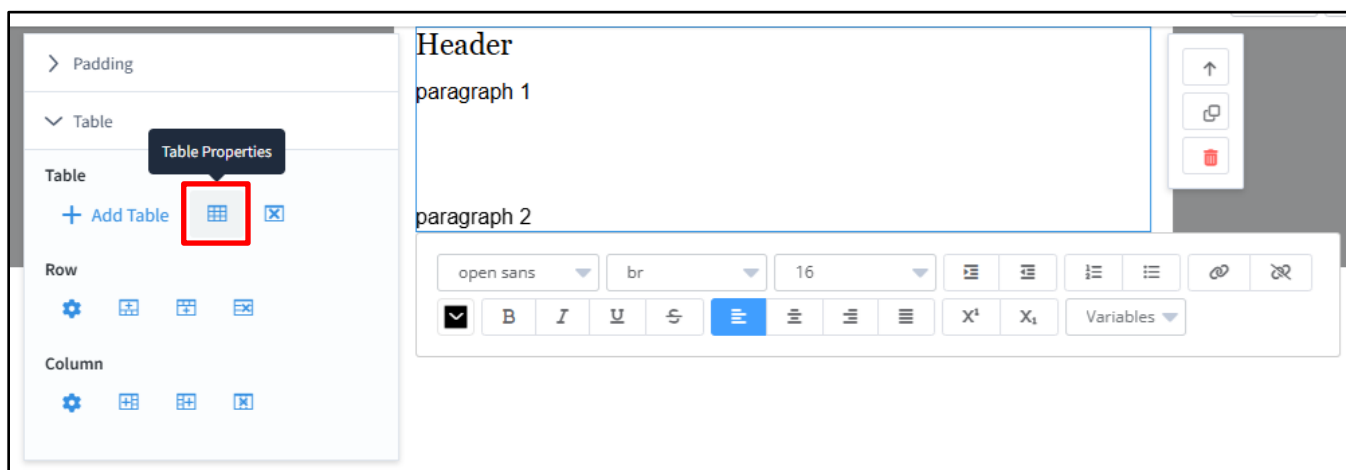
Formatting the Table

With the cursor at any location in the table, the expanded Table section of the menu contains several buttons for customizing the table.

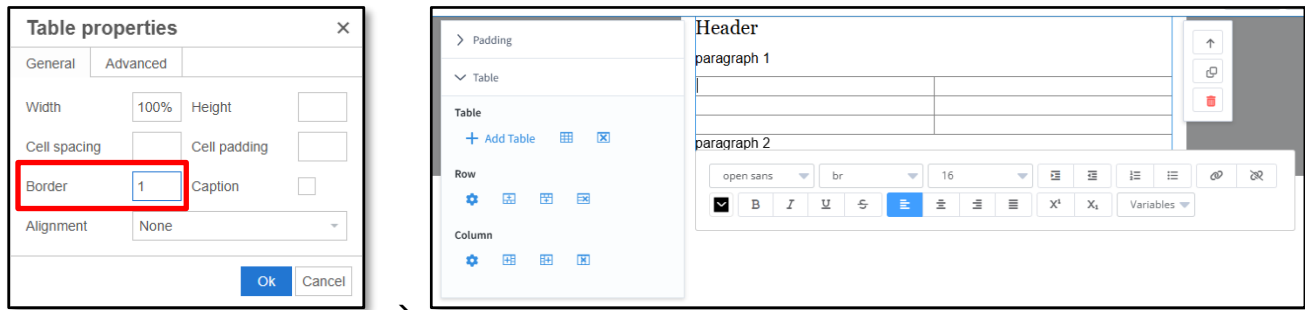
Note

While you can add a new table within an existing table cell, nesting tables is not necessarily recommended, as the tables' formatting can cause unexpected results.

1. Click the **Table Properties** button.

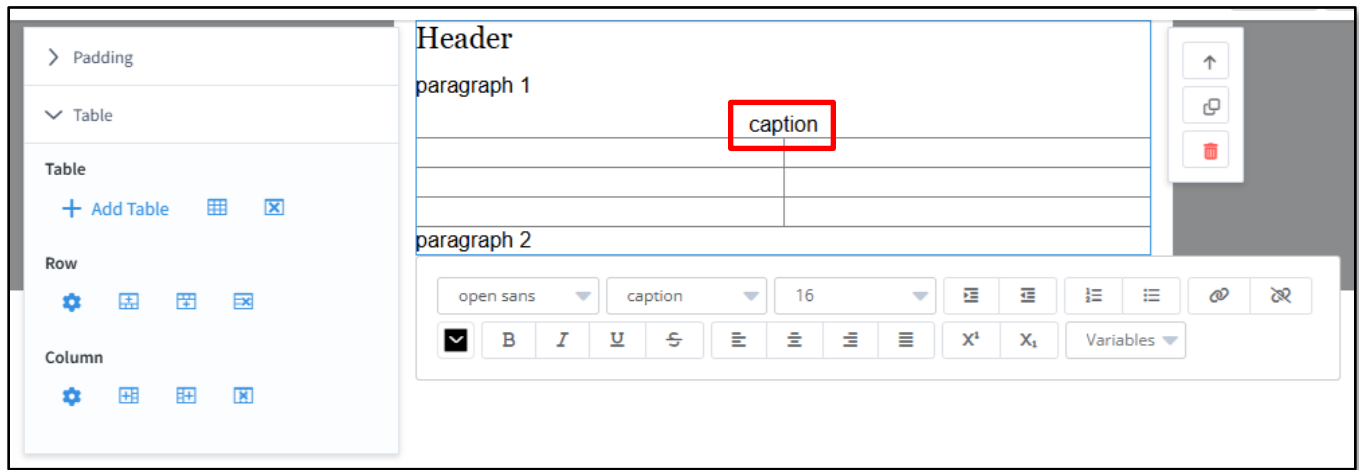


2. In the Table properties box, enter **1** in the Border field and click the **Ok** button. The table updates to have a thin border around each cell. When you are finished, you can blank this field again if you do not want the final table to have borders.



You can apply other formatting by opening this box again and inserting your preferred values. Anything you configure here will be applied to the entire table when you click the Ok button.

- General tab
 - **Width** – Enter a value to determine the overall width of the table.
 - If you enter a percentage, it is interpreted as a percentage of the width of the placeholder.
 - If you enter a value, it is interpreted as a fixed width, in pixels.
 - If you leave this field blank, the table fills the width of the placeholder (same as entering 100%).
 - **Height** – Enter a value to determine the overall height of the table.
 - If you enter a percentage, the value is ignored. The table does *not* reshape dynamically relative to the placeholder.
 - If you enter a value, it is interpreted as a fixed minimum height, in pixels. If the content you enter exceeds the value you enter here, the table resizes itself dynamically around the content.
 - **Cell spacing** – Enter a value, in pixels, to define the space between adjacent cells in the table.
 - **Cell padding** – Enter a value, in pixels, to define the space between the contents of a cell and the edges of that cell.
 - **Border** – Enter a value, in pixels, to determine the thickness of the border of the table.
 - Note that while any nonzero value entered here causes a thin border to appear in the interior of the table, this value only applies to the outer border of the entire table.
 - Leaving this field blank is equivalent to entering 0, unless a border style is defined on the Advanced tab.
 - **Caption** – Check this box to add a space above the table where you can enter text to serve as a title or caption for the table.
 - Click in the space above the table and enter your preferred text. This text can be formatted the same way as any text in regular paragraphs, except that it is always centered above the table.
 - If you uncheck this box, the space for the caption and any text you entered are removed. Rechecking the box does not restore the removed caption.

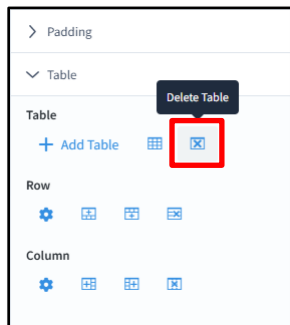


- **Alignment** – Select an option from the drop-down list to determine where the table is placed within the placeholder.
 - **None** – This is the default option. This treats the table as if it were a paragraph in the text area so that it lies between paragraphs and is aligned with the left margin, regardless of its width.
 - **Left** – This applies a `float: left;` attribute to the table. The table is aligned with the left margin. If the width is less than 100%, paragraph text flows around the right side of the table.
 - **Center** – This applies equal margins to either side of the table and keeps the table between paragraphs.
 - **Right** – This applies a `float: right;` attribute to the table. The table is aligned with the right margin. If the width is less than 100%, paragraph text flows around the left side of the table.
- **Advanced tab**
 - **Style** – This field contains the cascading style sheet (CSS) code applied to the table.
 - The contents of this cell update as you apply formatting in the various fields.
 - If you are comfortable writing your own code, you can paste it here. Otherwise, you can leave this cell alone.
 - **Border style** – Select an option from the drop-down list to determine the appearance of the border around the edge of the table. This is not applied to interior cell borders.
 - **Border color** – Enter a hex color value to determine the color of the borders of the table. This *is* applied to interior cell borders.
 - Hex colors must be entered as `#000000`, with each pair of digits representing a hexadecimal code for red, green, and blue, respectively.
 - You can also enter a color in the format `rgb(0,0,0)`, and the system automatically converts this to the equivalent hex code.
 - **Background color** – Enter a hex color value to determine the color of the background of the entire table.
 - The same formatting applies as with the Border color field above.

Deleting the Table

If you want to remove the entire table, including any formatting and caption:

1. Place the cursor anywhere in the table.
2. Click the **Table** header to expand it.
3. Click the **Delete Table** button.



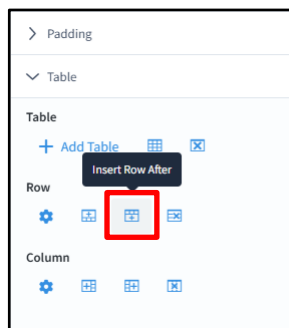
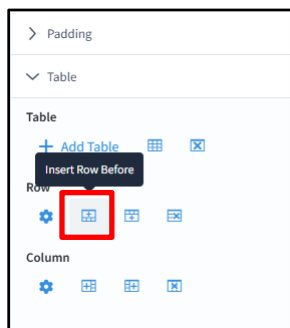
Warning

The table is removed without any confirmation action. It cannot be recovered, except by immediately using the Undo feature.

Add or Delete Rows

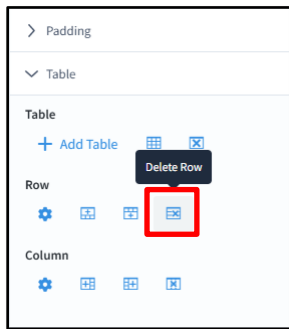
The default table has 3 rows. You can add as many rows as you like. To add a row:

1. Place the cursor anywhere in the table.
2. Click the **Table** header to expand it.
3. Click the **Insert Row Before** button to add a row immediately above the selected row.
4. Click the **Insert Row After** button to add a row immediately below the selected row.



You can delete any row from the table. Doing so also deletes all the content in that row, which cannot be recovered, except by immediately using the Undo feature.

1. Place the cursor anywhere in the row you want to delete.
2. Click the **Table** header to expand it.
3. Click the **Delete Row** button.



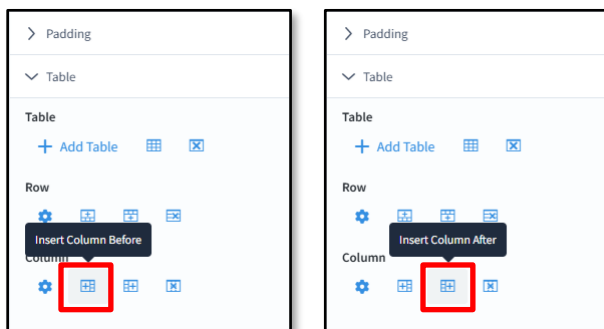
If your table has only 1 row and you delete that row, the entire table is deleted. It cannot be recovered, except by immediately using the Undo feature.

Add or Delete Columns

The default table has 2 columns. You can add as many columns as you like. To add a column:

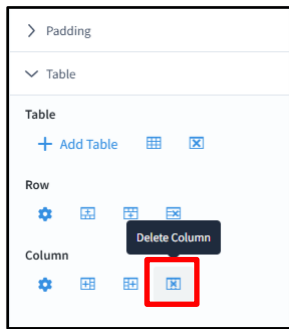
1. Place the cursor anywhere in the table.
2. Click the **Table** header to expand it.
3. Click the **Insert Column Before** button to add a column immediately to the left of the selected column.
4. Click the **Insert Column After** button to add a column immediately to the right of the selected column.

Regardless of whether you insert the column before or after your current location, the selected column is split in half to accommodate the new column, and other columns are unaffected.



You can delete any column from the table. Doing so also deletes all the content in that column, which cannot be recovered, except by immediately using the Undo feature.

1. Place the cursor anywhere in the column you want to delete.
2. Click the **Table** header to expand it.
3. Click the **Delete Column** button.

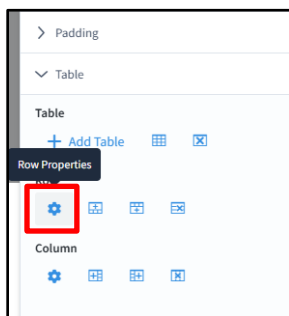


If your table has only 1 column and you delete that column, the entire table is deleted. It cannot be recovered, except by immediately using the Undo feature.

Formatting Rows

You can apply formatting to an entire row of the table at once:

1. Place the cursor anywhere in the row you want to format.
2. Click the **Table** header to expand it.
3. Click the **Row Properties** button.



You can apply available formatting by inserting your preferred values in the fields of the Row properties box. Anything you configure here will be applied to the entire row when you click the Ok button. If any of a row's formatting, such as background color, conflicts with the formatting of the overall table, the row's formatting takes precedence for that row.

- General tab
 - **Row type** – Select either **Header**, **Body**, or **Footer** from the drop-down list. Header and Footer row types are used to build large, complex tables that are generally not needed in email templates.
 - **Alignment** – Select either **None**, **Left**, **Center**, or **Right** from the drop-down list to determine where the text is aligned. Selecting None means the row inherits the default. You can also use the paragraph alignment tools in the text toolbar.
 - **Height** – Enter a value to determine the overall height of the row.
 - If you enter a percentage, the value is ignored. The row does not reshape dynamically relative to the table or the placeholder.
 - If you enter a value, it is interpreted as a fixed minimum height, in pixels. If the content you enter exceeds the value you enter here, the row resizes itself dynamically around the content.

- Advanced tab (All the options in this tab work exactly the same way as the corresponding options described above for the table properties.)
 - **Style**
 - **Border style**
 - **Border color**
 - **Background color**

Formatting Cells

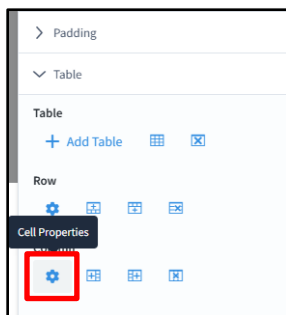
You can apply formatting to an individual cell of the table.

Note

The tool used to construct the table is generating HTML and CSS code on the back end. HTML tables are constructed as a series of rows, each of which contains a series of cells. As a result, there is no such thing as a “column” in the construction. This means *you cannot apply formatting to an entire column at once, only to an entire row or to individual cells.* (When you add or remove a column, the tool is generating or removing a cell in each row simultaneously.)

While there is a gear icon in the Column section of the table tools, note that the tooltip for this icon says “Cell Properties” and the dialog box that opens is headed “Cell properties”. These settings apply to the selected cell, not the whole column.

1. Place the cursor anywhere in the cell you want to format.
2. Click the **Table** header to expand it.
3. Click the **Cell Properties** button.



You can apply available formatting by inserting your preferred values in the fields of the Cell properties box. Anything you configure here will be applied only to the selected cell when you click the Ok button. If any of a cell’s formatting, such as background color, conflicts with the formatting of the overall table or its row, the cell’s formatting takes precedence for that cell.

- General tab
 - **Width** – Enter a value to determine the overall width of the cell. Because a column must all be the same width, another cell in the column may cause this to have no apparent effect. For best results, start with a table having only 1 row, apply the desired sizes to the columns, then add as many rows as needed.



- If you enter a percentage, it is interpreted as a percentage of the width of the table. Ensure that the width of each cell in the row adds up to 100%.
 - If you enter a value, it is interpreted as a fixed width, in pixels. Ensure that the width of each cell adds up to the fixed size used to define the width of the table.
 - If you leave this field blank, the cell may resize automatically depending on the widths defined for the other cells in the row.
- **Height** – Enter a value to determine the overall height of the cell. However, because a row must all be the same height, the largest value of cell height determines the height of the entire row.
 - If you enter a percentage, the value is ignored. The row does not reshape dynamically relative to the table or the placeholder.
 - If you enter a value, it is interpreted as a fixed minimum height, in pixels. If the content you enter exceeds the value you enter here, the cell (and the row) resizes itself dynamically around the content.
 - If you leave this field blank, the cell (and the row) resizes itself dynamically around whatever content you enter in it.
- **Cell type** – Select either **Cell** or **Header Cell** from the drop-down list. Headers are used to build large, complex tables that are generally not needed in email templates.
- **Scope** – Select either **None**, **Row**, **Column**, **Row Group**, or **Column Group** from the drop-down list to determine how screen readers interpret which cells are headers.
 - This has no effect on the visible attributes of the table; it is only used by screen readers.
 - This has no effect unless you select Header Cell in the Cell type field.
- **H Align** – Select either **None**, **Left**, **Center**, or **Right** from the drop-down list to determine where the text is aligned. Selecting None means the cell inherits the default. You can also use the paragraph alignment tools in the text toolbar.
- **V Align** – Select either **None**, **Top**, **Middle**, or **Bottom** from the drop-down list to determine where the text is aligned. Selecting None means the cell inherits the default. If the text is large enough to fill the cell, this selection may not seem to have any effect unless you make the cell or row taller.
- Advanced tab (All the options in this tab work exactly the same way as the corresponding options described above for the table properties.)
 - **Style**
 - **Border style**
 - **Border color**
 - **Background color**