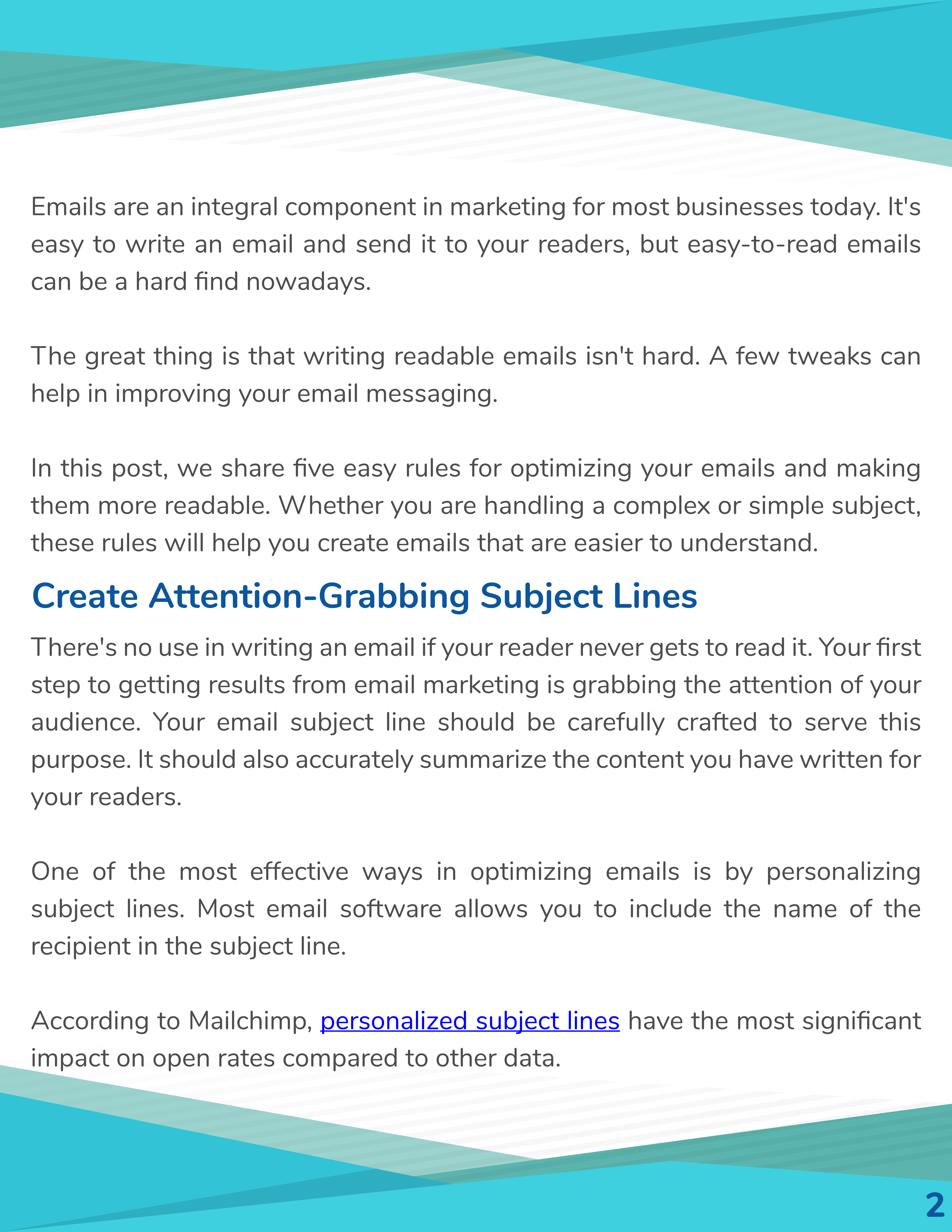


HOW TO WRITE EMAILS THAT ARE EASILY READABLE





Emails are an integral component in marketing for most businesses today. It's easy to write an email and send it to your readers, but easy-to-read emails can be a hard find nowadays.

The great thing is that writing readable emails isn't hard. A few tweaks can help in improving your email messaging.

In this post, we share five easy rules for optimizing your emails and making them more readable. Whether you are handling a complex or simple subject, these rules will help you create emails that are easier to understand.

Create Attention-Grabbing Subject Lines

There's no use in writing an email if your reader never gets to read it. Your first step to getting results from email marketing is grabbing the attention of your audience. Your email subject line should be carefully crafted to serve this purpose. It should also accurately summarize the content you have written for your readers.

One of the most effective ways in optimizing emails is by personalizing subject lines. Most email software allows you to include the name of the recipient in the subject line.

According to Mailchimp, [personalized subject lines](#) have the most significant impact on open rates compared to other data.

Keep Your Emails Short and Scannable

Most readers these days want to get information quickly. They don't have the time or patience to read long pieces of content. A past study conducted by [Boomerang](#) showed that short emails (50-125 words long) had a response rate of more than 50%. This makes it important for you to keep your emails short and scannable.

Another study done by Constant Contact indicated that [emails with an approximate length of 20 lines of text](#) got the highest Click-through rates.

Scannable emails mean that your reader won't have to invest a lot of focus to figure out your value proposition.

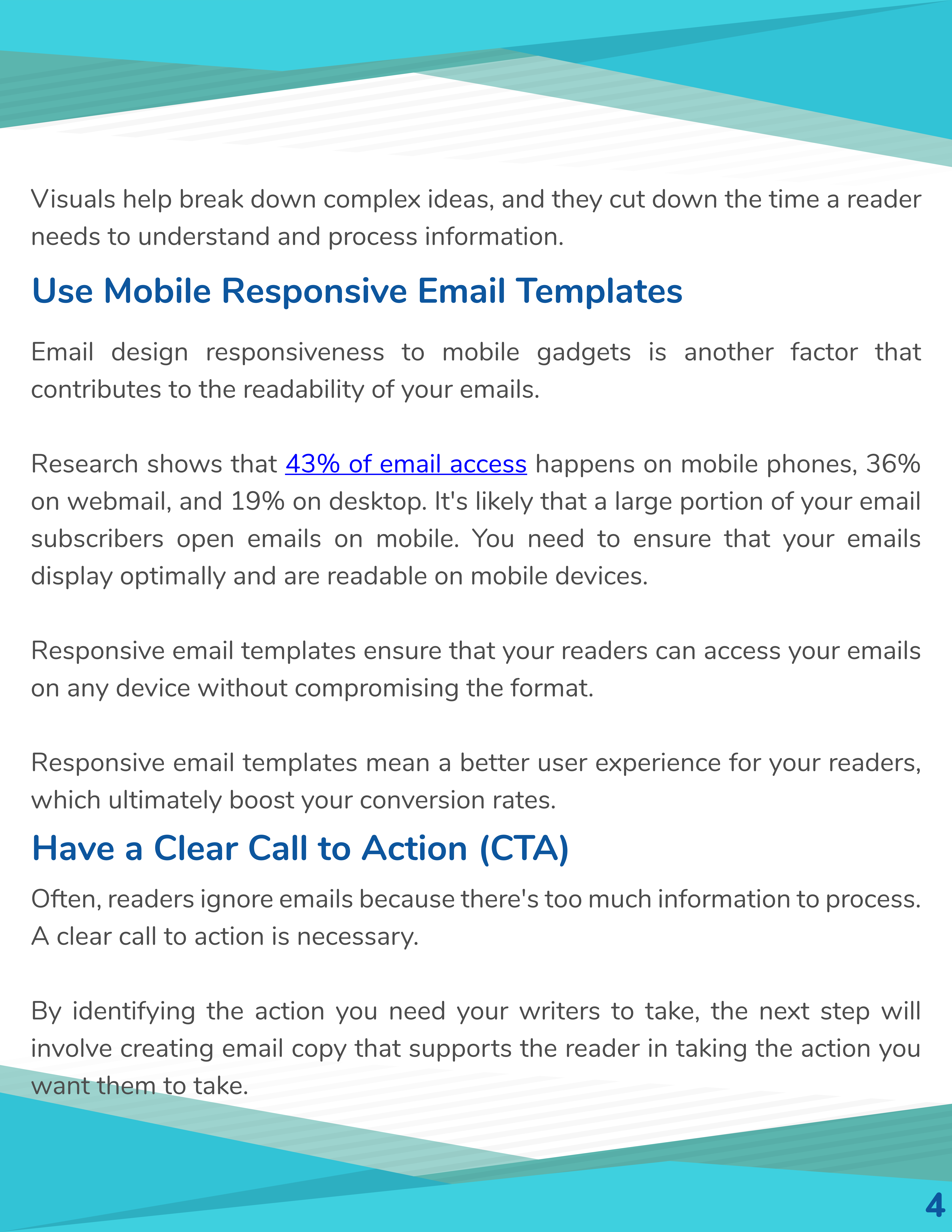
Short emails will give the reader all the information they need in a glance and still retain interest for future emails.

Liven Your Emails With Visuals

A picture speaks a thousand words. That's why you should invest in using visual elements in your emails.

Statistics show that emails with relevant images have higher click through rates compared to plain text messages.

The right images can give your reader quick information on what to expect in the next few sentences or paragraphs of your email.



Visuals help break down complex ideas, and they cut down the time a reader needs to understand and process information.

Use Mobile Responsive Email Templates

Email design responsiveness to mobile gadgets is another factor that contributes to the readability of your emails.

Research shows that [43% of email access](#) happens on mobile phones, 36% on webmail, and 19% on desktop. It's likely that a large portion of your email subscribers open emails on mobile. You need to ensure that your emails display optimally and are readable on mobile devices.

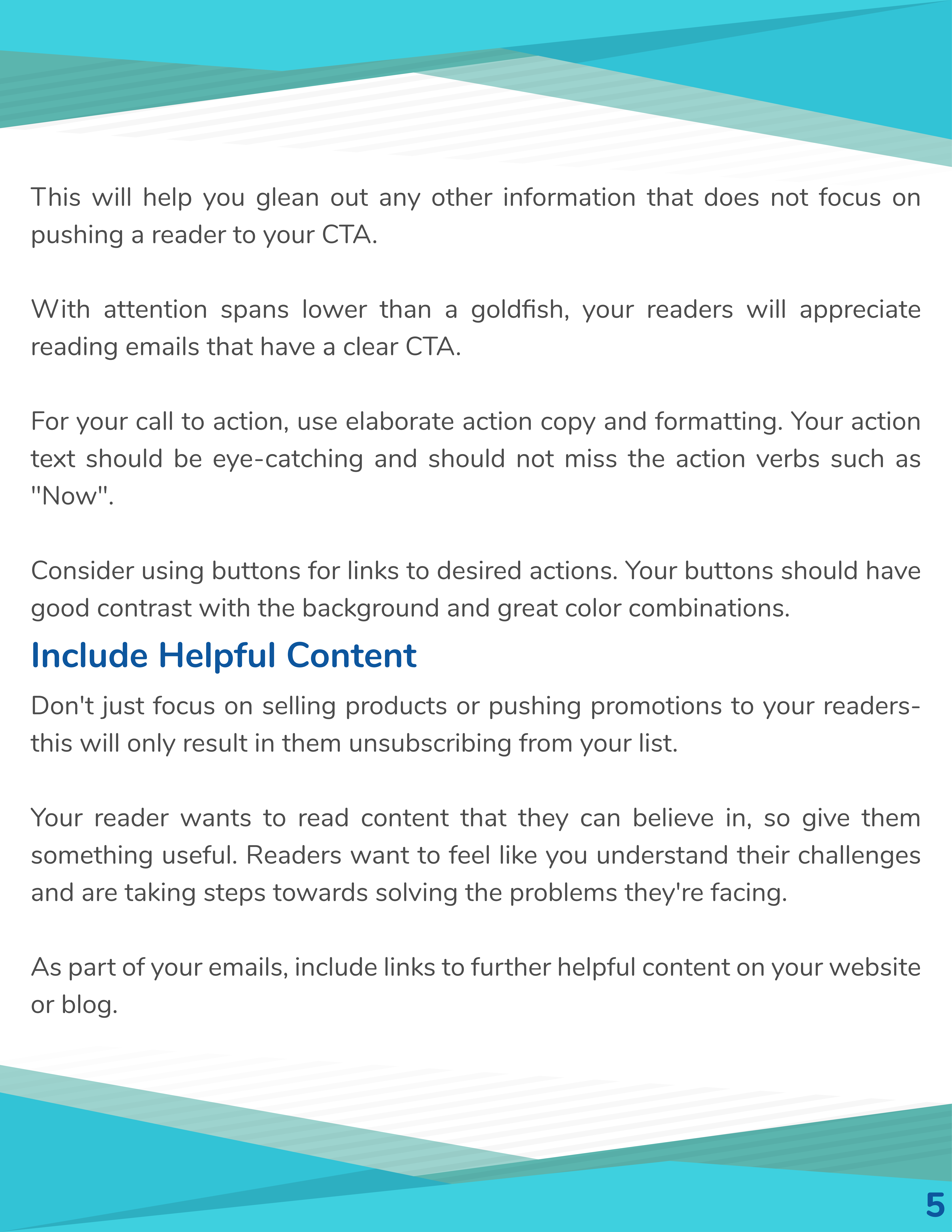
Responsive email templates ensure that your readers can access your emails on any device without compromising the format.

Responsive email templates mean a better user experience for your readers, which ultimately boost your conversion rates.

Have a Clear Call to Action (CTA)

Often, readers ignore emails because there's too much information to process. A clear call to action is necessary.

By identifying the action you need your writers to take, the next step will involve creating email copy that supports the reader in taking the action you want them to take.



This will help you glean out any other information that does not focus on pushing a reader to your CTA.

With attention spans lower than a goldfish, your readers will appreciate reading emails that have a clear CTA.

For your call to action, use elaborate action copy and formatting. Your action text should be eye-catching and should not miss the action verbs such as "Now".

Consider using buttons for links to desired actions. Your buttons should have good contrast with the background and great color combinations.

Include Helpful Content

Don't just focus on selling products or pushing promotions to your readers- this will only result in them unsubscribing from your list.

Your reader wants to read content that they can believe in, so give them something useful. Readers want to feel like you understand their challenges and are taking steps towards solving the problems they're facing.

As part of your emails, include links to further helpful content on your website or blog.

Format Your Emails

How you format your emails has a significant influence on the readability of your emails.

By using bold typefaces or italicizing text elements, readers can easily highlight the important information in an email.

Shortlists and bullets help engage the reader by giving them simplified takeaways that they can scan easier than a long, bulky paragraph of content.

Conclusion

In summary, making your emails readable has a lot to do with improving how your audience reads and interacts with your emails. Focus on what's important and improve the user experience through responsive email designs. Enhance your message with visual elements, proper text formatting, and a clear call to action.