Adding Anchor Links in Email

2019 - Summer Edition

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Overview

Anchor links in email can be useful for newsletters that are long and content-rich. They give your members the ability to directly skip to where they want to read, without having to scroll.

Anchor links are not supported by all email clients, however, so keep this in mind when making a decision of whether or not to add a table of contents to your newsletters. If you have a large number of members using iPhones, for example, it may be best to either exclude them from the mobile content or not use them at all.

Supported Email Clients

Please see the list below for details on which Email Client's support anchor links to decide if they are best for your Club.
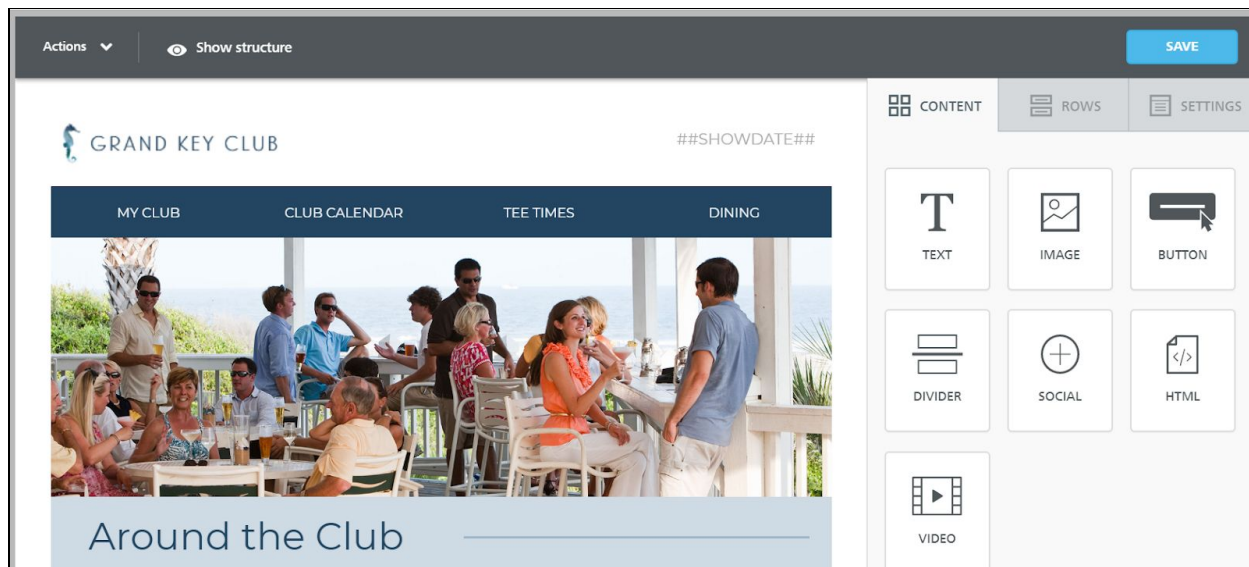
Email client	Supports anchor links
Gmail (Web)	YES
Gmail (Android app)	YES
Gmail (iOS app)	NO
Apple Mail (iOS)	NO
Yahoo! Mail (Web)	YES
Outlook.com (Web)	NO
Outlook (Android app)	NO
Outlook (desktop)	YES
Outlook for MAC	NO
Samsung email app (Android)	YES
Windows Mail (Windows 10)	YES

Adding an anchor link in your email is easier than you think - all you need is basic know-how of the HTML link structure of anchor links.
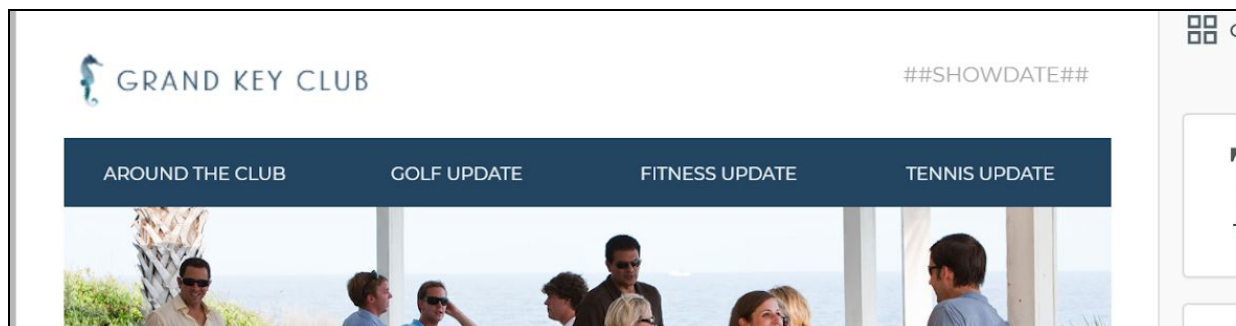
As we'll see, an anchor link is made up of two parts: the **URL link** and the actual **anchor tag** that the link is "jumping" to in your email.

Step 1: Create your Navigation

To start, we'll use an example template (Themed template "Newsletter 1"), with a four-column navigation layout at the top.
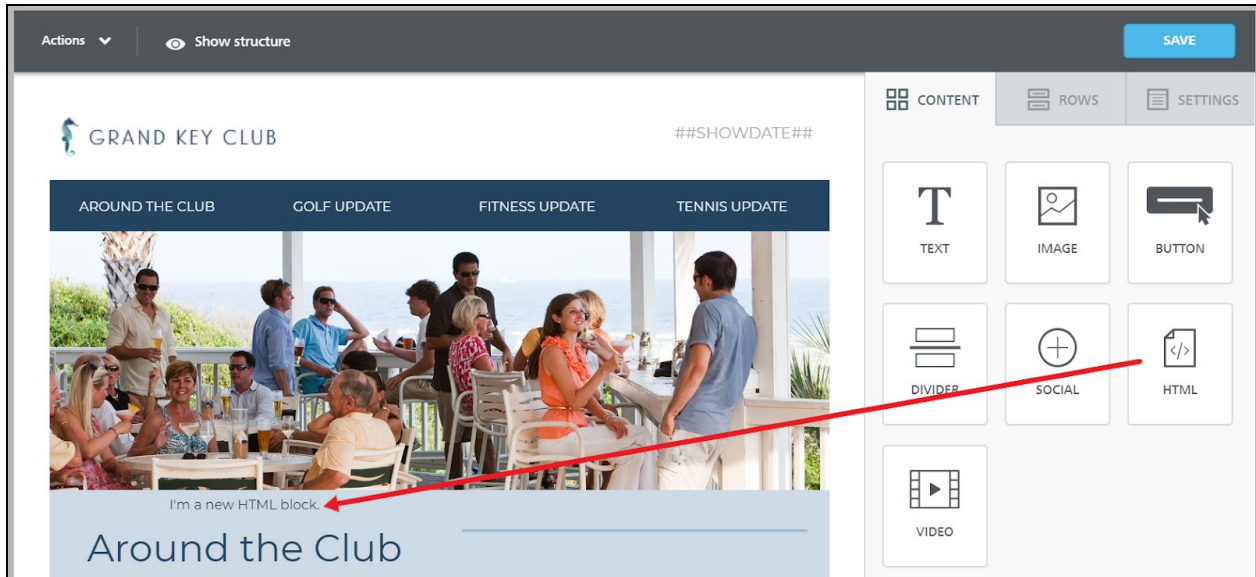

While these links were designed to link to content on the club website, we can repurpose these to link instead to content within the email itself.
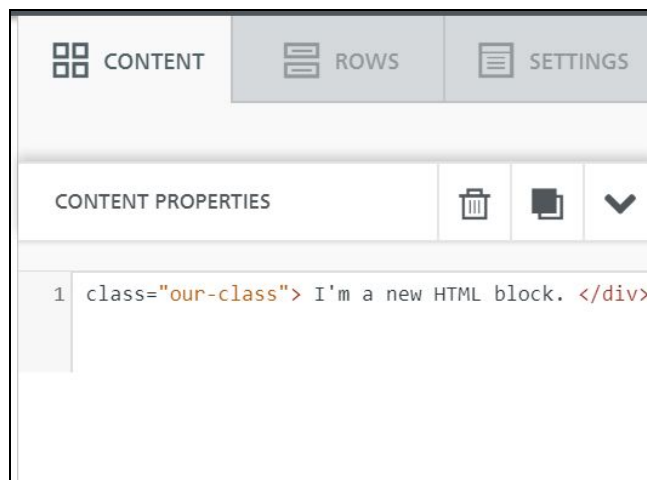
Step 2: Create your Anchor Tag

Now that we have our navigation menu within the email, it's time to create the actual anchor tags. First, click and drag an HTML content section to where you want your link to "jump" to.

Click into your HTML block to begin editing within the Content Properties panel on the right-hand side.

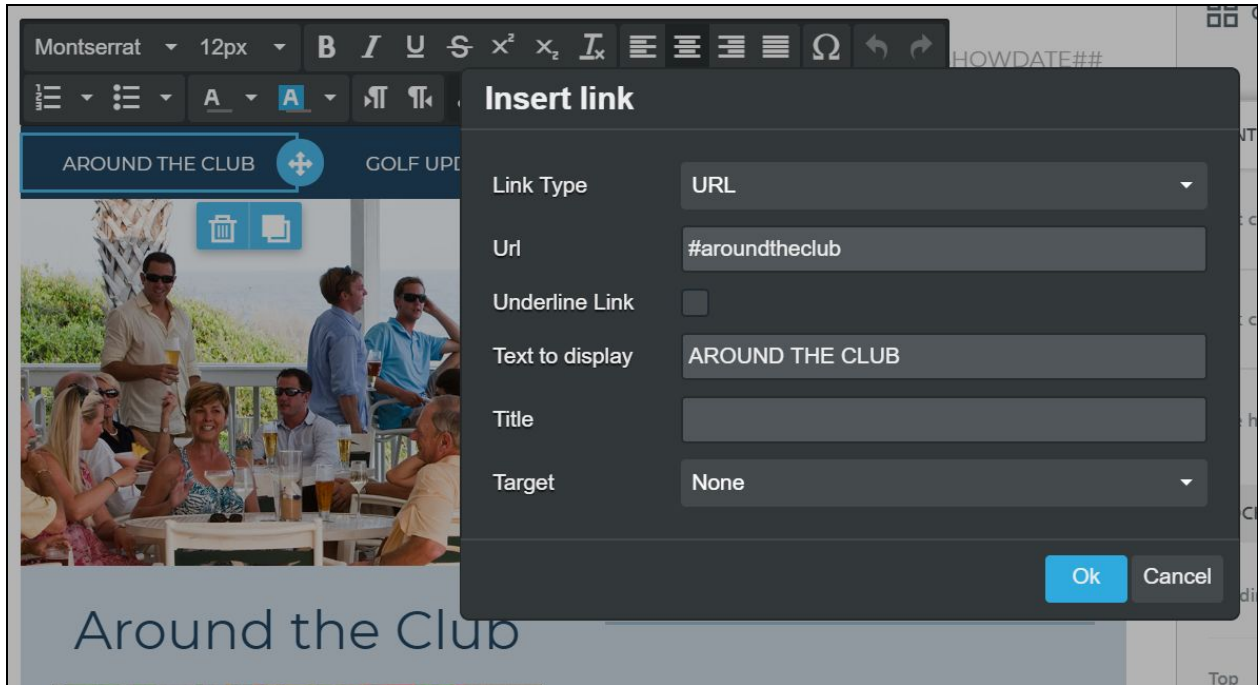Remove the existing HTML, and replace it with the following:

Note that the name *aroundtheclub* can be replaced with any name of your choosing. You'll also notice that the code is not visible in the actual email. Now that we have our anchor tag in place, we can create the hyperlink.

Step 3: Link your Anchor Tag to the Navigation

Back up at the navigation, highlight the "Around the Club" text and select the hyperlink tool.

In the URL field, set your link as #aroundtheclub (or a pound/hash followed by whatever name you chose when creating the anchor in step 2). Be sure to also set the target to "None."

And that's it! These steps will need to be repeated for each anchor created.

Please Note: *Each anchor needs a unique name to ensure that they each work properly.*