

# Email Signatures



There are many ways to promote your new web site and daily email is often forgotten about. You don't necessarily need to have an elaborate newsletter campaign. Your everyday email correspondence can be a great way to generate traffic and interest to your web site.

## Email Signatures

The email signature is that block of text that appears in the bottom of your email message. You can set up your Microsoft Outlook or Outlook Express to automatically append a signature to all of your outgoing email messages. If you use an online email application like Yahoo, AOL or Hotmail, look for the signature feature to set it up.

These signatures are usually not hand-written and if you have one like that you should be careful that someone doesn't cut and paste your *real* signature into a contract that you are unaware of. Email signatures mostly just contain your name and contact information like the sample below.

**Rich Formatting**

**Tag Line**

<b>John Edwards</b>	<b>We Connect Offices</b>
<b>Marketing Manager</b>	<b>Integrated Office Solutions</b>
	2321 Mary Punch Road
	Atlanta GA 30022
	United States <a href="#">Map</a>
<a href="http://www.integratedos.com">http://www.integratedos.com</a>	Ph: +1 770 231 7301
	Fax +1 770 231 7302

**Web Site**

**Contact Information**

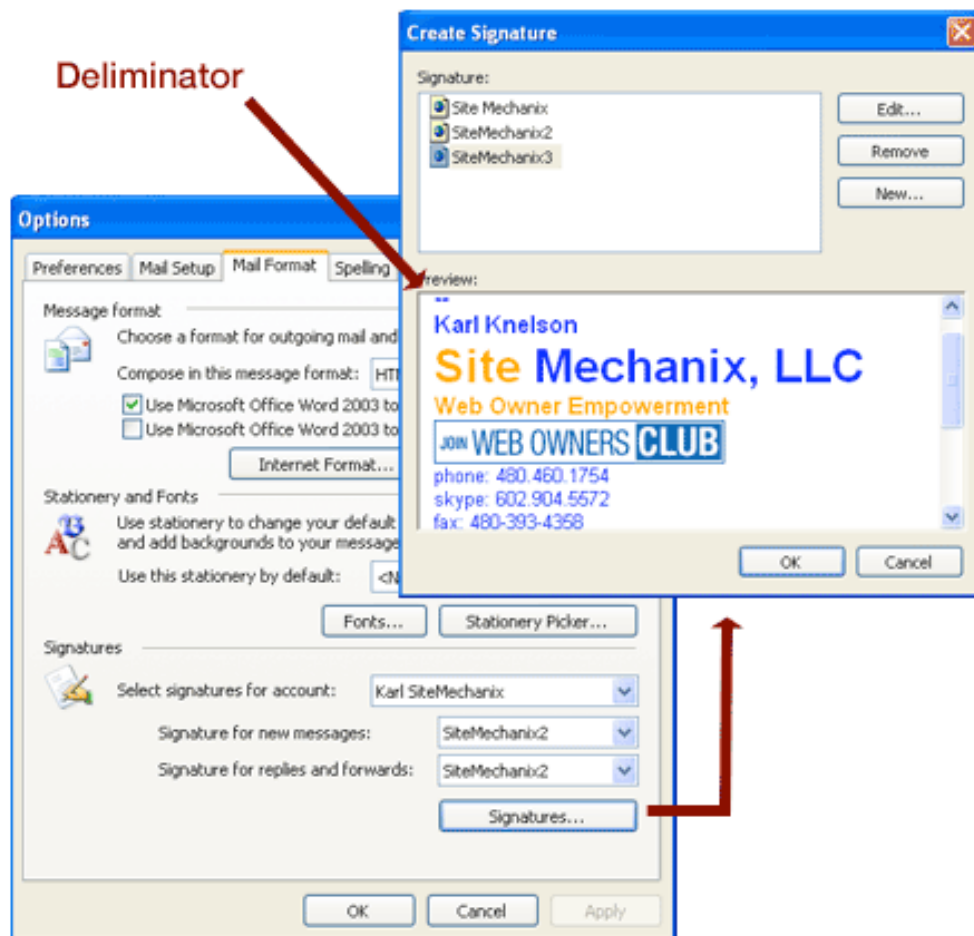
This example is a standard business card format and is used a lot. Rich formatting uses HTML for box color, borders and font color. Not all email programs offer rich formatting, but most of them do even the online email applications like Yahoo and HotMail.

This is a great place to do a little brief promotion for either your web site in general or perhaps a great offer that would help convert contacts into customers.

## Create Your Own!

Did you know that you can create your own signature file through Microsoft Word? For the person who doesn't want to learn HTML, Word can be used to make rich formatted email signatures. Once you save the signature file it is available to you automatically within Outlook and Outlook Express. [Email Signature Instructions for Word and Outlook 2003](#).

Actually you can make your own within Outlook through Tools/Options and then select the "Mail Format" tab at the top of the dialog box. You will then see a little editor like this:



I had created a signature a while back ago and decided to add my Skype number. So I was able to just use version 2 as the template, make the change and then save it as version 3. There are advanced editing features for adding graphics and guess what? It takes you back to Word to do the editing.

Do see the arrow pointing to the delimitator? It is good Net Etiquette to delineate your signature from the body of your email message. If your signature is not in a box like the previous sample you can just add some dashes.

Some people add funny quotes to their signatures and this can be fun. However, be careful with using quotes. It says a lot about you and what you say may offend some people.

## Don't Put Too Much Stuff in Your Signature

Signatures are meant to be brief. Occasionally I see a signatures that is heavily decorated and contains a huge disclaimer. For one it tells me that this person has a lot of time on their hands to create such a huge signature file. Secondly, it may be included over and over again with reply emails which just wastes everyone's time. Yeah we get it! You sell shoes!

Try to get away with the bare minimum and you will gain everyone's respect.

Postal addresses are really not necessary because it is so much faster to communicate by email and phone. Do you really want people to drop by any time? The simplest signature could look like this:

```
--  
John Smith, President  
The Smith Group, Ltd. - Ebusiness Strategies  
Ph: 630-406-5861  
Em: jfrazier@gadwall.com  
Wb: www.thesmithgoupltf.com  
Seminars and Training - Consulting - Publications
```

I applaud people who use simple email signatures because it helps me tremendously when I am searching for a phone number. Yet, my contact information is on all my outgoing email and I still get people asking for my fax number.

There are many places online that will help you put together a nice signature file. Some are free and as cheesy as hell while others are fee based that present more sophisticated designs.

## Are You LinkedIn?

If you participate in [LinkedIn](#) you can easily make a nice signature through your account. The problem is finding the tool that does that! I couldn't find it through the LinkedIn site. I found it through Google search. For your convenience just click here and sign in: [LinkedIn Signatures](#).



**Karl Knelson**  
Owner  
Site Mechanix  
Scottsdale

Work: 480.460.1754  
Fax: 480.393.4358  
Email: karl@sitemechanix.com  
IM: ste.mechanix (Skype)  
<http://www.linkedin.com/in/sitemechanix>  
Web Owners Club

**SITE MECHANIX.com**  
Empowering Web Site Owners

See who we know in common      Want a signature like this?

Once you have picked out a template and filled in the input data that you want to display, you click the link "[Click here for instructions...](#)" on the bottom to save your signature and it will generate a page that will give you a box that you can cut and paste the raw HTML code.

There are detailed instructions on this page. Just choose the email program that you have. Sorry Mac users, I did not see instructions for Mac mail or Entourage, but I believe if you know what you are doing that you can easily paste in the HTML code into your Signature area.

## Plain or Rich Format?

I haven't had too many issues using rich formatted email signatures however, I am aware that some anti-spam software may throw my messages in the spam box. Yet everyone seems to be getting my messages so I have no concerns. Plain text is pretty much guaranteed to get through, but I like that rich formatting can help delineate different parts of the message. This is because I don't do much of any formatting in the body of the message.

## Need Help?

Call [Site Mechanix](#) to help you with your signature file so that you can promote your web site.

Posted on June 21st, 2008 by Karl Knelson