

The first impression is the last impression. But, isn't the last impression important? If you are a professional person who has some dignity then this article is for you.

Here in this article, we'll look at what are professional Email signatures, how we can create them, how we can optimize them and lots more.

PROFESSIONAL EMAIL SIGNATURES

Professional Email signatures are those which are situated at the end of every Email. These Email Signatures are used to reveals some basic information about the sender. It's not a mandatory thing to have but of course, it adds an impact in your overall email design.

Earlier, it was not that much used. Now, in almost every professional email, you can find a custom designed HTML based signature. There are multiple advantages of doing that. Let's discuss some of them.

LOOKS PROFESSIONAL

The main advantage of having a professional email signature is that it adds a professional touch in your Emails. Professionalism is something that should be present in your own style. While handling the corporate world, being professional is the demand of the environment.

So, if you want to give your emails a professional touch, you can go with it.

SUMS UP YOUR CONTACT INFORMATION

This is one of the biggest advantage of having an Email Signature. By this way, you can send the necessary contact information of yours to the reader. An ideal signature contains your phone number to your social media accounts.

No doubt, it's helpful.

ENCOURAGE PERSONAL BRANDING

Add your logo and website inside the signature and increase brand authority. This is not a kind of biggest advantage but, this can't be ignored. I always prefer branding in my professional email signatures.

This gives an assurance to the reader. Email signatures are not limited to your name only.

6 ESSENTIAL ELEMENTS OF PROFESSIONAL EMAIL SIGNATURE

You have use this feature wisely. If it can create an impression, then it might also ruin your image at the same time if not used properly. Below I am discussing some elements that you must include to create ultimate email signatures for yourself or for your brand.

1- Your Name and Designation

This is one of the most important elements of your Email Signature. Here, your name means your personal name, not your brand name. And designation specifies your position at a particular brand where you are working. It can be like CEO, Social media manager, Trainer, Accounts officer, etc.

2- Contact Number

Contact Number is the number where the email reader can call you. If you don't want to add your personal number, you can include your company's number. It's not an issue. However, It's advised to use your number.

3- Your Web Address

This is one of the essential element to be included. A website is also an informative source to better understand more about a business. So, consider it as an essential field.

4- Company Logo

If you represent a company, add a logo in your email signature. This will the overall look a professional one. In case you are a freelancer, try adding your own pic. Images are always attention grabber.

5- Address

This is totally optional. If you like, you can add your company's address to your email signature. This makes you Email more professional and authentic one.

6- Social Handle





You can add social handles to your Email Signatures. Social handles are linked to your social media profiles like Facebook, Instagram, LinkedIn, etc. It's a good practice. However, if you don't like it, simply skip this part.



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HOW TO: PROFESSIONAL EMAIL SIGNATURE [5 SUPER EASY STEPS]

Creating an Email signature is Damn Easy. You don't need to have any coding skills or like

that. There are certain websites that allows you to create your email signature in a super easy manner. you just need to visit them and enter your information.

The process is simple. Follow the below steps and generate your own stylish professional email signatures.

- 1- Visit the desired website.
- 2- Enter your information. Like your email, designation, logo, etc.
- 3- Choose a perfect template.
- 4- Click to Generate.
- 5- Done

FREE WEBSITES TO CREATE YOUR EMAIL SIGNATURE

- 1- <https://www.designhill.com/email-signature-generator>
- 2- <https://www.hubspot.com/email-signature-generator>
- 3- <https://www.mail-signatures.com/signature-generator/>
- 4- <https://mysignature.io/editor>

4 STEPS TO ADD EMAIL SIGNATURE TO YOUR GMAIL

The process I am explaining here is for Gmail. As it's the most common E-mail client. However, you can follow almost the same steps for any other client. Here you go:

- 1- Open the settings tab.
- 2- Under the general settings tab, you can find the signature part at the end.
- 3- Paste the signature as it is from the source you copied.
- 4- Save changes and DONE.

Wasn't it easy?

GIFs IN EMAIL SIGNATURE

GIFs are the animated images. If you want, you can use it in your Email signatures. But, I don't recommend it to use it. Following are the reasons to avoid using the animated gifs in your email signatures:

It is annoying to see multiple times. Actually it distracts. Emails always contain some useful information. But many times, they distract the user while reading the important part of Email. So, try avoiding it.



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There is no surety that receiver will see the GIF. Many email clients does not support gifs. It might ruin the look of your email signature. This is one of the major reason. Also, it may increase the mail size.

Keeping these points in mind, It is advised to avoid using gifs as much a possible.

FINAL WORDS

Professional Email Signature is one of the most essential element. Although, it's a piece of information, but, if it used then it could bring huge difference. Keep it simple. Then it'll

definitely leave an impact.

That's all about Email signature from my side. If you think I missed something you can inform me I'll surely update that.

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I am a freelancer Cybersecurity researcher and a digital marketer. I have already helped Top IT Giants to secure their web applications and maintain a safe environment for their users. Sharing and Caring is my motive. I love to guide beginners about making a successful career in the cybersecurity industry.

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