



EMAIL DELIVERABILITY CHECKLIST

Getting your emails placed in your recipients' inboxes is a mixture of art and science. Email providers and spam filtering solutions constantly change their algorithms, making it impossible to know exactly what flags a particular email as spam.

Implementing the items on this checklist will improve your chances of your prospects and clients seeing – and opening – your emails.

Email Composition Recommendations

- ☐ The FROM field contains a person's name, not just the company name.
- ☐ The SUBJECT line piques recipients' curiosity, forcing them to open the email to learn "the rest of the story."
- ☐ The SUBJECT line directly relates to the body of the email and is not misleading.
- ☐ The BODY of the email is written like a personal email message.
- ☐ The BODY of the email contains the recipient's first name.
- ☐ The BODY of the email contains between 50-125 words.
- ☐ The BODY of the email contains a clear, compelling, single call-to action – inviting recipients to either click a link or reply to the email.
- ☐ The ENTIRE email contains no more than 3 links to external sites, including your call-to-action link and your website in your signature.
- ☐ The ENTIRE email (including the subject line) does not contain spammy words or phrases, such as free, click here, no questions asked, risk free, take action now, urgent, offer expires.

NOTE: You can communicate the same concept using different words!

Email Hygiene Practices

- ☐ I ONLY email contacts who have given me permission.
- ☐ I regularly clean my list by completing these actions:
 - ☐ Removing fake email addresses and contacts
 - ☐ Verifying email addresses are spelled/entered correctly
 - ☐ Reviewing bounce reports at least monthly
 - ☐ Reviewing email engagement reports at least monthly
 - ☐ Correcting or removing invalid, incorrect, or bounced email addresses
- ☐ I segment my list to ensure my emails are sent only to those interested in the content of the email.
- ☐ I email each segment of my list at least once a week with relevant content.
- ☐ I attempt to re-engage contacts who haven't opened or interacted with my emails longer than 90 days.

Technical Requirements

- ☐ I have created DKIM records for all platforms from which emails are sent (Mailchimp, Drip, Awebber, Shopify, etc.).
- ☐ I have created and validated an SPF record on my domain.
- ☐ I have properly configured a DMARC record on my domain.
- ☐ I have set up monitoring for my DMARC reports and review them regularly.

Website Recommendations

- ☐ My thank-you pages include a clear call-to-action instructing contacts to check their email for the item they requested and whitelist my sending email address.
- ☐ My website contains a page with step-by-step instructions on how to whitelist my sending email address.
- ☐ My thank-you pages include a link to the page with step-by-step instructions on how to whitelist my sending email address.