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| --- | --- |
| **SUMMARY EMAIL DELIVERABILITY CHECKLIST** | **Y/N** |
| **Data Integrity** |  |
| Always get permission for sending emails |  |
| Use the double opt in |  |
| Have a clear sender address |  |
| Make it easy to unsubscribe |  |
| Remove inactive emails from your list |  |
|  |  |
| **Avoid spam trigger words in subject lines (common examples)** |  |
| Special promotion; order now; promise you |  |
| Free; amazing; bonus; congratulations; Dear friend |  |
| Saving; guarantee; great offer; risk free |  |
| Saving; guarantee; great offer; risk free |  |
| Keep subject lines short (optimum length 35 characters) |  |
| ‘Click here’: make this specific e.g. explore case studies; find out about funding; |  |
|  |  |
| **Avoid spam trigger punctuation** |  |
| Avoid exclamation marks! |  |
| Avoid BLOCK CAPITALS |  |
|  |  |
| **Email design** |  |
| Aim for 60%:40% ratio of text to image |  |
| Ensure ALT text is used to describe image content |  |
| Check image links are valid and link to the relevant website page |  |
| Ensure that images used have the same domain as your sender domain |  |
| Avoid emojis in the subject line |  |
| Use 'universal' fonts that work across servers (Arial; Verdana; Georgia; TimesNR) |  |
| Use a maximum content width: 600-800 pixels |  |
| Use contrasting colours for backgrounds and text |  |
|  |  |
| **Final email checks** |  |
| Test your email prior to sending to your main list |  |
| Do a grammar and spellcheck |  |
| Check email format works for mobile |  |
| Have an html version and a plain text version of your email |  |
| Don't use 'naked links' i.e. [www.artscouncil.org.uk](http://www.artscouncil.org.uk) – use instead [Arts Council](artscouncil.org.uk) |  |
| Double check all your links including image links |  |
| Ensure your message is between 15-100kb to avoid messages being truncated |  |
|  |  |
| **Best practice and account settings** |  |
| Tell subscribers to whitelist your address |  |
| Use a preference centre |  |
| Use a custom email ‘from’ address |  |
| Check the reasons for your email bounces |  |
| Segment your lists for higher engagement |  |
| Ensure you have the same domain for links and sender |  |

Each Email Service Provider such as Mailchimp; Dotdigital; Constant Contact etc. have guidelines on how to ensure that your email account is set up correctly to maximise deliverability ([Mailchimp](https://mailchimp.com/resources/email-deliverability-why-it-matters-and-what-it-takes/);  [Dotdigital](https://dotdigital.com/resources/email-marketing-101-deliverability/); [Constant Contact).](https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5633-maximize-and-improve-email-deliverability-rate?lang=en_US)