Email Checklist

Is my email ready to go? I have...

- [ ] **Changed the From/Reply-to Address from a free/personal email account to a business email account.** Example: hello@yourwebsite.com

- [ ] **Added a mobile optimized subject line.** (Most mobile screens only display 30-40 characters in a subject line.)

- [ ] **Added a mobile optimized preview text. Essentially your second subject line.** (Most mobile screens only display 30-40 characters in the preview text field.)

- [ ] **Checked that my background isn't distracting or blurry** (if it's an image.)

- [ ] **Checked that all my images are optimized for web.** 600px or less in width and less than 2000px in height.

- [ ] **Made the logo the right size.** (Usually between 150-300px wide.)

- [ ] **Checked that my navigation links have URLs attached to them.**

- [ ] **Designed my navigation links to look like my site.**

- [ ] **Made a clear hierarchy of concepts in the email.** (Using H1, H2, H3 + paragraph fonts, and different sizes of images - largest being the most important and highest up in the email.)

- [ ] **Included text in my email.** To the point, and easy to read/digest.

- [ ] **Added alt text to every image and to the logo.** Alt text can keep email design consistent and help get your message across to subscribers with blocked images

- [ ] **Checked that my Call To Action text and buttons go to the correct URL(s).**

- [ ] **Branded my Unsubscribe and Preference pages.** >> Here's How <<

- [ ] **Optimized my email for mobile.** >> More info here <<

- [ ] **Checked that the width of my email is not larger than 600px.**

- [ ] **Added defaults in my personalization tags.** >> Here's How <<

- [ ] **Added adequate spacing/padding.** Equal pixels around and between elements.

- [ ] **Made sure the main CTA is above the fold.** The portion of an email that is visible without scrolling.

- [ ] **Performed a squint test.** By squinting at your screen to check whether you can see the CTA button, and the most important details stand out.

- [ ] **Sent to a relevant group:** Lists or Segments (for campaign emails.)