

Your Checklist for Optimizing Email Deliverability.

As we near the end of this guide on all you need to know about email deliverability, you'll hopefully be feeling a lot more confident about optimizing your campaign content and identifying any technical issues you need to address. There is plenty to remember, and consider, particularly alongside all your other marketing tasks. With this in mind, we have compiled a handy checklist of things to avoid and things to do when optimizing your email deliverability.

Following this checklist should give you a much better chance of increasing your email deliverability rates and getting a better ROI on your email marketing. The best thing about it? It is clickable, so start to tick off the boxes!



Does your subject line contain any spammy words or an inappropriate sense of urgency?



Have you added a line in the content to encourage your recipients to add your email address to their address book?



Is your subject line compelling, and relevant to your reader?



Have you encouraged replies to your email (where appropriate)?



Is your content valuable, useful, and designed to appeal specifically to your target audience?



Is there a clear unsubscribe link in your email?



Does the email content reflect where your recipient is in the customer journey, or buying cycle?



Have you included your brand name in the email address to build trust?



Have you included compelling calls to action that encourage readers to click, favorite, forward, and share?



Where possible, have you checked that your contacts have engaged with a similar email in the past, and segmented the recipient list accordingly?



Have you planned the frequency, and scheduling so they reflect normal activity, and won't alert ISPs to spam?



Have you authenticated your email domain?



Are your emails segmented into batches?



Have you used a 'real person' email address as the sender, rather than no-reply@ or similar?



Have you used a SPF-record to verify your IP?



Have you checked if your IP is on any blacklists?



Did you conduct data audits, and cleaned your data?



Are you registered for feedback loops from your ISP?



Have you personalized your content, where possible?



Have you set up a mailbox to report spam issues?



Is there an opt-in or double opt-in form on your website?



Are you reviewing your email marketing analytics regularly?



Have you checked the opt-in form for spambot attacks?

