

# EMAIL CHECKLIST



Making a few small changes to your email can be incredibly powerful; from your subject line, to social sharing, and everything in between!

This list covers the basics - and a few advanced tactics - to make your email the best it can be. We use this checklist, and are happy to share it with you.

- From Line** – How people recognize you. Keep it consistent (usually company name).
- Subject Line** – Gets your email opened. Keep it 40 characters or less.
- Preheader text** (Secondary Subject Line) – Great for mobile readers
- Image Alt Text** – Gets your readers to enable images if they're turned off.
- Balance of Images & Text** – 80/20 rule (80% text to 20% images).
- Copy** – Break up into small chunks (generally 3 lines or less).
- CTAs (Calls to Action)** – Tell your readers what you want them to do.
- Length** – Start short and link to website, blog, or landing page with more content.
- TOC** – Use a Table of Contents to move reader through longer emails and newsletters.
- Scanability** – Bullets, short chunks of copy, headlines and subheads.
- Links** – Lead readers to more content, on your website, blog, etc.
- Text links vs. Button Links** – Test this to see what gets a better click through.
- Forward to a Friend Links** – Gain new subscribers.
- Social Media “Badges” and Links** – Grow your subscriber list and engage with your audience in new ways when they connect with you on social media.
- Social Sharing** – Expand the reach of your messages, grow your list & reach new people.
- Facebook Like Button** - Allows readers to “Like” your email or your Facebook page.
- Check Links** – Click on each link to make sure it goes where you want it to.
- Proof Read** – Remember to spell check, too.
- Preview In Multiple Email Readers** – View in email clients like Yahoo! Mail, Gmail, Outlook, Hotmail, AOL, etc.