

Email Checklist

To avoid nasty email campaign mistakes we created an easy to use checklist internally here at VerticalResponse that we're happy to share. We've even left some blank space at the bottom for you to add some of your own. Never make a mistake again, or at least come close - no one is perfect. ;-)

- From Label**
Make sure that the From label is correct for the email you're sending.

- Subject Line Review**
 - If you copy a previously sent campaign make sure you change your subject line.
 - Be sure the subject line relates to the content of the email.
 - Put your most important information at the beginning so it won't get cut off in the email reader.

- Newsletter Dates**
If you copy a campaign and include a date in your content make sure the date has changed.

- Image Text**
Make sure all images have alternative text so that when images are turned off your recipients have some context of what should be shown.

- Test Links**
Be sure all links go where you want them to - click on each and every one.

- Images Linked**
Make sure all images are linked that need to be.

- Forward to a Friend**
Make sure this feature is turned on, it can't hurt to get a few more subscribers.

- Postal Address**
Ensure the correct postal address for the sender is at the bottom.

- Preview for Images Turned Off**
View what the email looks like with images on AND off (you can do this using VerticalResponse.)
Send yourself a test and view it with images turned off in your email client as well.

- Preview in Multiple Email Readers**
View in email clients like Yahoo! Mail, Gmail, Outlook, Hotmail and AOL. Many offer free accounts.

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