Email Deliverability Checklist

1. Maintain a Pristine Email List

☐ **Validate Email Addresses:**

Regularly use an email validation tool to identify and remove invalid or inactive email addresses from your list. This prevents high bounce rates, which can negatively impact your sender reputation.

Recommended Tools: *NeverBounce, ZeroBounce, Email Checker*

☐ **Implement a Double Opt-in:**

Require subscribers to confirm their email address by clicking a link in a confirmation email. This ensures that only engaged and valid email addresses are added to your list.

☐ **Segment Your List:**

Divide your email list into segments based on demographics, behavior, and interests. This allows you to send targeted emails that are more relevant to each group, increasing engagement and reducing spam complaints.

Example: *Segment by industry, company size, or past interactions with your emails.*

☐ **Regularly Clean Your List:**

Remove inactive subscribers or those who haven't engaged with your emails for a significant period (e.g., 6 months). This improves your sender reputation and reduces the likelihood of your emails being flagged as spam.

☐ **Provide an Easy Unsubscribe Process:**

Make it easy for recipients to unsubscribe from your email list with a clear and prominent unsubscribe link in every email.

2. Authenticate Your Domain

- [ ] **SPF (Sender Policy Framework):**

  Configure SPF records in your domain's DNS settings to authorize the servers that are allowed to send emails on behalf of your domain. This helps prevent email spoofing. Contact your domain registrar or hosting provider for instructions on setting up SPF records.

- [ ] **DKIM (DomainKeys Identified Mail):**

  Use DKIM to digitally sign your emails, verifying their authenticity and integrity. This adds another layer of security and helps prevent email forgery.

- [ ] **DMARC (Domain-Based Message Authentication, Reporting & Conformance):**

  Implement DMARC to set policies for how receiving mail servers should handle emails that fail SPF or DKIM checks. This helps protect your brand and ensures that unauthorized emails are blocked.

  Example: *Start with a "p=none" policy to monitor your email traffic, then gradually move to "p=quarantine" and finally "p=reject" to block unauthorized emails.*

3. Craft Compelling and Relevant Content

- [ ] **Write Engaging Subject Lines:**

  Use clear, concise, and personalized subject lines that accurately reflect the content of your email. Avoid using spam trigger words (e.g., "free," "guarantee," "limited time offer") or excessive capitalization and punctuation.

  Example: *Instead of "FREE OFFER! Limited Time Only!", try "Hi [Name], check out this new feature."*

- [ ] **Provide Valuable Content:** Offer content that benefits your subscribers, such as informative articles, industry insights, or exclusive offers. Avoid excessive use of images, bold fonts, and bright colors, as these can trigger spam filters.

- [ ] **Maintain a Consistent Sending Schedule:** Send emails regularly to keep your audience engaged, but avoid sending too frequently, which can lead to unsubscribes or spam complaints.

- [ ] **Use a Clear and Professional Design:** Ensure your emails are well-designed and easy to read. Use a responsive template that adapts to different devices.

- [ ] **Include a Clear Call to Action:** Make it clear what you want your subscribers to do after reading your email (e.g., visit your website, download a resource, sign up for a webinar).

- [ ] **Test Your Emails:** Use A/B testing to experiment with different subject lines, content, and design elements to optimize your email performance.

4. Respect Your Subscribers

- [ ] **Obtain Explicit Consent:**

  Obtain explicit consent from your subscribers before adding them to your email list. Use a signup form that clearly states what kind of emails they will receive.

- [ ] **Honor Unsubscribe Requests:**

  Process unsubscribe requests promptly and remove subscribers from your list without requiring them to jump through hoops.

- [ ] **Provide a Preference Center:**

  Allow subscribers to manage their email preferences, such as the types of emails they receive and the frequency of emails.

5. Monitor Your Email Deliverability

☐ **Track Key Metrics:**

Regularly monitor key metrics like bounce rates, spam complaint rates, open rates, and click-through rates to identify potential deliverability issues.

Tools: *Your ESP should provide these metrics. You can also use dedicated email deliverability platforms.*

☐ **Use Email Deliverability Tools:**

Utilize tools like Return Path, 250ok, or Mailgun to monitor your sender reputation and receive alerts about any problems.

☐ **Stay Updated on Email Best Practices:**

Keep up-to-date with the latest email deliverability best practices and anti-spam regulations.