

Before you send: Email campaign checklist

- All 'Content Validation' tests passed**

When on the email template's page, switch to Validate tab and view Content Validation panel. This checks for easily overlooked issues such as broken links and missing images.
- Any 'SpamAssassin' issues flagged fixed**

When on the email template's page, switch to Validate tab and view SpamAssassin panel. This checks for issues that might prevent your email landing in your users Inbox.
- All links going to correct destinations**

Send yourself test emails and check all the links are going to their correct destinations, including view online and social share tags if you've used them.
- All images have alt tags**

Alt tags are displayed when images are blocked, so get the message across to users whose images are blocked by default. This can be done in HTML or you can use the online editor: right click the image and select Image Properties, and edit the Alternative Text form field.
- [UNSUBSCRIPTION_CONTENT] tag included**

A clear unsubscribe link is a legal requirement for sending marketing emails in EU and US.
- Personalised content checked and user data ready to be merged in**

If you've used any merge fields for personalisation preview how the content will look for different users. Check all the users you are sending to have the required user data fields to be merged in.
- Email layout checked in Inbox Inspector**

Email clients are notorious for rendering HTML email in different ways. The Inbox Inspector (found on the Testing tab of your email template page) allows you to quickly preview the email in many popular email clients. If the Inbox Inspector highlights issues you can't resolve try running the HTML through a validator such as <http://validator.w3.org/>.
- Text-only version included and checked**

Sending a text-only version of your HTML emails makes spam filters much less likely to mark your email as spam. Make sure you proof read the text-only version before sending.
- Sender Verification tests passed**

On the 'Send' tab of your email template's page check 'Sender Verification' section - make sure all 4 items have green tick before them. If any are orange/red report these to your email solution's support desk before sending.
- All recipients opted-in to receiving email**

If sending B2C email this is a legal requirement in the EU.