

Bronto.com “Before You Send” Checklist

The Musts

- Spell-check.
- Re-read to check grammar, re-write anything unclear and shorten copy.
- Place alt text behind any important images.
- Make sure you have a text version of your email that has been tweaked accordingly.
- Check for a working unsub link and physical address: CAN-SPAM musts.
- Use a recognizable from name.
- Rethink your subject line: is it compelling and non-misleading with most important words mentioned first?
- Make any offer deadlines clear and visible.
- Run a spam test. Tweak if needed.
- Do an inbox preview test if possible/appropriate to make sure the email renders well.
- Send test versions (both HTML and text) to yourself and others.
- Click on every link in your email - do you go to the right place?
- Test the entire call-to-action process (can you actually register, buy, etc smoothly with the desired outcome)?
- Identify and make sure you'll be sending to the right list. Make sure those contacts are opt-in only.

Best Practices

- Make sure your from address is that of a real person/department and not a do-not-reply.
- Include a call-to-action preheader and a link to your online version.
- Highlight an appropriate link in the nav bar to stand out.
- Optimize your preview pane.
- Make sure calls-to-action are as high up in the email as possible.
- Is the call-to-action mentioned more than once? It should be.
- Consider placing whitelisting instructions in your header or footer if appropriate.
- Offer subscribers the option to manage their preferences.
- Set up an A/B split - test subject line, time of day, day of week, from name, offer, CTA - whatever makes sense.
- Segment your list for more targeted messaging if possible.