

EmailDirect.com Optimization Checklist To Improve Delivery

Creative Optimization

- Less than 5 Trigger Words (Free, Sale, Clearance, Discount, Buy Now, Apply Now, Earn Money, etc.).
- No spelling errors
- Avoid using capital letters (NO CAPS)
- Avoid exclamation points (!!!). Ex: "Submit your Idea Today!"
- Your text version should match your HTML version.
- Avoid red font (or any red based hue).
- Avoid the word "Dear" (in the greeting)
- Avoid using a large font size. (over 12pt)
- Specify & use the same size font throughout the entire creative.
- Specify & use the same font face throughout your entire email creative.
- Avoid bolding everything. Use bolding style very minimally, if at all.
- Avoid using the % and \$ sign within the copy.
- Avoid highlight copy.
- Copy to Image Ratio 1:1
- Make certain your subject line is clean of spam word(s), concise and directly relates to the intent of the message. Adding the long date variable at the end of your subject lines adds relevance and helps with delivery. Ex. Do Your Flip-Flops flop? June 1, 2009
- Keep Subject lines under/close to 50 characters in length (including spaces). Ex. Stylish Summer Trends - June 1, 2009 = 37 characters
- Creative should contain a functional Report Abuse link

HTML Optimization

- Width of the creative does not exceed 600 pixels
- Structure the creative with <table>'s, Do not float <div>'s to position anything.
- Use inline CSS styling to style your fonts versus basic HTML (i.e.: span style="... vs. font face="").
- Do not use the <body> tag to set a background color. Wrap a 100% table around the creative and set it's bgcolor instead.
- Do not use any of the <body> tag's attributes. Accomplish everything inbetween the <body> tags.
- Define the height and width of your images within your tags.
- Do not use the <style> tag within the <head> tag.
- Do not use <tbody> tag's.
- Do not use image maps to apply links. Wrap <a> tags around your images instead.
- Always use ALT text.
- Do not use <p> tags. If you would like to specify line breaks, do so using

- Do not style body tags.
- Avoid using background images when possible. Outlook 2007 and other mail programs do not render background images.
- Check your HTML for bad syntax and spelling errors.