HTML EMAIL

CHECKLIST

Catching tomorrow's mistakes... Today!

Email Name _____

Subject _____

Preheader: _____

- ◯ Check subject line is set
- ◯ Check Pre-header is set in the HTML code
- ◯ Click through links to confirm they are working
- ◯ Link Names are updated
- ◯ Tracking URLs are set
- ◯ Spellcheck all copy
- ◯ Images have alt text
- ◯ Footer includes mailing address
- ◯ Check copyright year in footer
- ◯ Unsubscribe link is included
- ◯ View in browser link is available (optional)
- ◯ Email looks good on mobile screens
- ◯ Email passed previews & rendering test. (Litmus, Email on Acid, etc.)

@felix_codes