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EMAIL MARKETING QUALITY CHECKLIST

Email Copy and Content

Subject line

Engaging subject lines are critical to the success of any email campaign. According to Mailchimp, effective subject lines are brief, descriptive and give the reader a compelling reason to open.

- [ ] Is the subject line engaging?
- [ ] If applicable, does the subject line use any personalisation tokens?

Pre-header Text

The pre-header text is the supporting copy for your subject line. It can appear below or beside the subject line, depending on the email service provider or the device used to view the email.

- [ ] Is the pre-header text engaging?
- [ ] Does the pre-header text help the subject line generate curiosity and interest?
- [ ] Is the pre-header text within HubSpot's suggested limit of fewer than 140 characters?

Tip: Relate your pre-header text to your subject line and give context on the value this email offers the reader.

Copy

- [ ] Does the copy provide value for the reader?
- [ ] Does the email encourage readers to take action?
- [ ] Is the spelling consistent throughout the email?
- [ ] Is the grammar correct throughout the email?
- [ ] Do all personalisation tokens have a default value?



Formatting

Nobody likes reading walls of text. Most people skim their emails until something catches their attention. That's why it's important to consider how the average person reads emails and format each one so **it's easy to read.**

- [ ] Is there enough white space between text?
- [ ] Is there enough white space between email elements?
- [ ] Are headers and subheaders being used?
- [ ] Does the email use bullet points, numbering or short sentences to make the text easier to digest?
- [ ] Are important details highlighted, using italics for emphasis and bold for key points?

CTA

- [ ] Does the CTA give readers a clear reason to click?
- [ ] Are there too many or too few CTAs in the email?
- [ ] Is the CTA easy to find and easy to distinguish?
- [ ] Is the primary CTA distinct from the secondary CTAs?



Links

- [ ] Are all links working?
- [ ] Do the links go to the correct page?
- [ ] If applicable, do the anchor links go to the correct section?
- [ ] Do the links have the correct UTM parameters?
- [ ] Are links formatted differently from the paragraph text?
- [ ] If applicable, does the email link to other related content?

Images

- [ ] Have the image file sizes been optimised to below 300KB?
- [ ] Are the images uploaded to a relevant folder in HubSpot?
- [ ] Does the email banner add value to the email?
- [ ] Are the supporting images appropriate for the email?
- [ ] Do the images use the correct branding?
- [ ] Do the images have meaningful alt text, in case some recipients don't have images shown by default?
- [ ] For images with text, is the text readable on mobile?
- [ ] For background images, is a background colour in place in case the image doesn't load?

Layout & Design

- [ ] Does the layout look clean and organised?
- [ ] Does the email use the brand's colours?
- [ ] Does the email use the brand's custom fonts? If so, is a fallback font set for email clients that don't support custom fonts?
- [ ] Are font choice, colour and size consistent throughout the email?
- [ ] Is there enough padding around modules and email sections?
- [ ] Is the “View in browser” link styled to suit the email?

Footer

- [ ] Is there a working unsubscribe link?
- [ ] Is there a link for recipients to manage their email preferences?
- [ ] Are social links included in the footer?

Why it’s important: An unsubscribe link is a legal requirement for marketing emails in most regions, including under Australia's Spam Act. A manage preferences option also lets recipients receive fewer emails instead of unsubscribing.

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Email Setup

Settings

- [ ] Has the from name been included?
- [ ] Is the from email address correct?
- [ ] Is the subject line the approved subject line?
- [ ] Is the pre-header text the approved pre-header text?
- [ ] If applicable, is the email preference group correct?
- [ ] Is the office location correct, and does the sender's physical address appear in the footer?
- [ ] Is the correct campaign selected?
- [ ] Has the plain-text version been prepared?
- [ ] Is the web version turned on?
- [ ] Is the page title for the web version correct?
- [ ] Is the web version URL using the correct domain and content slug?

Tip: Some inboxes don't read HTML, so make sure a plain-text version is always ready.

Send and Schedule

- [ ] Is this email being sent to lists or through a workflow? If through a workflow, is it attached to the correct one?
- [ ] Are the correct lists selected for the email send?
- [ ] Are suppression and exclusion lists added in the “Don't send to” section?
- [ ] For scheduled emails, is the email scheduled for the correct date and time?
- [ ] Is the send date and time within the audience's most engaged period?
- [ ] If applicable, is “Don't send to unengaged contacts” ticked?

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Final Checks

- [ ] Is the email HTML clean, with no unnecessary code?

Tip: Copying content from applications such as Word or Google Docs can add extra code that should be deleted. Messy code is a common reason for email service providers to mark an email as spam.

- [ ] Have I checked the email size and made adjustments if needed?

Why it's important: Emails larger than 102KB are likely to get clipped by providers like Gmail.

- [ ] Does the email look good on desktop, mobile, tablet and in dark mode?
- [ ] If applicable, have I used "Preview in an email client" to check how the email looks in the main inboxes (Gmail, Yahoo, Outlook, etc.)?
- [ ] Have I sent a preview/test email to myself?
- [ ] In the test email, does the personalisation display correctly?
- [ ] In the test email, have I clicked the "View in browser" link to see how the email appears?
- [ ] In the test email, if the email is long and some content is clipped, have I clicked "View entire message" at the bottom to see how it appears?

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