

# EMAIL DELIVERABILITY CHECKLIST

ITEM #	ACTION	YES	NO
1	Use a private registered domain such as your name or company/website name.	<input type="checkbox"/>	<input type="checkbox"/>
2	Ensure the domain does not include 'spam' words like money, make money or wealth.	<input type="checkbox"/>	<input type="checkbox"/>
3	Use a 'name' for your FROM email address. Don't use info@ or admin@ instead use something like howard@howardfromgeorgia.com.	<input type="checkbox"/>	<input type="checkbox"/>
4	Be consistent with the use of your selected FROM NAME.	<input type="checkbox"/>	<input type="checkbox"/>
5	Never use spam or misleading subject lines. Also limit the use of special characters and emogis.	<input type="checkbox"/>	<input type="checkbox"/>
6	Ensure your email content does not contain a massive amount of links. Likewise, be aware that certain domains used in your links may be blacklisted, thus making inboxing more difficult.	<input type="checkbox"/>	<input type="checkbox"/>
7	Make your email content (and subject line) as 'unique' as possible. If you MUST use swipes, try to edit them as much as possible without altering the meaning of the message.	<input type="checkbox"/>	<input type="checkbox"/>
8	Ensure your email disclaimer does not include any spam words.	<input type="checkbox"/>	<input type="checkbox"/>
9	Be consistent with the number of emails you send from the beginning.	<input type="checkbox"/>	<input type="checkbox"/>
10	Engage with your subscribers.	<input type="checkbox"/>	<input type="checkbox"/>
11	Use MX Toolbox to do a MX Lookup <a href="https://mxtoolbox.com/SuperTool.aspx">https://mxtoolbox.com/SuperTool.aspx</a>	<input type="checkbox"/>	<input type="checkbox"/>
12	Remove all bounces emails from your autoresponder	<input type="checkbox"/>	<input type="checkbox"/>
13	Segment people who have not opened your emails in 90 - 120 days.	<input type="checkbox"/>	<input type="checkbox"/>
14	Remove this segment from your autoresponder - EVENTUALLY. Try tactics such as sending a re-engagement email series to this segment. You also may want to import these contacts into another autoresponder to test before deleting for good. <a href="https://howardfromgeorgia.com">https://howardfromgeorgia.com</a>	<input type="checkbox"/>	<input type="checkbox"/>