



# Email Spam Checklist

How to stay away from the spam folder



*Have permission to send emails*

*Introduce a double opt-in*

*Use your own domain*

*Use recognizable senders*

*Use a real reply-to address*

*Watch your sending frequency*

*Balance sending volume*

*Set up email expectations*

*Use segmentation for better targeting*

*Regularly clean up your email list*

*Test emails before sending*

*Add 'show email in a web browser'*

*Pay attention to the subject line*

*Add alt text to your images*

*Have an unsubscribe link*

*Include your physical address*

*Use a reliable Email Service Provider*

*Check whether you are blacklisted*

*Ask people to whitelist you*

*Follow practices for HTML emails*

*Check email deliverability*



*Use caps*

*Send to previously bounced emails*

*Include exclamation points*

*Use embedded forms*

*Add attachments to your email*

*Buy or rent email lists*