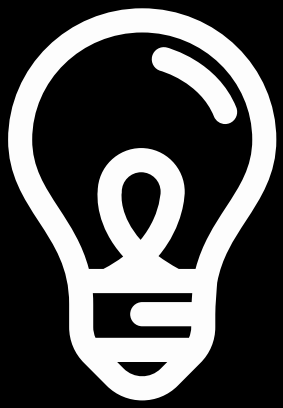


THE ULTIMATE CHECKLIST

HTML EMAILS

THE ULTIMATE CHECKLIST TO HTML EMAILS

When you create your next email newsletter you should make sure you have done all the steps correctly and you didn't miss anything.

Here is a simple checklist to use before sending your next campaign.

General

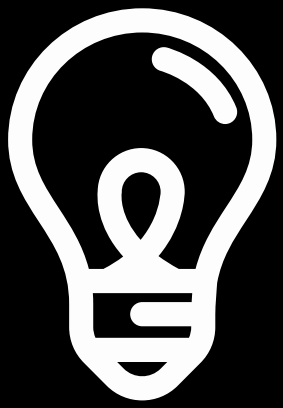
- [ ] Subject is set or updated
- [ ] Pre-header is set in the HTML code
- [ ] View in browser link is available (optional)
- [ ] There is a company logo in the header
- [ ] Company logo is linked to website home page
- [ ] Footer content (contact info, all links, etc) is up to date
- [ ] Unsubscribe link is included
- [ ] Plain text version is created

AGILE DIGITAL AGENCY

Website:
https://agiledigitalagency.com

Email:
hello@agiledigitalagency.com

Design



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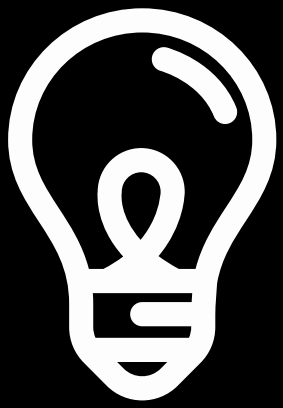
Design

- [ ] Look and feel are as per style guide or design
- [ ] Paddings and alignments are properly applied
- [ ] Colors are as per style guide or design
- [ ] Bold/italic/underline font styling is applied (if any)
- [ ] All links are styled as per design
- [ ] All links are short enough to not break mobile design
- [ ] Copy size is easy to read on mobile devices

Content



THE ULTIMATE CHECKLIST

HTML EMAILS

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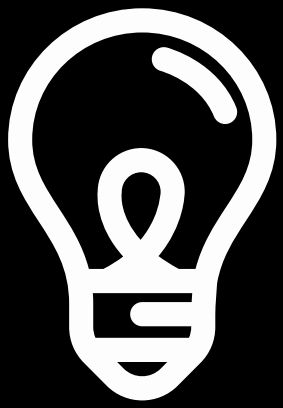
Content

- [ ] All copy is correct
- [ ] There is a salutation
- [ ] Check if all variables work properly (if any)
- [ ] CTAs are all in place and their links are updated
- [ ] All links are correct
- [ ] Tracking URLs are set (if applicable)
- [ ] Check if any mobile specific blocks have their content updated
- [ ] Images are as per what brief provides
- [ ] Images are resized and optimized
- [ ] Images are hosted on your public address
- [ ] Images have Alt tags
- [ ] Outlook specific code is in place
- [ ] There is no irrelevant code (if you are re-using an existing template)
- [ ] There are no typos in the text
- [ ] Brand and all names are spelled correctly

Email compatibility



THE ULTIMATE CHECKLIST

HTML EMAILS

Email clients compatibility

- [ ] Email looks good on local mobile devices - iPhone (Gmail, Inbox, Outlook, iOS Mail), Android (Gmail, Inbox, Outlook)
- [ ] Email looks good on various devices when tested with Litmus or Email On Acid

All checks are done.
You are ready to send!

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