MarketingSherpa

Email Audit Checklist

TASK: EMAIL

SECURITY/DELIVERABILITY

- ☐ Privacy policies in place and followed
- ☐ Strict bounce-removal process
- ☐ Easy unsubscribe process (with link/instructions)
- ☐ Easy/quick opt-out process
- ☐ Authentication/DNS issues avoided or quickly resolved
- ☐ Research/follow email service provider's policies

'FROM' LINE

- ☐ Personal name (if recognizable)
- ☐ Name of newsletter of company
- ☐ Brand name appears

SUBJECT LINE

- ☐ Typed directly (no cut-and-paste shortcuts)
- ☐ Formatting of special characters/symbols checked
- ☐ Consistent/recognizable
- ☐ No spam-like words
- ☐ Benefit-oriented

HEADER

- ☐ Name of newsletter and organization
- ☐ Tagline
- ☐ Company URL
- ☐ Date

NOTES:

© Copyright 2008 MarketingSherpa Inc. It is forbidden to reproduce (except for private use), transform, communicate publicly, make available to the public the contents of this kit. For permission, contact service@sherpastore.com

HEADLINE

- ☐ Short, snappy
- ☐ Benefit-oriented

CONTENT

- ☐ Alternatives to articles
- ☐ Art/images
- ☐ Interactive elements: tools, surveys, usable templates
- ☐ Bullet points, charts, other elements
- ☐ Click buttons
- ☐ Personalized
- ☐ Benefit-oriented information
- ☐ Calls to action

FOOTER

- ☐ Key contacts
- ☐ Unsubscribe link information
- ☐ Prompt to 'forward'
- ☐ Teaser for next issue

FORMAT CHOICE

- ☐ Use a 'sniffer' (multi-part MIME format)
- ☐ Offer recipients a choice of text or HTML

HTML FORMAT

- ☐ Small files and images
- ☐ Design with print in mind
- ☐ Avoid long hotlinks

TEXT ONLY

- ☐ Avoid tab key
- ☐ No special formats, bold, underlining, etc.
- ☐ Use white space or regular keyboard characters (like asterisks) to separate sections

NOTES:

© Copyright 2008 MarketingSherpa Inc. It is forbidden to reproduce (except for private use), transform, communicate publicly, make available to the public the contents of this kit. For permission, contact service@sherpastore.com

TASK: AUDIT

- ☐ Interview staff
- ☐ Interview vendors
- ☐ Interview customers
- ☐ Analyze flow charts
- ☐ Delegate audit tasks
- ☐ Evaluate company-wide consistency
- ☐ Evaluate emails
- ☐ Gather statistics and historical data
- ☐ Evaluate reputation
- ☐ Fix reputation (if necessary)

VENDORS

- ☐ Pinpoint needs
- ☐ Evaluate current vendors
- ☐ Select additional vendors (if needed)
- ☐ Learn which stats/data vendor tracks
- ☐ Periodically re-evaluate vendor-related needs

EXPERIMENT

- ☐ Make changes
- ☐ Trial runs
- ☐ Track results
- ☐ Continue tweaking/tracking
- ☐ Do mini-audits of new emails

NOTES:

© Copyright 2008 MarketingSherpa Inc. It is forbidden to reproduce (except for private use), transform, communicate publicly, make available to the public the contents of this kit. For permission, contact service@sherpastore.com