

# Email Best Practices Check List



## Value Proposition

- Is it clear and meaningful to the recipient?

## Call-To-Action

- Is it clear what the recipient needs to do?
- Does the CTA repeat 3 times?

## From Line/Reply To

- Is this from someone at your company that has a relationship with the recipient?

## Subject Line

- Is the subject line less than 50 characters?

## Header Copy

- Are the images relevant?
- Is the copy short and engaging?

## Body Copy

- Is your copy less than 200 words?
- Personalized?
- Engaging?
- Did you use bullets to highlight the benefits?

## Imagery

- Did you include ALT tags for all of your images?
- Does the banner tie to the CTA?

## Compliance

- Is your email brand compliant?
- Is your email legal compliant?