



Checklist 16 - Email Deliverability & List Hygiene

Project Name: _____

Date: _____

		Yes	No
1	We recommend don't use info@ or admin@ - Use Name@ when sending emails.	<input type="checkbox"/>	<input type="checkbox"/>
2	Use a professional email address tied to your company or website name.	<input type="checkbox"/>	<input type="checkbox"/>
3	Ensure the domain does not include spam words like money or wealth.	<input type="checkbox"/>	<input type="checkbox"/>
4	Ensure your email disclaimer does not include any spam words.	<input type="checkbox"/>	<input type="checkbox"/>
5	Ensure your email content does not contain a massive amount of links.	<input type="checkbox"/>	<input type="checkbox"/>
6	Use MX Toolbox to do a MX Lookup https://mxtoolbox.com/SuperTool.aspx	<input type="checkbox"/>	<input type="checkbox"/>
7	Use MX Toolbox to do a blacklist check on your domain	<input type="checkbox"/>	<input type="checkbox"/>
8	Remove all bounces emails from your autoresponder	<input type="checkbox"/>	<input type="checkbox"/>
9	Segment people who have not opened your emails in 90 - 120 days.	<input type="checkbox"/>	<input type="checkbox"/>
10	Remove this segment from your autoresponder. (import to another Autoresponder to test before deleting for good)	<input type="checkbox"/>	<input type="checkbox"/>
11	Be consistent with the number of emails you send from the beginning.	<input type="checkbox"/>	<input type="checkbox"/>
12	Never use spam or misleading subject lines	<input type="checkbox"/>	<input type="checkbox"/>

Notes