



***e-shot***<sup>™</sup>

# Pre-flight Email Checklist



# Best Practice: Pre-flight Email Checklist

We all know the feeling, that moment just before you hit send - but all that could be set to change. With our pre-flight checklist you can be confident that every t is crossed and i is dotted.

## First Impressions



- |  |                          |
|--|--------------------------|
| Sender name is clear and on brand  | <input type="checkbox"/> |
| Your brand is visually recognisable  | <input type="checkbox"/> |
| The subject line is engaging/motivating  | <input type="checkbox"/> |
| Your preheader text builds the story   | <input type="checkbox"/> |
| Your 'reply to' address is friendly/inviting   | <input type="checkbox"/> |
| Inbox display has been checked to ensure previews look good across all email clients | <input type="checkbox"/> |
| Send time is appropriate and optimised for email open trends                         | <input type="checkbox"/> |

## Compelling Content



- |  |                          |
|--|--------------------------|
| Content follows "F" in email or inverted pyramid                               | <input type="checkbox"/> |
| Copy is clear, concise and appropriate for the audience                        | <input type="checkbox"/> |
| Call to action (CTA) stands out and is optimally placed                        | <input type="checkbox"/> |
| All text has been checked for spelling and grammar                             | <input type="checkbox"/> |
| Content has been reviewed for "spammy" words or phrases                        | <input type="checkbox"/> |
| Content is accessible and optimised for screen readers                         | <input type="checkbox"/> |
| Content is relevant to recipient's email preferences and point in user journey | <input type="checkbox"/> |

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## Design & Build



- |  |                          |
|--|--------------------------|
| Email is optimised for mobile  | <input type="checkbox"/> |
| Unsubscribe is clearly visible along with a physical address           | <input type="checkbox"/> |
| All links destinations and redirects are validated for CTA completion  | <input type="checkbox"/> |
| Plain text version has been created and checked i.e. all links correct | <input type="checkbox"/> |
| CTA/Message still clear even without images displayed                  | <input type="checkbox"/> |
| Images have alt text   | <input type="checkbox"/> |
| Images are optimised and render properly when they display             | <input type="checkbox"/> |

## Check & Double Check



- |   |                          |
|---|--------------------------|
| All contact details are correct/social channels are linked        | <input type="checkbox"/> |
| Send list is correct and any suppressions required are set up     | <input type="checkbox"/> |
| AB testing hypothesis is utilised                                 | <input type="checkbox"/> |
| Send list is correct and any suppressions required are set up     | <input type="checkbox"/> |
| Personalisation/Dynamic content is included and working correctly | <input type="checkbox"/> |
| Landing pages have been tested and optimised                      | <input type="checkbox"/> |
| Has your email had an 'executive eyeball'?                        | <input type="checkbox"/> |



*"Email is an essential communication channel. We've seen increased email engagement throughout the pandemic, and this looks set to be a trend that is here to stay. Having a specialist like e-shot share their wealth of experience adds expert knowledge that can help us keep ahead in the ways we serve our residents and raise the standards in our sector."*

*Alix Macfarlane,  
Chair Of LG Comms,  
Head of Communications & Engagement  
West Sussex County Council*

## How e-shot can help

### Recommended resource: Our Accessibility Checklist

For many businesses email accessibility is a significant concern. Use our simple list of checks to make sure that you have the basics right to ensure that every recipient gets a great communication experience.

[Learn More](#) 

### Our Dark Mode Checklist

[Learn More](#) 

### Email Healthcheck - Free for Local Authorities

[Learn More](#) 

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