Brand Optimization

- ☐ Brand Name is included in From Name.
- ☐ From Address is identifiable.
- ☐ To field is personalized to the recipient's name, not their email address.
- ☐ Subject line is informative, short, and recognizable. **A**

Pre-Header & Header

- ☐ Link to an online version to email is provided.
- ☐ Snippet Text is aligned with the subject line. **B**
- ☐ Johnson Box is optimized (Preview Pane top 400x300 Pixels.) **C**

Email Layout

- ☐ Email width: 500 to 650 pixels.
- ☐ Vertical layout is preferred over Horizontal.
- ☐ Text and Images both are used in right proportion.
- ☐ Table of content is used, when email has lot to cover.
- ☐ Navigation bar is provided for multiple products/categories.
- ☐ 4-6 panels of area for visual emphasis have been used to offer a specific eye path for key offerings.
- ☐ Calls-to-action are clear & enticing.

Email Layout

- ☐ Graphic & Imagery are delineating the content well.
- ☐ Have provided fallback color and alt-text to an image.
- ☐ Have avoided background image layered with text. **D**
- ☐ Have made feature headers or product offerings readily clickable.

Avoid

- ☐ Haven't embedded videos. Used still image with landing page link containing video.
- ☐ Flash or Ajax functionalities are not used.
- ☐ GIF is avoided.

Copy & Content

- ☐ Have used short sentences and paragraphs.
- ☐ Have distinguished content sections using design elements like spacing & dividing lines.
- ☐ Have used bold typeface & subheaders to make certain words stand out.
- ☐ Have used bullet points to showcase benefits.
- ☐ Have useb web-safe standard fonts. **E**
- ☐ Have kept body copy font size: 14 pixels & Title Font Size: minimum 22 pixels. **F**
- ☐ Spelling and Grammar is double checked.

Footer

- ☐ Organization's contact details are included.
- ☐ Unsubscribe button is upfront and easily clickable.
- ☐ Key sevices/product categories links are placed well.
- ☐ Social sharing links and/or 'Forward to a Friend' options are added.
- ☐ Have added 'Why your recipients are receiving this email?

Worth Considering

- ☐ Have made email in a way that it looks proper with images off. **G**
- ☐ Have included a plain text version

Mobile Optimization

- ☐ Email Width - 320 to 550 Px. **H**
- ☐ Layout can be switched to single column template **I**
- ☐ Tappable calls to action with minimum size 44 x 44 pixels is created. **J**
- ☐ Finger Targets - Increased font size & line spacing included to make it easy to touch. **K**
- ☐ Visibility of call to action and link is clear. **L**
- ☐ Coding Methods: Have used Responsive or Scalable coding standards. **M**

Information

A   Subject Line: Limit the words to 35 characters or less. Don't use ALL CAPS or spammy words, though the most important factor for spam filter is domain reputation. However, subject lines play a role when reputation is low. Use UTF 8 special character symbols in subject line only if it is highly relevant.

B   Few email clients like Gmail/Outlook/iPhone etc. show snippet or preview text (usually limited to 100 characters or less) will be pulled out from the first few lines of content. Use this valuable property to build on subject line.

C   This is the most valuable area of your email, which plays a major role in engaging your recipients.
- Put a line of text that describes the content or purpose that motivates the recipients.
- Try to keep header less than 150 pixel height to avoid pushing your main content and call-to-action below johnson box.

D   Avoid background images layered with text. Many of the email clients don't support background image.

E   Arial, Arial Black, Arial Narrow, Comic Sans, Courier New, Georgia, Impact, Tahoma, Times New Roman, and Verdana are the standard fonts. However, there are ways to setup non-standard fonts in an email by providing one of the web-safe fonts as fallback font.

F   These font sizes provide a decent readability on mobile phone.

G   Imagine how your email will look with images turned off. Design your email so message can be clearly conveyed without relying on images to be loaded.

H   Litmus suggests 320 to 550 pixels to render emails correctly in mobile devices.

I   While newsletters are typically designed in two or three columns, mobile optimized email can be switched to a single column template.

J   Your creative calls-to-action need to be eye-catching, in center and tappable, with a minimum size of 44 x 44 Pixels.

K   Increase font size, line spacing, button sizes, and white apaces to make it easy to touch and go for the touch screen mobiles.

L   As mobiles don't support hover states, make sure your links, buttons etc are clearly visible as clickable objects.

M   Choose Responsive or Scalable email coding standards while developing your email that uses rich media queries to shape your email based on the screen resolution.

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