

# Email “Quality Assurance” Checklist

**Use a quality assurance checklist to ensure your email is proofed and ready to send:**

- ❑ Check the sender
- ❑ Check the subject line
- ❑ Check the preheader (the email preview which shows up in some email in-boxes)
- ❑ Check the header: is the logo right? Is the logo clickable to your homepage?
- ❑ If sending to multiple lists, make sure the number of estimated recipients seems right
- ❑ Read the content of the HTML version and check it against the copy document – checking for all formatting and copy
- ❑ Proofread: Check the content of the email for typos or grammar
- ❑ Check all photos (if applicable) and make sure they have “alt text” – a field you can fill out which describes the photo for accessibility
- ❑ Make sure the footer includes the disclaimer, the address and an unsubscribe link
- ❑ Click all the links in the footer, including contact information. Are they correct?
- ❑ Click all the links and make sure they open in a new tab and go to the correct landing page
- ❑ Complete the sequence for the landing page – does the sequence make sense?
- ❑ Check links for source codes (if tracking your website traffic)
- ❑ Open a test of the email on your phone – does it look good?
- ❑ Check the sender against the signature. Make sure they match
- ❑ If scheduling your email in advance, ensure you send at the correct time

