THE ANATOMY OF AN EMAIL

Sarah Gould and Dustin Mazon
October 25, 2017
Celebration 150 years at WVU by voting for your favorite shirt!

Help celebrate 150 years at WVU and vote for your favorite shirt, once a day through April 10th. You can select gold, blue or gray for the
MASTHEAD

Vote Now
April 3 - 10
birthday.wvu.edu/vote

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Cast Your Vote →
CALL TO ACTION

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Cast Your Vote →

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Cast Your Vote →
TEST YOUR EMAILS
WITH LITMUS
CHECKLIST SECTIONS
First Impressions
Get your subscribers to open your email — ensure you're making a good first impression in the inbox.

Subject Line

Vote for your favorite shirt

Your subject line is clear, concise, and of a sensible length.
West Virginia University Vote Now - April 3-10 birthday.wvu.edu/vote Celebrate 150 years at

Your preview text is composed of multiple different sources. This can happen because of image alt text attributes, or using text earlier in the HTML body. Make sure you place hidden preview text as the first element in the body, and that it's at least 90 characters long.
ADDITIONAL TESTING

Check your subject line & preview text in 15+ email clients

See what your subject line and preview text looks like in the most popular email clients including Outlook, Gmail, and iOS. Identify if your subject line and preview text is either too short or too long and if they need any tweaks before sending. Also see if emojis are supported! 😊
## BROKEN LINKS

Never send an email with broken links again — ensure they're working and going to the intended destination.

<table>
<thead>
<tr>
<th>Status</th>
<th>Link Text</th>
<th>Link Path</th>
</tr>
</thead>
<tbody>
<tr>
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<td>💌 foundation-email.jpg</td>
<td>birthday.wvu.edu/winning-design</td>
</tr>
<tr>
<td>✔️</td>
<td>🕒 vote</td>
<td>birthday.wvu.edu/winning-design</td>
</tr>
<tr>
<td>✔️</td>
<td>🕒 Cast Your Vote →</td>
<td>birthday.wvu.edu/winning-design</td>
</tr>
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<td>TO: &quot;<a href="mailto:trademarklicensing@mail.wvu.edu">trademarklicensing@mail.wvu.edu</a>&quot;</td>
</tr>
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</table>
Tracking Check
Verify that your clickthroughs are being tracked by Litmus, your email marketing software, and/or Google Analytics.

Marketing Analytics
This email doesn't contain any marketing analytics on its links.

Litmus Email Analytics

<table>
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<tr>
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<tr>
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</table>
**Image Blocking Check**
Preview your email with images off — and get notified about which images are missing alt text.

### Alt Text Preview

<table>
<thead>
<tr>
<th>Alt Text</th>
<th>Image Path</th>
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<tbody>
<tr>
<td>Vote Now - April 3-10 birthday.wvu.edu/vote</td>
<td>foundation-email.jpg</td>
</tr>
<tr>
<td>West Virginia University</td>
<td>wvu-logo-3.0.png</td>
</tr>
</tbody>
</table>
Loading Speed Check
See how long it takes to load your email.

Your email took 0.2 seconds to open - great job!
While your open rate may not be affected by email open times, your recipient's level of engagement will be. Check your Email Analytics engagement report after sending to see how long your recipients read your email. The faster your email opens, the more reads you'll see!

<table>
<thead>
<tr>
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<th>Image</th>
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<th>Time</th>
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</table>
Communication plan:
Deliverable: HTML email
“From” address:
Audience:
Variable data:
Goal:
Call to action:
Send date:
Completed email due to client:

Subject Line:
Pre-Header Text:

Photo Link/Filename:
Photo alt text:

Message:

Call to action:

Sender contact info (name, address, phone, email, website)
THANK YOU & QUESTIONS

Sarah Gould / sarah.gould@mail.wvu.edu
Dustin Mazon / dustin.mazon@mail.wvu.edu