HTML EMAIL CHECKLIST

Use this checklist to ensure that your email is ready to send.

Timing
- **Send date and time** - When will the email need to go out? Does it need to be scheduled with the WVU Foundation to go to alumni? Make sure you avoid conflicts with other sends going to the same lists.

Details
- **Subject line** - check for typos, make sure it summarizes the content of the email, and avoid spammy language.
- **Preheader text** - Make sure you’ve updated the preheader text in the email template.
- **Footer** - Have you updated the necessary links and language in the footer?
- **Sending address** - Always include the actual email address you want the email to come from.

Content
- **Body copy** - check for typos and readability.
- **Images** - are they linked? Are they hosted on a publicly accessible server and referenced absolutely in your HTML? Have you added ALT text?
- **Headlines** - Are they linked?
- **CTA buttons** - Are they linked?

Lists
- Create your list.
- Select or upload your list in your email service provider (ESP).

Testing
- **Inbox preview** - Use Litmus or send a test email to yourself to see how the subject line/preheader text reads.
- **Email clients** - Have you tested the email in various email clients in Litmus?
- **Spam testing** - Use the Litmus Spam Test to make sure your email won’t land in junk folders.

Approval
- Send a Litmus Builder link to the appropriate people in order to get final approval.

Send
- Schedule the email and send.

After the send
- Monitor analytics to see how the email performed.