The ultimate *email design checklist*

Subject line

- [ ] Write a relevant subject line that grabs the imagination.
- [ ] Avoid spam-sensitive words and characters:
  Promotion, Special Offer, Discount, Percentage, Free, Reminder, %, !, €, $
- [ ] Personalise the subject line where possible.
- [ ] Add an appropriate emoji if it adds to your message.
- [ ] Keep an eye on the length!
- [ ] Check your message for typos and spelling mistakes.

Preheader

- [ ] Keep the preheader text short and sweet.
- [ ] Keep an eye on the length!
- [ ] Offer valuable context in the de subject line.
- [ ] Place the preheader text at the top of your email message.

Email width

- [ ] Set the standard width at between 600px and 700px.
- [ ] Do not exceed the maximum width of 700px.

Structure

- [ ] Align content to the left if your message contains a lot of text.
- [ ] Centre the content if there is little text.
- [ ] Use the inverted-pyramid model to guide the reader to a call to action.
- [ ] Use a zigzag layout to differentiate between the various sections (start with an image at the top left).
- [ ] Limit the number of columns.

Header

- [ ] Add your logo and/or company name. Make it clear who the sender is.
- [ ] Make the header clickable.
- [ ] Add a "View in browser" link.
- [ ] Give your header a different colour than the body text.

Colour

- [ ] Opt for no more than 3 different colours.
- [ ] Use the corporate colours.
- [ ] Give your header and footer a different colour than the body text.

Body text

- [ ] Convey the most important message first!
- [ ] Keep the email message as short as possible. We strongly advise against using internal links.
- [ ] Make the email message scannable: use titles, subtitles, italic and bold print.
- [ ] Personalise the body text where possible.
- [ ] Use Dynamic Content to provide your readers with a range of relevant information.
- [ ] Check your message for typos and spelling mistakes.

Email-safe fonts

- [ ] Opt for no more than 3 different fonts.
- [ ] Choose fonts that are appropriate to the content.
- [ ] Use email-safe fonts.
  Arial, **Arial Black**, Bookman, Calibri, Century Gothic, *Comic Sans MS*, COPPER-PLATE, `Courier New`, Garamond, Geneva, Georgia, Helvetica, **Impact**, Lucida Sans Unicode, Palatino, Tahoma, Times New Roman, *Trebuchet MS* en Verdana.
- [ ] Avoid using Web fonts.
- [ ] Set fall-back fonts.

Font size

- [ ] Between 14px and 16px for lengthy emails.
- [ ] 16px for short emails.
- [ ] 16px for mobile devices.

Images

- [ ] Use images that are appropriate to the content.
- [ ] Make sure to strike the right balance between text and images!
- [ ] Align images to the left.
- [ ] Provide all your images with alt text.
- [ ] Don't use any background images.
- [ ] Don't overdo the use of images.
- [ ] Use the correct size.

Calls to action

- [ ] Make your calls to action short and clear!
- [ ] Make your calls to action large and clickable!
- [ ] Trigger expectations.
- [ ] Use active verbs.
- [ ] Give your call to action a colour that contrasts with the background.
- [ ] Leave space around your call to action.

- [ ] Avoid an excessive use of calls to action.
- [ ] Avoid calls to action in the form of an image.

Videos

- [ ] Use a static image with a play icon and link to the video on YouTube or the relevant landing page.
- [ ] Add a video to a landing page.
- [ ] Use animated GIFs instead of videos.

Animated GIFs

- [ ] An alternative to videos.
- [ ] Add important info to the first frame in case the animated GIF doesn't play.
- [ ] Don't overdo the use of animated GIFs.

White space

- [ ] Make sure to leave white space around your call-to-action buttons.
- [ ] Give your content space.

Lines

- [ ] An alternative to white space.
- [ ] Create various sections per type of content.

Footer

- [ ] Add your logo and/or company name.
- [ ] Add your contact details.
- [ ] Include an unsubscribe link (mandatory).
- [ ] Give the reader the option to amend his/her profile.
- [ ] Link to social media channels.
- [ ] Add a referral link.
- [ ] Add a link to the support page where necessary.
- [ ] Give the footer a different colour than the body text.