Email Design Checklist

☐ **Subject Line Clarity:** Ensure your subject line is clear, concise, and compelling to encourage opens.

☐ **Preheader Text:** Utilize preheader text effectively to complement the subject line and provide additional context.

☐ **Brand Consistency:** Maintain consistent use of your brand's colors, fonts, and logos to reinforce brand identity.

☐ **Responsive Design:** Design emails to be responsive, ensuring they look good and are functional on all devices and screen sizes.

☐ **Visual Hierarchy:** Establish a visual hierarchy that logically guides recipients through your email, from the most to the least important information.

☐ **Use of Images:** Incorporate high-quality, relevant images to break up text and add visual interest. Ensure images are optimized for quick loading.

☐ **Alt Text for Images:** Always include alt text to ensure recipients understand the content even if images don't display.

☐ **Clear Call-to-Action (CTA):** Use action-oriented language to make your CTA buttons or links prominent and clear.

☐ **Minimalist Design:** Adopt a clean, minimalist design to avoid overwhelming recipients and to focus on the critical message.

☐ **Personalization:** Use personalization techniques where appropriate to make emails feel more tailored to the individual.

☐ **Legible Text:** Ensure text is easy to read, using readable fonts and appropriate sizes. Avoid large blocks of text by using bullet points or short paragraphs.

☐ **Unsubscribe Link:** Include a visible unsubscribe link to comply with email marketing laws and respect recipient preferences.

☐ **Social Media Links:** Incorporate social media links to encourage recipients to connect with your brand on other platforms.

☐ **Footer Content:** Include necessary contact information and legal disclaimers in the email footer.

☐ **Testing: Before Sending:** test your email on various devices and email clients to ensure everything displays correctly and all links work.

☐ **Accessibility:** Consider accessibility practices, such as using sufficient color contrast and providing descriptive links, to make your emails accessible to all users.

This checklist allows you to create engaging, practical, visually appealing emails that resonate with your audience and drive desired actions.