



Pre-Send QA Checklist

All emails should go through a Quality Assurance (QA) process before being broadcast; a crucial step that must not be left out of your email production process to ensure sends are mistake free.

Your QA process not only needs to test and produce error-free emails but do it as quickly as possible.

Your QA process should check the following elements:

INBOX ELEMENTS

Your **From Address** clearly identifies your business and is trustworthy

Subject line is motivating to encourage an open

Your **pre-header text** backs up your subject line and is informative (*also include your main CTA link here within your email to give subscribers an immediate chance to act if they want*)

CONTENT

Review your email content and ensure that your **offers and key details** are correct and up-to-date

Make sure your **copy** is clear and concise

Accessibility checks – your font is at least 14px, easy to read and spaced out

Perform **spelling and grammar** checks

Validating links (*and ensuring they not only work but go to the correct landing page*)

Checking imagery – *that the right images have been used, alt text is present, sizes are optimised for email size and load time and that with images disabled, the image is still actionable and the main message can be seen*

Ensuring **tracking** works properly

Test your email's **load time**

Spam testing - check your emails across key spam filters to identify and resolve issues before you send

Unsubscribe link is functional

Email rendering – does your email render well in all email clients that are the most used by your subscribers? Does your email get clipped in Gmail?

Branding and design guidelines have been followed

Plain text version has been created

Accessibility checks – you're using well contrasted colours, don't have any fast rate flashing images, you're using a font that is easy to read and is a minimum of 14px and your emails are coded to make them easy to tab through and for screen readers and other devices to read.

HTML code is valid

Complete standard data checks – are the right data fields being pulled through? Is there data in those fields within the database?

Send data / segmentation - Is the appropriate audience being targeted for the send? Has the right data/segment been selected for the send?

Dynamic content logic – has a backup been put in place for if a recipient doesn't meet the logic options specified?

Having someone else QA your work is of course best practice - but we don't always have that luxury. If you're on your own, make time where you can dedicate your full attention to performing the QA process and go through your checklist one by one.

Or of course, you can make your life a whole lot easier with a platform such as **Email On Acid**. QA should be a process you do on every email you send to minimise errors – so why not check out their free trial?

<https://www.emailonacid.com/free-trial/>