



## Email Deliverability Checklist

Don't let your emails get blocked and reported as spam!

Here are 14 ways to ensure your emails land in the inbox:

- My [welcome email](#) tells subscribers how to whitelist me.
- I got express permission to email every subscriber on my list.
- I'm sending [segmented emails](#) to my list.
- I'm using a reputable [email service provider](#).
- My email open rates are average or higher for my industry.
- I regularly email my subscribers at least once a week.
- My email branding makes it clear who I am.
- My email "from" name is easily recognizable.
- I have [cleaned my email list](#) within the past year.
- My email subject lines are not misleading.
- I've included my mailing address in every email.
- There's an unsubscribe link at the bottom of every email.
- I'm not using any common [spam trigger words](#).
- I tested my email using [IsNotSpam](#) or similar tool.

Get more in-depth tips here: <https://optin.to/email-deliverability>