

Email Deliverability Pre-Send Checklist



A printable working document for logistics, vendors, attendee communication, event-day tasks, and post-event follow-up

1 Spam-Score Test

☐

I ran the email through a spam-score tool.

☐

I sent the test from the real sending platform or domain.

☐

I reviewed flagged issues such as spam words, broken links, HTML problems, or authentication warnings.

☐

I fixed major issues and re-tested the email.

2 Inbox-Placement Test

☐

I ran an inbox-placement or seed test.

☐

I checked where the email landed in Gmail, Outlook, Yahoo, or other key providers.

☐

I reviewed whether the email landed in Inbox, Spam, or Promotions.

☐

I fixed any provider-specific placement issues before sending.

3 SPF, DKIM, and DMARC Authentication

☐

SPF is set up and passing.

☐

DKIM is set up and passing.

☐

DMARC is set up and passing.

☐

Authentication is aligned with the sending domain.

4 Blocklist Check

☐

I checked the sending domain for blocklist issues.

☐

I checked the sending IP address for blocklist issues.

☐

I investigated the cause of any listing before requesting removal.

☐

I confirmed the domain or IP is clear before sending.

5

Sender Reputation

☐

I reviewed domain reputation.

☐

I reviewed IP reputation.

☐

I checked recent bounce and complaint trends.

☐

I confirmed send volume has been steady and predictable.

6

List Hygiene

☐

Invalid and bounced email addresses have been removed.

☐

Risky, suspicious, or inactive contacts have been reviewed.

☐

Purchased or scraped contacts are not included.

☐

The list has been cleaned recently.

7

Content and Formatting

☐

The sender name is clear and recognizable.

☐

The subject line is accurate and not misleading.

☐

The email avoids spam-heavy language.

☐

The email has a good balance of text and images.

☐

All links, tracking links, and the unsubscribe link work correctly.

8

Manual Inbox Test

☐

I sent the email to my own Gmail account.

☐

I sent the email to my own Outlook account.

☐

I sent the email to my own Yahoo account, if relevant.

☐

I checked placement, formatting, and links one final time.

Email Deliverability Readiness Result

Review your checklist before sending.

Mostly Checked: Ready to Send

Your email has passed the main pre-send checks. You have reviewed content, inbox placement, authentication, blocklists, sender reputation, and list quality.

You can move forward with the campaign, but keep monitoring results after launch. Watch for bounces, spam complaints, low engagement, and inbox-placement changes.

Several Items Unchecked: Fix Before Sending

Your campaign may not be ready yet. Review the unchecked items before sending, especially anything related to authentication, blocklists, sender reputation, or list hygiene.

After making updates, run another spam-score test or inbox-placement test before sending to your full list.

Any Red Flags: High Risk

Do not send the campaign at full volume yet if any of these are true:

☐	SPF, DKIM, or DMARC is failing.	☐	The email landed in spam during testing.
☐	Your domain or IP appears on a blocklist.	☐	Bounce rate or complaint rate has increased recently.
☐	Sender reputation is weak or unknown.	☐	The email has broken links or image-heavy formatting.
☐	Your list has not been cleaned recently.	☐	You are using a new domain or IP without proper warm-up.

Fix the issue, test again, and confirm improvement before sending.

Final Pre-Send Decision

Choose one:

☐	Ready to send
☐	Needs fixes before sending
☐	High risk — test again before launch

Notes: