Anti-Spam Checklist

This checklist has been created to help reduce the chance of your Mailchimp marketing ending-up in the spam folder.

Email messages end-up in spam (junk) folders for two reasons; an anti-spam filter identifies the incoming email as spam, or the recipient manually moves your email from their inbox to their spam folder. The items below are designed to reduce the chance of filters or recipients identifying your marketing as spam.

I hope this help to improve your open and click rates 😊

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Once-off Tasks

These once-off tasks need to be completed only once. They are critical to get better delivery rates and, subsequently, open and click rates.

Task	Help	√
Verify your domain	https://mailchimp.com/help/verify-a-domain	
Authenticate your domain	https://mailchimp.com/help/set-up-email-domain-authentication	

Ongoing Tasks

These tasks need to be completed for every email campaign that you send.

Task	Help	√
Check spelling	e.g., Microsoft Word	
Check grammar	e.g., Grammarly.com	
A personal name in the sent-by field	Recipients are more likely to mark email as spam if it is not a person that has sent the email. See https://mailchimp.com/help/edit-your-emails-subject-preview-text-from-name-or-from-email-address	
Check that you're not sending to people that have unsubscribed.	If you've imported *unsubscribed* contacts into Mailchimp as *subscribed* or use multiple Audiences, then you may be sending to unsubscribed contacts.	
Greet each recipient by their name.	https://organicweb.com.au/marketing/mailchimp-add-merge-tag-instructions and https://organicweb.com.au/marketing/mailchimp-default-merge-tag-value-instructions	
Your subject line describes the benefit of the recipient opening your email.	There must be consistency between what your subject line is about and the content of your email campaign.	
Buttons have descriptive text of the destination page.	e.g., "Book now" and not "Click here".	

Avoid all capitals in the subject line.	https://titlecase.com is good for converting text case.	
Your email contains text (i.e., not just images or video).	If your recipient has their email reader set to not display images, then there must be typed text so that the recipient doesn't see an empty email message.	
Check that every image has alt-text	https://mailchimp.com/help/add-alt-text-to-images	
You have an unsubscribe link in the footer of your email.	This is a legal requirement.	
You're only sending to people that have subscribed knowingly and legally (e.g. you haven't purchased a list of email addresses)	Please don't ever purchase lists of email addresses and try to send to those email addresses.	