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The eight checks before you send an e-mail campaign

E-mail

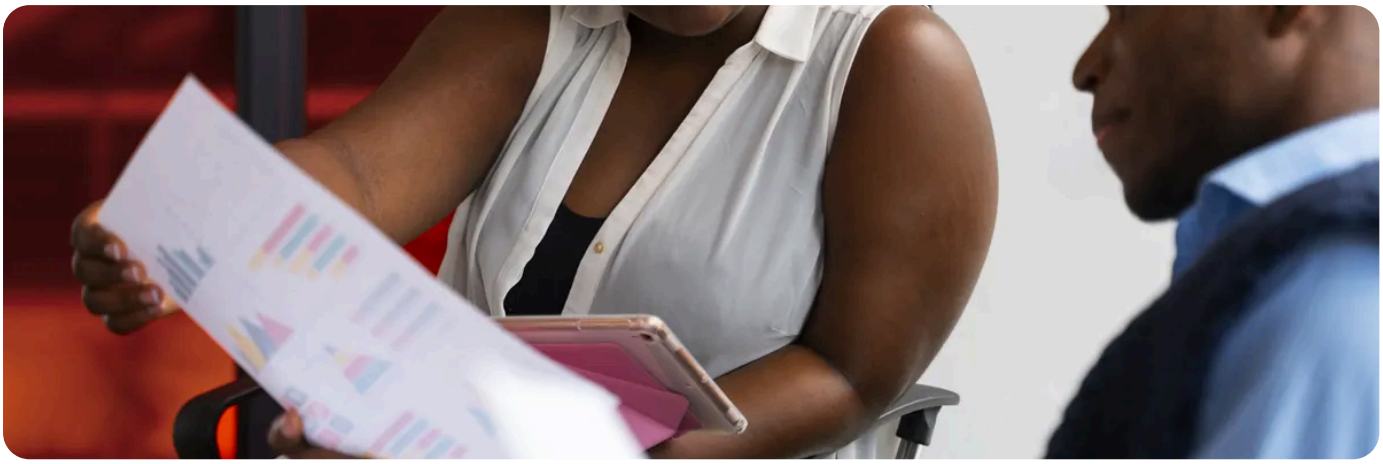
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The eight checks before you send an e-mail campaign

E-mail Created on **November 13, 2026** 2 min read



The short answer: the E-mail Marketing page has an **eight-point checklist** to tick before you press send. Here is each point, with the reason and where to fix it.

The eight checks

Check	Why	Where to fix it
1. The sending domain is verified (SPF, DKIM and DMARC)	Without it, the big services distrust everything you send.	**SPF, DKIM and DMARC**
2. The list only has contacts who agreed to receive it	People who did not ask complain, and complaints outweigh everything.	**A legal list**
3. The subject is short and says what is inside	It decides whether the e-mail gets opened.	**The subject line**
4. There is text before the images	Many people read with images off, and filters distrust image-only e-mails.	**The block editor**
5. The main button goes to the right page	A click that lands on the home page loses the customer.	**The test**
6. The unsubscribe link is in the footer	People who cannot find the way out press «spam».	**Unsubscribe**
7. It passed the spam checker	It catches the most common content mistakes.	**The checker**
8. You sent a test to your own e-mail and looked at it on your phone	That is where design problems show up.	**The test**

On the page, the checklist stays **in your browser only**: it helps you keep track and is not sent anywhere.

If check 1 or 2 fails, do not send.

The others can be fixed in the next campaign; a burned domain or a wave of complaints takes far longer to recover from.

One more that is not on the list:

Confirm the target group. It is the one mistake the test cannot catch.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- The spam checker before an e-mail campaign: what it is for and how to act on its advice →
- Sending a test of your e-mail campaign to yourself: what to check on phone and computer →
- Unsubscribe in every campaign e-mail: the footer link, the header link and what happens next →
- SPF, DKIM and DMARC: why your e-mail lands in spam →

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