

REVIEW BEFORE YOUR NEXT SEND

Email template quality checklist

Use this checklist to review your current setup and spot gaps before they cost you performance.

01

Design & structure

Clear hero, scannable headings, and strong CTAs, with a layout that guides the reader.

- ☐ Clear hero
- ☐ Scannable headings
- ☐ Strong calls to action
- ☐ A layout that guides the reader

02

Responsiveness & rendering

Mobile-first, dark-mode ready, and tested across major clients and devices.

- ☐ Mobile-first layout
- ☐ Dark-mode ready
- ☐ Major email clients tested
- ☐ Desktop and mobile devices tested

03

Accessibility

Alt text on every image, logical structure, and readable contrast.

- ☐ Alt text on every image
- ☐ Logical content structure
- ☐ Readable color contrast

04

ESP readiness

Merge tags, dynamic content, and modules configured for your platform.

- ☐ Merge tags configured
- ☐ Dynamic content prepared
- ☐ Reusable modules configured
- ☐ Template tested in your ESP