



Email QA Checklist

A Pre-send
Checklist for Small
Business Owners



Email QA Checklist

A pre-send email checklist for individual newsletters, promotions, invitations, or announcements.

Before you send to your list,
always send a test email to yourself first.
Check it on your phone and your computer.

Send Settings

- ☐ From name is correct (the name that appears in the inbox)
- ☐ From email address is correct
- ☐ Reply-to email address is correct (the email address that responses will go to)
- ☐ You are sending to the right list or segment
- ☐ Scheduled date and time are correct (avoid sending emails very late, very early in the day, on holidays, or on Sundays)

Content

- ☐ Subject line is updated (no placeholder text or previously used subject line left in)
- ☐ Pre-header text is filled in (the short preview line that appears after the subject line in the inbox)
- ☐ Spell check has been run
- ☐ You have read through the email for grammar mistakes
- ☐ All links have been added where needed
- ☐ Your main button or call-to-action is engaging (not copy like "click here")
- ☐ Personalized greetings are showing correctly (for example, a first name is not showing as broken code like {{first_name}})

Images

- ☐ All images are loading correctly in your test email
- ☐ If your images include text, that text is readable on a small phone screen (If the image cannot easily be read, consider a different approach to your email design that includes clickable text.)
- ☐ Images that help convey your message have alt text added (images used only for decoration do not need alt text)

Compliance

- ☐ There is an unsubscribe link in your email and it works
- ☐ Your company name and mailing address appear in the footer
- ☐ Your footer includes a link to your privacy policy
- ☐ Your footer tells subscribers why they are receiving this email (for example: "This email was sent to customer@email.com because you opted in to our newsletter.")
- ☐ If your business is registered in the Netherlands, your KVK number is included in the footer
- ☐ You are not sending to anyone who has unsubscribed or never opted in to marketing communications

Final Check

- ☐ You have sent a test email to yourself
- ☐ You have opened the test email on a desktop or laptop screen
- ☐ You have opened the test email on a mobile phone
- ☐ You have done a final read-through of the test email to catch any broken links, spelling errors, or grammar mistakes
- ☐ You have clicked every link in your test email to ensure they are correct



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