

Email Deliverability Checklist

Run through each section below and check off what's already in place.
Anything left unchecked is your next fix.

> AUTHENTICATION & SECURITY

- ☐ SPF is published and current for every source that sends on your behalf
- ☐ DKIM signing is enabled and the keys are verified
- ☐ A DMARC policy is set, and moving toward quarantine or reject over time
- ☐ DMARC reports are reviewed periodically for unauthorized senders
- ☐ BIMI is in place once DMARC is enforced, so your logo shows in supported inboxes

> LIST HYGIENE & PERMISSION

- ☐ Every subscriber opted in themselves, no purchased, scraped, or borrowed lists
- ☐ Hard bounces are suppressed immediately
- ☐ Unengaged subscribers are re-engaged or removed on a regular cadence
- ☐ New addresses are verified at signup to catch typos and fake entries
- ☐ List quality is treated as more important than list size

> SENDER REPUTATION & SENDING HABITS

- ☐ Volume on new IPs or domains is ramped up gradually
- ☐ Sending cadence is consistent, with no big spikes
- ☐ Bounce rate is tracked and stays under roughly 2%
- ☐ Complaint rate is monitored, and small upticks get investigated fast
- ☐ Your sending IP and domain reputation score is checked periodically
- ☐ Blocklist status is checked on a regular basis
- ☐ Inbox placement is monitored on an ongoing basis, not just delivered rate

> METRICS WORTH WATCHING AFTER EVERY SEND

- ☐ Delivered rate and inbox placement rate (they are not the same number)
- ☐ Bounce rate, broken out as hard vs. soft
- ☐ Complaint rate
- ☐ Unique click-through rate
- ☐ Unsubscribe rate

A companion to Simantel's four-part Email Deliverability series.

Left a few boxes unchecked? Simantel's team can help you turn this checklist into a plan. Let's talk about a deliverability consultation.

> CONTENT & DESIGN

- ☐ Subject lines and content match what subscribers signed up for
- ☐ A working unsubscribe link appears on every commercial send
- ☐ Sending domain and from name stay consistent and recognizable
- ☐ Emails are mobile-responsive with a healthy text-to-image balance
- ☐ Links use a branded domain

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