Email Deliverability Audit Checklist

Ensure your emails land in inboxes, not spam!

1. Domain & Server Authentication

☐ SPF Record Configured

Verify TXT record in DNS (e.g., v=spf1 include:spf.yourdomain.com ~all).

Namecheap's SPF/DKIM Guide

☐ DKIM Record Active

Add DKIM public key via DNS (e.g., v=DKIM1; k=rsa; p=...).

☐ DMARC Policy Set (Optional but recommended)

Use v=DMARC1; p=none; rua=mailto:admin@yourdomain.com.

2. Email Content Optimization

☐ Avoid Spam Trigger Words

Remove terms like "Free," "Urgent," "Winner," or excessive punctuation.

☐ Subject Line Best Practices

Keep under 60 characters. Avoid ALL CAPS or emojis.

☐ HTML + Plain Text Version Included

Ensure emails render well on all devices.

3. Engagement & Reputation

☐ Recipients Can Whitelist You

Add: "Add admin@nairobifitnesshub.com to your contacts" in emails.

☐ Segment Email Lists

Remove inactive subscribers (low open rates hurt reputation).

☐ Include Unsubscribe Link

Mandatory for CAN-SPAM/GDPR compliance.

☐ Monitor Spam Complaints

Use Google Postmaster Tools.

4. Tools & Monitoring

☐ Test Deliverability

Mail-Tester, GlockApps

☐ Review Sender Score

Check at SenderScore.org.

☐ Audit Email Metrics Monthly

Track open rates, bounce rates, and spam complaints.

Pro Tip:

If emails still land in spam, ask recipients to:

- Mark your email as "Not Spam."
- Move it to the Primary tab.

Need Help?

Ultimate Email Marketing Audit Guide

Free Email Marketing Audit Template