

Email Deliverability Health Checklist

Use this checklist to assess your current email practices and identify areas for improvement to meet the latest inbox placement standards.

Step 1: Know Your Domain Setup

My sending email address is: _____

My domain (after the @) is: _____

Do I send from my own domain (not Gmail/Yahoo)?

- Yes
- No

I have set up the following:

SPF	Please select
DKIM	Please select
DMARC	Please select

Pro Tips:

- SPF: Ensure your SPF record includes all legitimate senders and doesn't exceed 10 DNS lookups.
- DKIM: Use at least a 1024-bit key (2048 recommended).
- DMARC: Use at least p=none policy and align with SPF or DKIM (ideally both).
- TLS and PTR (reverse DNS) should be enabled for Gmail deliverability.
- From: header should match the domain in your authentication setup.

Step 2: Understand Your Audience

Approx. number of email subscribers: ____

Notes / Actions

Do I only email people who have given clear permission to hear from me?	• Yes	• No	• Not sure
Do I use double opt-in?	• Yes	• No	• Not sure
Do I avoid buying, renting, or scraping email lists?	• Yes	• No	• Not sure
Do I clean my list of inactive subscribers at least every 3–6 months?	• Yes	• No	• Not sure

Do I regularly remove invalid addresses and bounced contacts? • Yes • No • Not sure

Step 3: Know Your Stats

Average open rate ____%

Average click rate ____%

Unsubscribe rate ____%

Bounce rate ____%

Spam complaint rate ____%

Tip: Use your email platform's analytics dashboard to find these metrics.

Notes / Actions

Do I send to people who haven't opened or clicked in 6+ months? • Yes • No • Not sure

Do I segment or personalise my emails? • Yes • No

Step 4: Your Content and Sending Practices

Example / How I Ensure This

My emails include a clear unsubscribe link	• Yes	• No	e.g. Link in footer
I don't use misleading subject lines	• Yes	• No	e.g. Avoid clickbait like "Re: Your Order" if no order exists
My emails are mobile-friendly and accessible	• Yes	• No	e.g. Test in Litmus, test to your mobile, use alt text for images
I test for spam triggers before sending	• Yes	• No	e.g. Use Mail-Tester and adjust wording
I send from a consistent from-name & from-address	• Yes	• No	e.g. "BrandName" - always same

Step 5: Pick Your Focus for the Next 30 Days

Choose 2–3 priority actions:

- Set up SPF, DKIM, or DMARC
- Clean my email list (remove inactive or bounced contacts)
- Stop emailing unengaged subscribers
- Improve subject lines and preview text
- Monitor stats more often
- Monitor stats more often
- Use a dedicated email domain or subdomain
- Start a re-engagement or welcome series

Step 6: Notes or Questions to Follow Up On

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