



Email Deliverability Checklist

Helping You Inbox with Confidence - The Deliverability Secrets

- Set up a branded domain for sending emails.
- Configure SPF, DKIM, and DMARC records correctly.
- Warm up your email domain gradually.
- Maintain a clean mailing list (remove bounces/spam traps).
- Avoid spam trigger words in subject lines and content.
- Personalize email content when possible.
- Monitor open, click, bounce, and unsubscribe rates.
- Use double opt-in for new subscribers.
- Authenticate your domain with your email platform.
- Test inbox placement with tools like Mail-Tester or GlockApps.