Email Deliverability Checklist 2025

Get your emails in front of real people - not spam folders.

Special occasion offer 🔥
Email campaign

Delivery

Recipients	Delivered	Bounces

Email delivery rate
98.7%
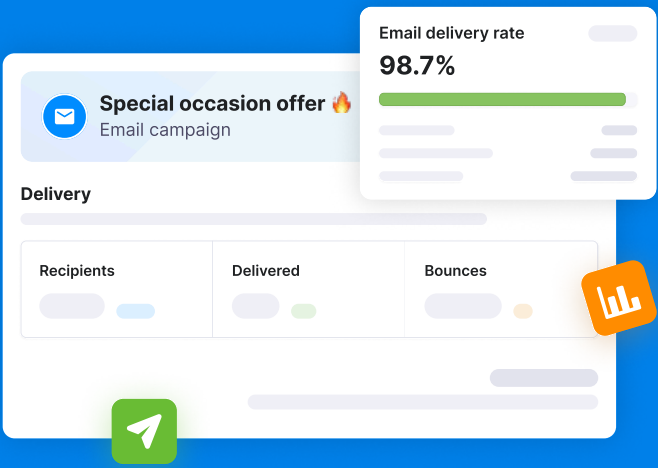
Design emails that render correctly
Follow formatting rules that email clients trust

- Use tables for layout, not flexbox or grid
- Avoid custom fonts and background images
- Never include JavaScript or forms
- Optimize image size and overall email weight (under 100 KB)

Most email platforms and template builders already follow these practices. Stick to safe, proven defaults to ensure your message renders correctly everywhere.

Comply with key email laws
Required for inbox trust and legal protection

- Include a visible unsubscribe link
- Email only people who gave consent
- Avoid misleading sender names or subject lines
- Respect unsubscribe requests immediately

(Applies to CAN-SPAM, GDPR, CASL, PECR, Spam Act 2003)

Authenticate your emails
Build technical trust with mailbox providers

- Set up SPF, DKIM, and DMARC
- Send from your own branded domain
- Monitor setup via Gmail Postmaster Tools or mail-tester.com

Protect your sender reputation
The #1 factor in inbox placement

- Warm up new domains and IPs gradually
- Stick to a consistent sending schedule
- Stop emailing users who report you as spam

Keep a clean list
A healthy list = a healthy sender reputation

- Remove hard bounces after every campaign
- Regularly prune inactive subscribers
- Never use purchased or scraped lists

Send engaging, relevant content
Avoid filters and boost open rates

- Avoid clickbait or all-caps subject lines
- Use clean HTML and include a plain-text version
- Don't use shady links - only full, trusted URLs

⚠ Remeber:
Delivery ≠ Inbox Placement

Your message reaching the server doesn't mean it reached the inbox. Use this checklist to close that gap.

🛠 Bonus tip: Use tools like
- Gmail Postmaster Tools
- Microsoft SND
- Mail-tester.com

to monitor deliverability and domain health.

💡 Pro tip:
Want better results? Focus on consent, content quality, and consistent sending - the pillars of strong email performance in 2025.