

Pre-Send Email Checklist

Once it's sent, it's gone. Walk this list before you hit **Send**. Print it, pin it, share it.

- ☐  **Click every link**
Buttons, text, logo, footer — plus discount codes, UTMs & landing pages that only just went live.
- ☐  **Test merge tags & personalisation**
Confirm fallbacks actually fire. No “Hi first_name”, no blank fields, no broken dynamic blocks.
- ☐  **Read subject + preview together**
At the length they truncate to, in a real inbox. Kill any leftover “TEST” or draft placeholder.
- ☐  **Confirm the sender name**
The human from-name and address you intended — not a default. It's as important as the subject.
- ☐  **Check images load & have alt text**
Ensure images are sized and optimised. Add alt text — ensure it still makes sense with images off.
- ☐  **Preview on mobile, not just desktop**
Most of your subscribers will open on a phone. Look at it small before you look at it sent.
- ☐  **Verify the facts that cost money**
Price, discounts, date, time, venue, deadline. Read them slowly — out loud to really check.
- ☐  **Confirm the unsubscribe link works**
Present and working. A broken one draws complaints and can tank your sending reputation.
- ☐  **Hunt for typos**
Especially in the big, confident text — the subject line, titles and headings you skim right past.
- ☐  **Check the grammar**
It's easy to read your intent, not the screen. Nothing beats a second team member glancing over it.
- ☐  **Send a final test — to a colleague too**
Fresh eyes catch what yours won't. Then double-check the send time and recipient segment.



Or let Review Mode do the checking

EcoSend's Review Mode runs this whole list — and more — automatically before every send. It's the reassuring second opinion when you need it most.

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