Email Design Checklist

1. Did you use a recognizable "From" name? ☐
2. Is your reply address correct? ☐
3. Is your subject line 4-7 words? ☐
4. Does your preheader further entice the reader to open your email? ☐
5. Does the logo link to your website? ☐
6. Does your image support the message of your email? ☐
7. Do the colors of your background, headline, buttons, and dividers match your brand? ☐
8. Have you used a larger headline and normal text for your message body? ☐
9. Do you have a call-to-action button with a compelling command? ☐
10. Does your footer include the correct company info? ☐
11. Did you add your social buttons (and double check the links?) ☐
12. Did you send yourself a test email to review? ☐

From: Southside Cycling

Reply: customerhelp@southsidecycling.com

Subject: Look what just arrived!

Spring cleaning? Trade your bike for a new one!

SOUTHSIDE
CYCLING
EST 2002

Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, & many more! If you've been thinking of getting a new bike, there's no better time than now. You can even trade your old bike for store credit. Come in for a test drive!

View New Models

Southside Cycling
123 Main Street
Washington, MA 02160

southsidecycling.com

Store Hours:
M-Th: 11am - 8pm
Weekends: 8am-6pm

866.289.2101

Constant Contact