

Email Design Checklist

1. Header

- Did you use a recognizable "From" name?
- Is your reply address correct?
- Is your subject line 4-7 words?

2. Preheader

- Does your preheader further entice the reader to open your email?
- Is your preheader 5-8 words?

3. Logo & Colors

- Does the logo link to your website?
- Do the colors of your background, headline, buttons, and dividers match your brand?

4. Image

- Does your image support the message of your email?

5. Text

- Have you used at least 22pt text for your headline and at least 14pt text for your message body?

6. Call-to-Action

- Do you have a call-to-action button with a compelling command?

7. Footer

- Does your footer include the correct company information?
- Did you add your social buttons (and double check the links)?

From: Southside Cycling<bikes@southsidecycling.com>

Reply: bikes@southsidecycling.com

Subject: **Look what just arrived!**

Preheader: **New season, new bike. Get out and ride!**



**SOUTHSIDE
•CYCLING•**

EST 2002



Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, and 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

www.southsidecycling.com

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

866.289.2101

