



ENEWSLETTER GATEWAY DELIVERABILITY CHECKLIST

This checklist is intended to ensure that your office is sending delivery-conscious content using the eNewsletter Gateway *PLUS*. It is meant to be used during the final overview of your completed eNewsletter in order to determine whether or not there are any foreseeable delivery issues that may occur. This list does not account for all variables, so we recommend that you contact support@iconstituent.com concerning any delivery issues you may be experiencing.

SUBJECT LINES

- Write your Subject Line so a constituent immediately knows what your eNewsletter is about.
- Have your subject line be in sync with your office's Communications Strategy and Voice.
- Avoid excessive punctuation, ALL CAPS, expletives, and symbols.
- Avoid using known SPAM words.
- Avoid using non-intuitive SPAM words.
- Keep the Subject Line below 50 Characters.

CONTENT

- Links
 - Make sure your links work and are going to the correct location.
 - Do not hyperlink with Link Shorteners (EX: goo.gl/2jk3lL3).
 - Do not hyperlink to direct URLs (EX: <http://www.iconstituent.com>).
 - Hyperlink text instead, like [Learn about Congress](#).
 - Avoid linking on SPAM phrases, such as [Click Here](#).
- Images
 - Do not send your message as one big image.
 - Achieve a good balance between text and photos.
 - Make sure images are linked to their proper locations.
 - Resize any high resolution photos before uploading.
 - Rename any image files with any spaces, punctuation, symbols, or characters before uploading.
- Text
 - Make sure your content is relevant to the audience you are sending to.
 - If pasting text, paste the text into Notepad before pasting into the eNewsletter Gateway .
 - Edit the Plain Text Version of your eNewsletter, eliminating any excessive code or spacing.
 - Avoid the use of any SPAM words.
 - Do not embed any videos directly into your eNewsletter.
 - Avoid all Scripting Languages and excessive HTML5/CSS3.
 - Avoid spelling and grammatical errors.
 - If you know HTML, view the source code to skim for bad syntax or unwanted HTML.

EXAMPLE SPAM PHRASES:

Click Here, Click Below, The Following Form, Work at home, Million dollars, Mortgage Rates, Avoid Bankruptcy, Once in a lifetime, Act Now, One Time, etc.

EXAMPLE SPAM WORDS:

Help, Reminder, Cash, Opportunity, Special, Avoid, Click, 100%, Guaranteed, Winner, Prize, Free, Beverage, Casino, Celebrity, Bargain, Billion, Discount, Decision, Cost, Trial, Success, Insurance, Investment, Congratulations, etc.

Make sure to contact support@iconstituent.com if you have any questions, problems, or concerns with your eNewsletter Gateway *PLUS* product.