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The spam checker before an e-mail campaign: what it is for and how to act on its advice

E-mail

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The spam checker before an e-mail campaign: what it is for and how to act on its advice

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The short answer: before sending, the **spam checker** reviews the campaign and gives **short advice** to keep it out of spam. It does not decide for you and it cannot guarantee delivery: it points out what usually goes wrong, and the person writing fixes it.

What counts against a campaign

The filters at the big e-mail services look at two things: **who is sending** (the domain, its reputation, its history) and **what is being sent**. The checker helps with the second. The most common content mistakes:

Mistake	Why it hurts	What to do
An e-mail made of a single image	With no text the filter cannot tell what it is, and many people read with images off.	Text first, image to illustrate.
Subject in capitals or full of exclamation marks	It is the vocabulary filters know by heart.	A subject written as a normal sentence.
Unsubscribe link hidden or missing	People who cannot find the way out press «spam».	The link in the footer, in plain sight.
Shortened links, or links to many places	They hide the destination.	Few links, to your own domain.

Using the advice

1. **Run the checker** when the campaign is finished, not halfway.

2 **Read each piece of advice and fix what applies.** Advice about the subject, for example, takes seconds to sort out.

3 **Check again** after the fixes.

4 **Send yourself a test** and see where it lands: inbox, promotions or spam.

Passing the checker is not enough if the domain is not verified.
Without correct SPF, DKIM and DMARC, the best text in the world lands in spam. See **SPF, DKIM and DMARC**.

The checker looks at the campaign; the list is up to you.
A list with dead addresses or people who never asked ruins delivery however good the text is. See **keeping the list healthy**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

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- **When a recipient marks your campaign as spam: why it weighs so much and how to avoid it** →
- **The subject line of a campaign e-mail: short, honest and saying what is inside** →
- **SPF, DKIM and DMARC: why your e-mail lands in spam** →

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