### Email Quality Assurance Check

When producing an email there are many things to check to make sure it goes out smoothly and without incident. Here is a checklist to help you confirm everything is configured and the email goes out without incident.

1. **Check naming convention** of message and campaign and make sure it is consistent with how similar emails are named.
2. **Check envelope information -** Subject line, sender name, sender email. Also double check that subject line is appropriate and isn’t too long.
3. **Check stationary** – Make sure it is the correct one for the message.
4. **Check that there is no Flash/Forms/Videos/Javascript** in the actual message. It’s not going to work in most email clients so it shouldn’t be in the message. If you want alternatives ask about best practices with regard to these items.
5. **Check message in multiple email clients** – Unfortunately not all email clients render the emails in the same way so it is important to test at least these clients in both IE and FireFox to catch most rendering issues.
   1. Gmail
   2. Hotmail/Windows Live
   3. Aol
   4. Yahoo
   5. Outlook
6. **Check all links** – Make sure all links go to intended targets. Also check TellAFriend, ConsProfileUser, CO (unsubscribe), MessageViewer and ConsInterestsUser. Note that TellAFriend and Forward to a Friend forms can only submitted 3 times per IP address per hour because of anti-spam settings IT has in place. Make sure there is a Message Viewer link to view the email in the user’s browser.
7. **Check all source codes** to make sure they follow through from links to landing pages and that all the source codes correctly match the email being sent.

1. **Check that autologin works** – Note that you will need to send yourself a test message via the Reviewers group and have the autologin variable added to the end of the URL. If you have clicked the link once it sets the cookie in your browser and it will not work a second time so you will have to send yourself multiple emails to test the link multiple times.
2. **Check any conditionals** – You may need to set up different accounts and add them to a Reviewers group to test conditionals. Send the message to the Reviewers group instead of the quick test.
3. **Check images for title and alt tags** - Not everyone might want titles but all important images should have at least alt tags.
4. **Check Text-Only version** – Make sure the message is up-to-date and cleaned up. Ask yourself if this would convey the message effectively on a mobile device or if it appeared in an email client.
5. **Check that Spam check is <5** – This is one that we all tend to forget. The button is at the top of the page where you send test messages.
6. **Check the scheduled send time** – Make sure you give yourself enough time to configure the email and get approval of the send configuration from the client before it goes out.
7. **Check Target and Do Not Mail Groups**
8. **Check filters** - Anything that should or shouldn’t be applied.
9. **Check Rebuild at Send settings** – Clients may want some groups rebuilt at send. Keep in mind that rebuilding groups at send time extends the time it takes to get the message sent.
10. **Calculate audience count** – Just looking for a sanity check here to make sure the count is within reason of what you were expecting.
11. **Get another person to QA email –** Always helps to have a second set of eyes look at the email.
12. **Check up on email** - Check on the send to make sure it goes out on time with no errors. Check that the email completed its send.