EMAIL DELIVERED
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EMAIL DELIVERED NEWS, TIPS AND RESOURCES:

TROUBLESHOOTING INBOX PLACEMENT

Important Notice

Any references to best practices, specific ISP recommendations, and overall suggestions are as accurate as possible based on the date of publication. The accuracy of this information cannot be guaranteed beyond the current date of publication.

Contact Information

For general information on our other products and services, visit us online at www.EmailDelivered.com.

For technical support, please send your questions via email to http://support.emaildelivered. com

Phone: (512) 981-5413
Fax: (305) 675-4664
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Support: http://support.emaildelivered.com

Troubleshooting Inbox Placement

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TROUBLESHOOTING INBOX PLACEMENT

No matter how clean your email program is, you can almost guarantee that your messages will occasionally wind up in the spam folder. One message here or there is normal and due to many different facts.

However, if you are seeing your emails in the junk folder regularly, you can take the following steps to identify what's going on.

> NOTE: List quality and list hygiene WILL play a role in your inbox placement, so if you have not done a re-engagement campaign and removed inactives, then this would be the first place to start...

1. Review your most current report. If your reputation scores are below 85, then you'll want to make sure that your complaints are less than .01%, bounces/unknown ad-

> NOTE: Not all ISPs pay attention to the "score". However the score is a symptom of these other factors, which need to be addressed.

dresses less than 3% (preferably closer to 1%), no spam trap hits. These are all reputation issues that need to be addressed first and foremost.

2. Check any domains that you're using in your messages, from address, etc. against URL blacklists such as http://uribl.com. If any of these domains are on blacklists, remove them from your messages (redirects will not always fix this, by the way)

THINGS YOU NEED FOR TESTING

- ☐ Seed List
- ☐ Generic Content
- ☐ HTML
- ☐ Plain Text

3. Send a "test" from your email system. If that goes to the spam folder, you may have damaged your IP reputation and will need to take steps to fix that first.

4. Create a seed list with accounts at Gmail.com, Outlook.com, Yahoo.com and AOL.com.

5. Send a "communication" type message to yourself. (For example, a message that you would send to a business associate or family member). Make sure there is actual content in the message and not just "test" as that will often automatically send the message to the spam folder.

Check this message for a spam score and make sure that it's at zero before sending. (You want to eliminate as many variables as possible)

6. Next, send a typical message in plain text only to your seed addresses. Make sure that the spam score is zero.

7. Once you have received the text message in your inbox, test with the HTML version of your message. If that goes to spam, then you may have a problem with your HTML format-

TIP: Once you have an HTML email that inboxes, consider creating a template and using that each time you send a message so that you can eliminate the HTML variable.

ting. Services like EmailOnAcid.com can help you identify the problems with HTML formatting and how to correct it. Continue to edit the formatting until it inboxes.
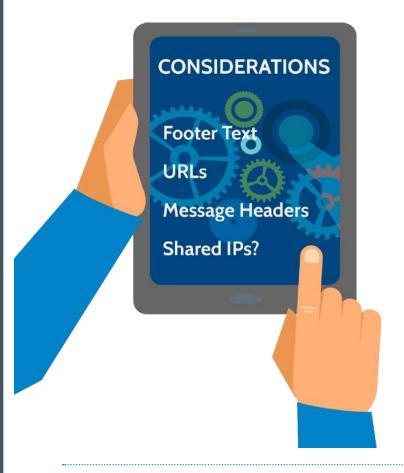
Other Things to Test:

* Different from addresses and different from domains (Preferably those that have SPF setup properly). We've actually seen a unique email address in the from address cause messages to go the spam folder (in other words, b.smith@domain.com when to spam, but bob-smith@domain.com did not!).

If you've taken all of the above steps, and are still unable to determine the problem, sign up for a deliverability assessment at: www.emaildelivered.com/Assessment. Be sure

to include:

1. Sending domain

2. Email client credentials

3. Results of each of the steps above (the more detail, the better)

4. The message in your system that you are testing.

5. Message headers from each of the seed accounts (1 Gmail, 1 Outlook, etc.)

6. Authorization to access your email client and perform testing.

If you do not want to go through the steps above, you can order a troubleshooting diagnostic test and we will perform all the testing for you and provide you with a detail of our findings.

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The key to email marketing is staying on top of the trends, knowing what's working now, and what's coming in the future.

Each week, we provide email marketing and deliverability reports, articles, whitepapers, and training videos covering topics like:

Sign up for our weekly newsletter (and occasional notifications) at http://www.EmailDelivered.com today and stay on top of things like:

- ISP changes & updates that affect deliverability and inbox placement...

- Email marketing best practices...

- Improving your email ROI...

- Increasing subscriber engagement...

- And much, much more...

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About EmailDelivered

EmailDelivered is your "virtual" email administrator, handling the technical side of email marketing while still giving business owners and marketers total control over their email.

In addition to **done for you** management services, EmailDelivered also provides consulting, training, and email campaign design.

For more information on how EmailDelivered helps you take back control over your email marketing (and not be held hostage by your email provider) visit us online at http://www.EmailDelivered.com today.

About the Author

Heather Seitz is the co-founder, and Marketing Director at EmailDelivered, an email deliverability management and consulting company based in Austin, Texas. Their sole focus is on getting your emails delivered!

Heather has worked with top online business owners and marketers around the world to help solve delivery problems and improve the results from their email programs.

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