

Email code review checklist

1

Basic checks

- Email <head> code
- Correct width (700px max)
- No external CSS
- 6-digit Hex codes
- Images optimized
- Links validated

3

Code cleanup

- Remove unnecessary CSS
- Check tables
- Check spacing and padding

5

Accessibility

- Image alt text
- Semantic HTML
- Table roles set to "presentation"
- Good color contrast

2

Mobile optimization

- Set min- and/or max-width
- Columns stacking on mobile
- Appropriately sized tap targets
- Button height (44px minimum)
- Legible font size (16px minimum)

4

Fallbacks

- Font stacks
- Dynamic content and interactivity
- Personalization
- Plain text and/or "View in Browser"

6

Dark mode

- Transparent .png files
- Optimize text and background colors
- Using @media (prefers-color-scheme)
- Using [data-ogsc] for Outlook.com

Don't forget to test...

Use the automated checklist from **Email on Acid by Sinch** to test, optimize, and preview email campaigns before you hit send. Log in now to take advantage of unlimited email testing.