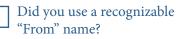
# **Email Design Checklist**

#### 1. Header



Is your reply address correct?

Is your subject line 4-7 words?

## 2. Preheader

Does your preheader further entice the reader to open your email?

Is your preheader 6-11 words?

## 3. Logo & Colors

Does the logo link to your
website?

Do the colors of your background, headline, buttons, and dividers match your brand?

## 4. Image

Does your image support the
message of your email?

#### 5. Text

Have you used at least 22pt text for your headline and at least 14pt text for your message body?

## 6. Call-to-Action

Do
with

Oo you have a call-to-action button /ith a compelling command?

## 7. Footer

Does your footer include the correct company information?

Did you add your social buttons (and double check the links)?

From: Southside Cycling<br/>sides@southsidecycling.com>

Reply: bikes@southsidecycling.com

Subject: Look what just arrived!

Preheader: New season, new bike. Get out and ride!





## Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, and many more!

If you've been thinking of getting a new bike, there's no better time than now. You can even trade your old bike for store credit. Come in for a test drive!

#### View New Models

Southside Cycling 123 Main Street Washington, MA 02160 Store Hours: M-Th: 11am - 8pm Weekends: 8am - 6pm

#### www.southsidecycling.com

866.289.2101



