

Email Deliverability Guide

Best practices for ensuring your emails reach the inbox and avoid spam filters.

Created by Global Digital Projects · globaldigitalprojects.in

Book a call: <https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth>

1. Email Setup Basics

Why it matters: Custom domain, subdomain for outreach, and mailbox naming best practices.

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3. Authentication

Why it matters: SPF, DKIM, DMARC — what they do and how to set them up clearly.

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5. Warm-up Plan

Why it matters: Start tiny, increase slowly, keep positive engagement.

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7. List Quality

Why it matters: Never buy random lists; verify emails; remove bots and traps.

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9. Content Rules

Why it matters: Short, plain text, no hype. Avoid spam words and big images.

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11. Sending Patterns

Why it matters: Consistent times, reasonable volume, and throttling with new domains.

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13. Replies & Engagement

Why it matters: Ask human questions; encourage real replies; never automate everything.

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15. Bounce & Spam Handling

Why it matters: Stop and fix issues fast; track by mailbox and domain.

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17. Infra & Tools

Why it matters: Postmaster tools, seed tests, BIMI basics, and logging.

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19. Compliance

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- Next action: what can be shipped today in 30 minutes?

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- Goal in one line: keep it simple and measurable.
- Audience: who feels the pain now? Write 2–3 real examples.
- Message: one promise + one proof + one action.
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