tja

Email marketing
audit.

Layout

☐ Do your emails contain less than 50% images? **+5**

☐ Review the last 3-5 emails you've sent, if you removed the logo, do they appear to belong to the same company? **+3**

Statistics

☐ Is your average bounce rate below 2%? **+5**

☐ Do you have clear, working links or buttons in every email? **+3**

☐ Do you add Google Analytics tracking code to all of your links? **+3**

☐ Are your links presented as buttons more than 90% of the time? **+3**

☐ Are you sending emails on a consistent basis? (weekly, monthly, etc.) **+3**

List

☐ Did the majority of your subscribers intentionally subscribe to your emails? **+4**

☐ Are your subscribers segmented into categories? **+3**

Industry Comparison

Use this guide to find your industry: https://mailchimp.com/resources/email-marketing-benchmarks/

☐ Is your open rate near your industry average? **+3**

☐ Is your click rate near your industry average? **+3**

Total Score: _____/38

What Your Score Means

30-38: Your email marketing is in great shape!

21-30: Your email marketing needs improvement

Below 21: Let us help

Please reference thejamesagency.com/email-audit for more information on how all these pieces work together. Whether you got a perfect score or have some room for improvement, The James Agency is here to help.