

# Email Deliverability Guide

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

Created by Global Digital Projects · [globaldigitalprojects.in](https://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.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

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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

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## 13. Replies & Engagement

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

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## 17. Infra & Tools

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

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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.
- Channel: start with the easiest path you can repeat daily.
- Offer: remove risk; add a small win or sample.
- Tracking: use one sheet to log tests, results, next step.
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