

# eNewsletter Audit Checklist

Not all of these items will apply to every business' email newsletter but add as many as are appropriate for yours.

- Link to view the email online (as a webpage) – hide this link on mobile version as it doesn't work there, of course
- Issue date – month or exact date
- Headline – include it in the newsletter, not just in the subject line
- Website link – at least one but more is better
- Logo – embed a link to your website
- Name, company name
- Mailing address – usually in the footer but it doesn't have to be
- Phone number
- Email address
- Social media links (or icons) to your *active* profiles
- Google map (link)
- Photo of you/staff/team
- Hours of operation
- Link to unsubscribe
- Link to subscribe – in case a reader sends your newsletter to a friend
- Link to view newsletter archive – if it's a 'reusable' resource
- Call-to-action – what do you want your reader to do next?



You can find many more suggestions and tips to get the most out of your small business email newsletter on our blog at

[workbetternoharder.com](http://workbetternoharder.com).