

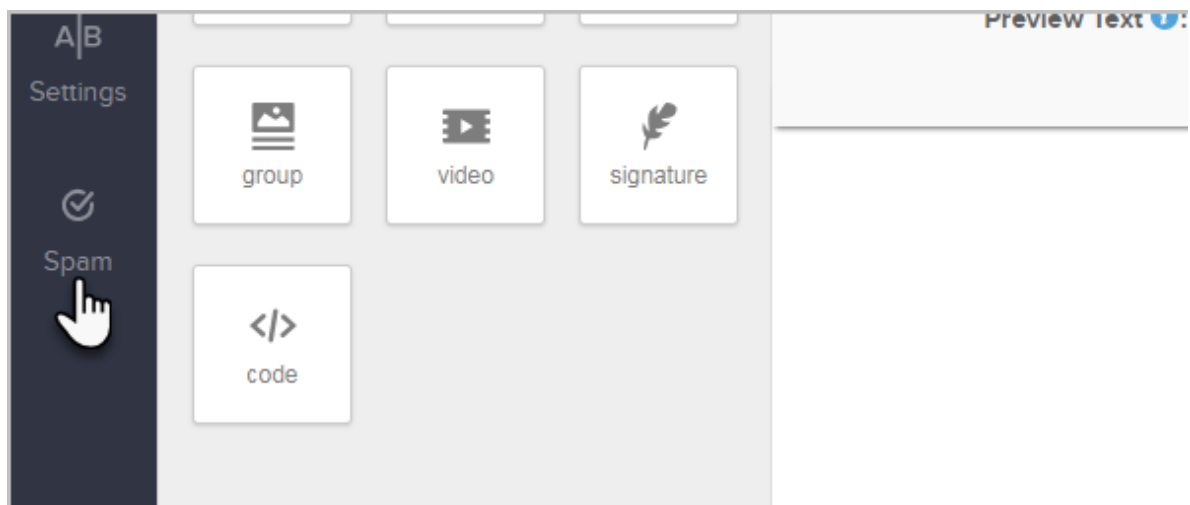
Content checking tool🔗

The email builder has built-in functionality to help you avoid triggering spam filters. Certain keywords can trigger these filters, which send your email straight to your contact's junk folder, where it sits unread. You can check your emails for these keywords by clicking the "Spam" icon in the email builder. These keywords will also be flagged when you click "Review and send" before sending your email.

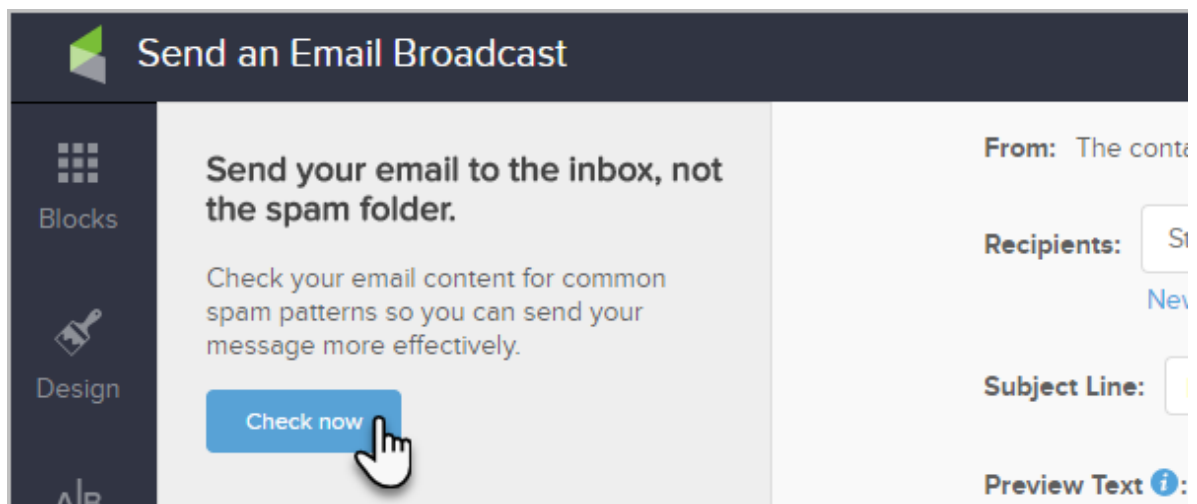
Please Note: This is currently only available when sending an email broadcast

How use Content Checking

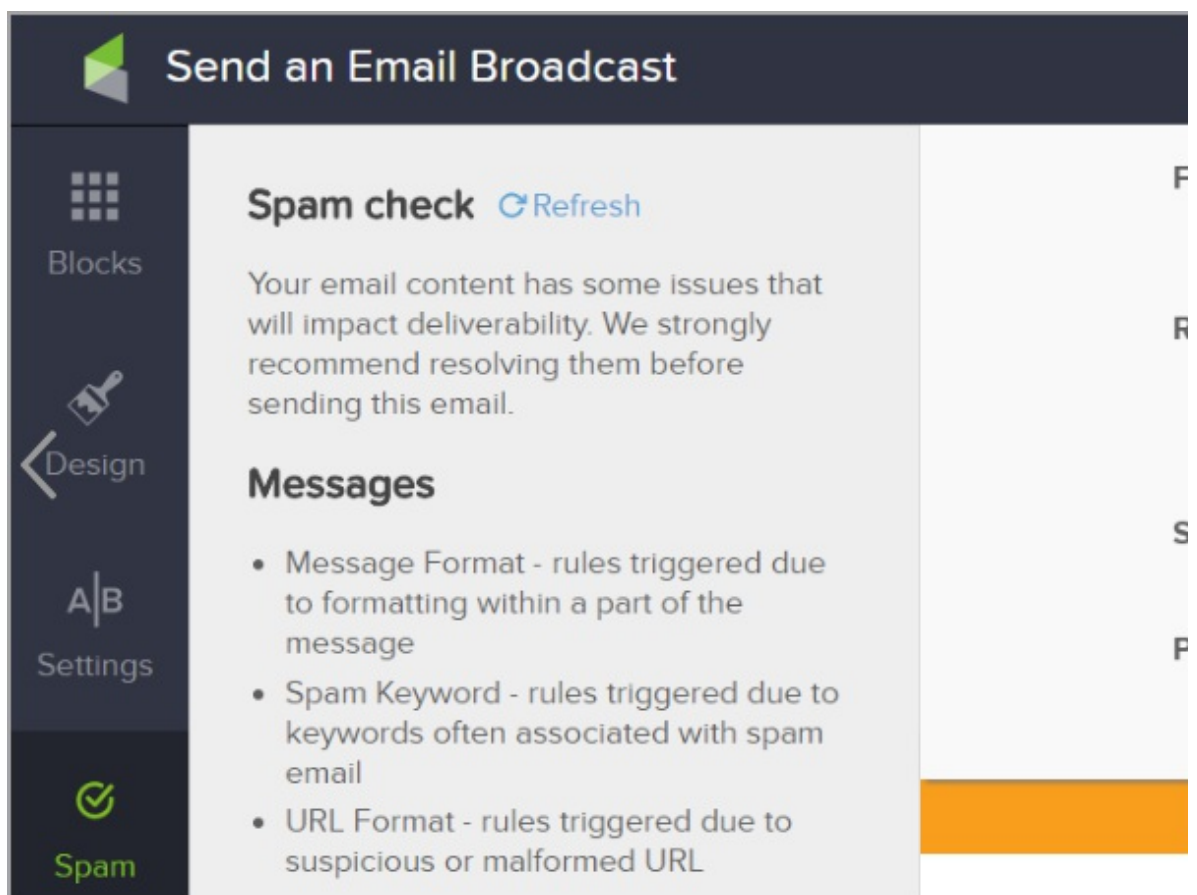
1. You can manually check the contents of an email you are composing by first clicking the **Spam** button.



2. Click **Check now**

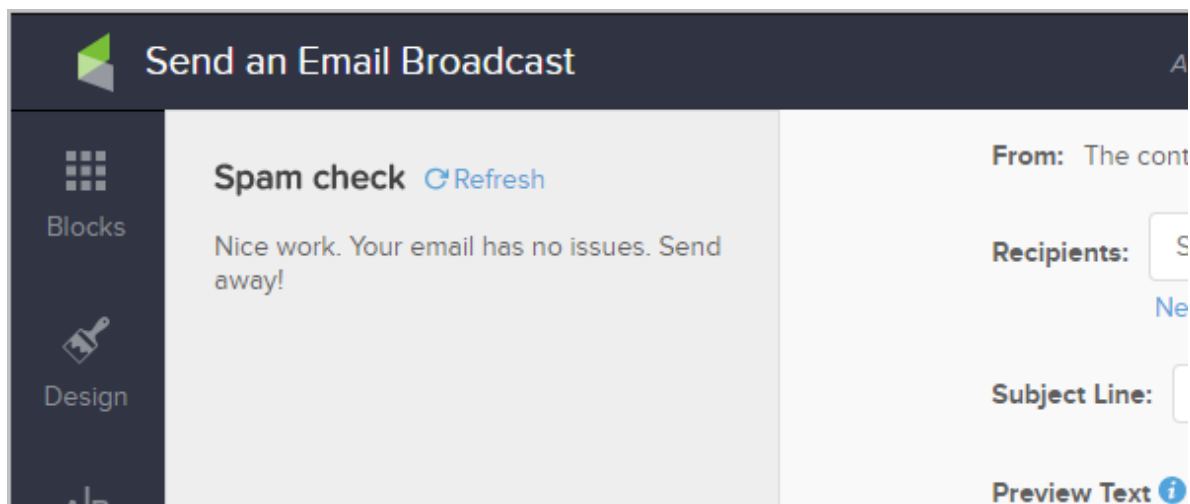


3. You will then be presented with an alert message detailing the errors that need to be resolved prior to sending the email



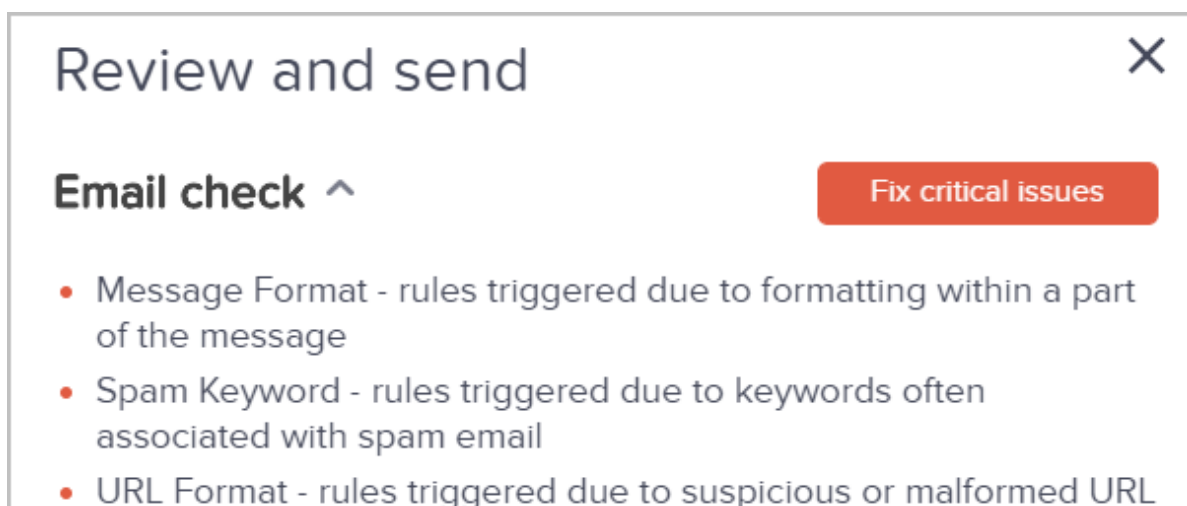
See #4 for examples of possible error messages

You will also be notified if there are no issues found



4. Also, when you click Review and Send, you will be presented with a new modal that will give your email a final check so you can fix any issues prior to sending.

The following are possible errors you might see:



Private Domains

Infusionsoft by Keap recommends using a private business domain to avoid email deliverability issues. In an effort to reduce spam and spoofing, email providers are moving to a policy that will reject mail sent from outside of their respective servers. This means that if you use a 'from' email address from a free provider (Yahoo, AOL, etc.), your email will be rejected because it is sent from Infusionsoft by Keap and not that actual provider. Click [here](#) for more information on DMARC.

Message Format

Image-to-text ratio: Keep your email to 20% or less images, and at least 80% text to prevent your email from triggering spam filters. Providers look out for this because typically, spammers try to mask their links by including too many images and/ or large images.

Spam Keywords

Certain words and phrases in the subject line or in the body of the email can trigger spam filters and cause them to go to junk folder. Our built in content checker will help you identify if your email contains possible 'spammy' words, but it's best to also A|B test your content to see what yields better results.

The following are examples of phrases that will likely trigger spam filters:

- Meet singles
- Work from home
- Free; F R E E
- \$\$\$
- Stock picks
- Get out of debt
- This isn't spam
- 100% FREE
- You're a winner!
- Act now!
- Get paid
- Save \$

URL Format

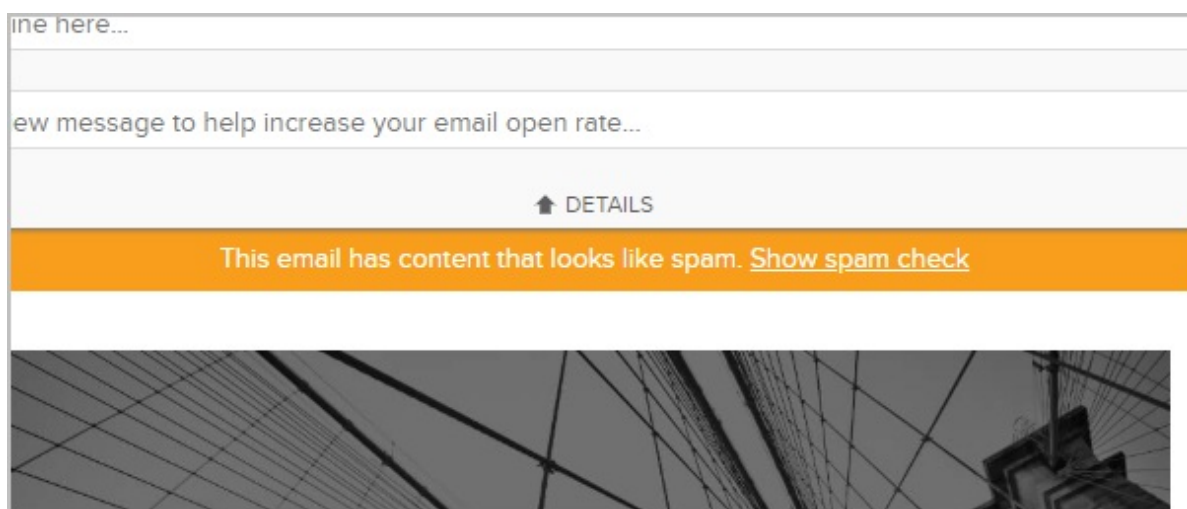
Inbox providers are also looking at the links you've included in your email.

- Link shorteners (e.g. Bitly, TinyURL, etc.) are typically flagged as spam. Try A|B testing links to see if it's the cause of an email landing in the junk folder.

- Unreputable sites or blacklistings can also trigger a spam filter. MXToolbox is a free tool you can use to quickly check if your domain is currently on a blacklist. Navigate to 'Blacklist check' on the homepage and enter the domain.
- Malformed links, or links with uncommon characters can be triggered for spam. A couple examples:

- .com, .net, etc. in the middle rather than the end
- Uncommon characters (*, &, etc.)

5. If you are working in an email that has been flagged for Spam content, you will see an orange banner at the top of the email.



Clicking the **Show spam check** link simply brings you back to the **Spam** check section of the Email Builder