# RESPONSIVENESS CHECKLIST

INTRODUCTION

It's important to make sure to email our lists on a consistent basis. If we fail to do this, then we'll start to see our open rates and engagement decline. The challenge for many of us is knowing what to write about aside from launches.

We've put together this Email Ideas Blueprint so that you'll always have something fresh you can use. We've put special focus on how to craft emails that can lead directly to revenue.

This blueprint may be useful for regular emails or for stocking your autoresponder sequences with.

Good luck and happy emailing!

Sharon Hayes
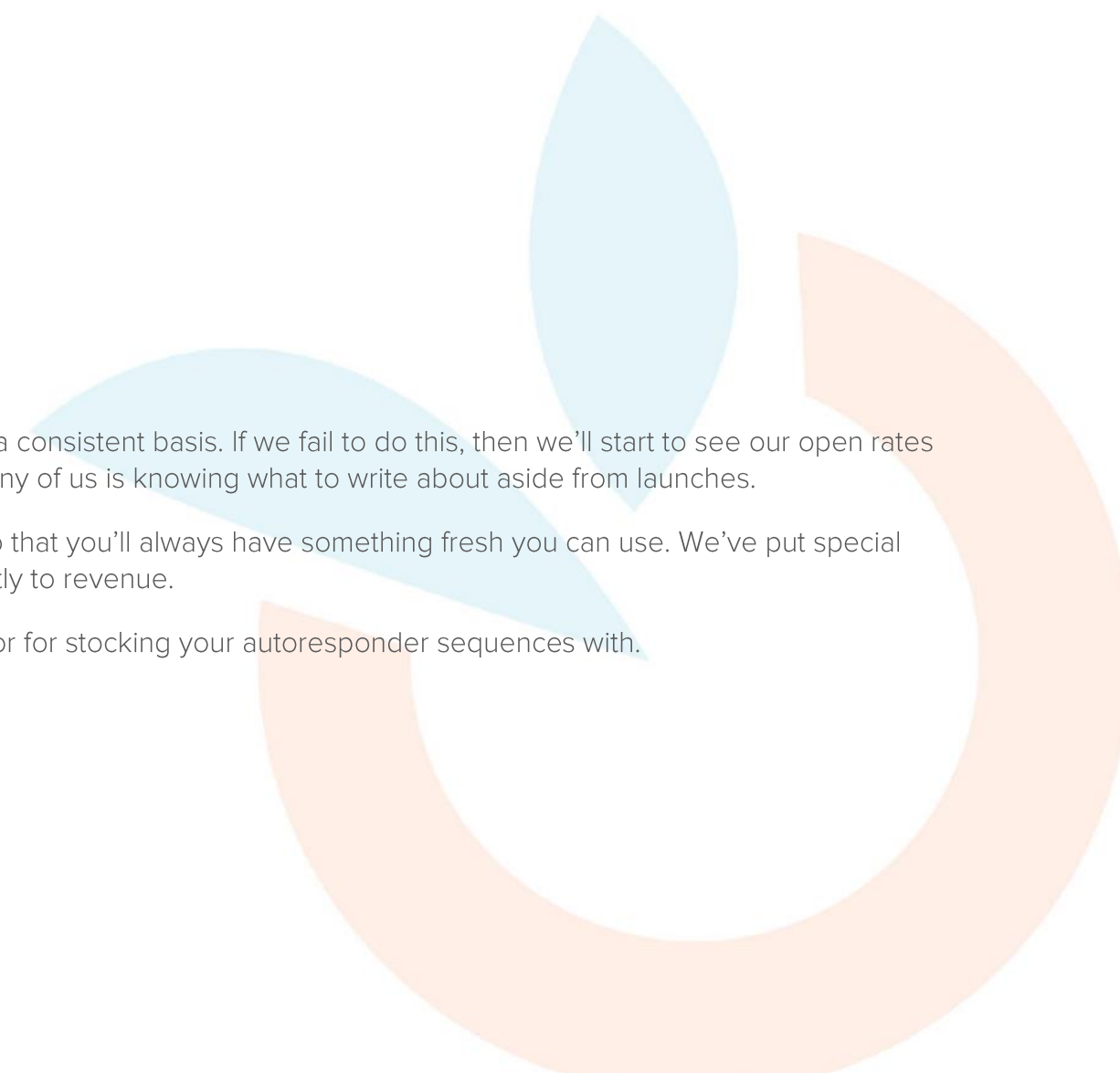
PREPARATION

Having a few tools and/or thinking mobile when creating your site can help save you from issues later and help you discover and resolve them more easily.

PREPARATION ITEM	WHO?	DONE?
Install a developer toolbar (available as add-ons for each browser) – this allows you to adjust the website width without shrinking your browser to check tablet/mobile widths		
Make sure you have Chrome, Firefox and Edge installed (and Opera if using Mac)		
Ideally have a smartphone and a tablet handy for checking the site		
If preparing to build a new site, think responsively – avoid fixed widths, complex floating layouts, intricate background images, or other advanced elements that break on mobile		
Open up tabs of various pages on your site to have a "before" snapshot of site		

GENERAL CHECK

This process is to do a general spot-check of any issues that stand out on the page.

ITEM TO CHECK	WHO?	DONE?
Open page full-size and check for errors		
Slowly shrink the width of the page and see how different sections change as a result (shrink the width until reaching 360 px wide, which is minimum mobile width)		
Take note of anything during the process that doesn't look right and should be fixed, and note the width at which you started to see the issue		
Check the page on your tablet for any issues		
Check the page on your smartphone for any issues		

SPECIFIC ISSUE CHECK

Many issues are easy to miss upon doing the general check, so this list will help you root out the most common issues.

ITEM TO CHECK	WHO?	DONE?
Your Logo: Is it sized appropriately and centered on smaller screens?		
Menus: Do you have a responsive menu plugin? Do your links just mush together and go all over the place?		
Banner Images: How do they shrink as your page gets smaller?		
Header Text: Does font size go down appropriately for smaller widths? Does it remain larger than the body font?		
Section Spacing: Does the space between and around sections of the page get smaller on smaller sized screens? Is there pace on the side of sections?		
Images Within Content: Do side-by-side images get handled well at smaller widths? Do they stack as needed on small enough widths? Does text next to them stack nicely too?		
Body Text: Does font size go down appropriately for smaller widths?		
Videos or Galleries: Do they avoid getting black bars or cut-off content on smaller widths?		
Links and Buttons: Are links and buttons obvious to click on mobile without hover over?		
Popups or Lightboxes: Are they sized appropriately on mobile? Do they fully show?		
Footer Links: Are they spaced appropriately and centered on lower widths?		