15 Tips for Writing Email Subject Lines and Previews That Convert

Do you know the difference between a Subject Line and a Preview? Good subject lines grab attention, describe what's in the email and encourage opens. Preview text displays in the inbox after the subject line in many inboxes.



Subject Lines

1. **Length**: There is no statistical link between subject line length and open rate. But for subscribers reading on mobile devices, shorter may be better. Most ESPs allow 129 character Subject Lines.
2. **Personalize**: Personalized subject lines increase open rates. The recipient's name in the email subject line increased open rates by 42% https://blog.kissmetrics.com/personalization-automation-skyrocket
3. **SPAM Triggers:** Words in your subject line can trigger SPAM filters. Ultimate List of Email SPAM Triggers https://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx
4. **Emojis**: Emoji's save space and attract attention: Know your audience. A picture tells 1000 words: and an emoji in your subject line attracts notice and saves space.
5. **CTAs**: Treat you subject line like a Call To Action. Use action verbs to entice readers to click.
6. **Urgency**: Create a sense of urgency. *Today Only* Subject lines that create a sense of urgency and exclusivity can give a 22% higher open rate. http://www.emailinstitute.com
7. Punctuation: Write a sentence, not a headline, to set a conversational tone.

Preview Text Displays in Most ESPs

8. **Use It**: Don't leave your Preview text blank, its a missed opportunity.
9. **Length**: Email preview text ranges from 35 to 140 characters, depending on your ESP.

10. **Customize**: Set the preview text yourself, or most email tools will automatically pull the preview from the body of your email. Some ESPs default to the same Preview text as your Subject.
11. **Optimize**: Craft your Preview text for SEO benefits and people friendliness, just as your Subject line.
12. **Emojis**: Emoji's are effective in Previews also.
13. Coordinate: Write Subject lines and Preview text that are complementary so they make sense when read together.
14. **Tagline**: If you can't customize your Preview text each time, set your tagline as the default preview text.
15. **Questions**: As a questions in your Preview to start a conversation.

Learn More: How to Increase Your Email Open Rate by 42% https://www.checkli.com/checklists/catherinerussell/how-to-increase-your-email-open-rate-by-42