

HOW TO AVOID TRIGGERS AND STAY OUT OF THE SPAM DUNGEON



There are many different factors which directly affect your emails as being tagged as spam. The number one reason is your subject line. Automated software scans and searches for triggers from incoming emails, subsequently identifying potential spam. Besides the enhancement of technology, the second line of defense is our personal filter and common sense.

Basic cyber self-protection dictates that we recognize and avoid emails we deem unsafe. In fact, OptinMonster reports that 69% of recipients report an e-mail as spam based on the subject line alone.

SUBJECT LINE

AVOID TRIGGER WORDS

When creating your newsletter subject lines, refer to our extensive SPAM Trigger Words in this resource for the words and phrases to avoid. In addition, make a note of any subject lines you feel are spammy and add them to the cache. If you think the subject line is spam, most likely your audience will as well. Make sure you aren't using any triggers that will get you in trouble.

As you go through the list in the resource, you will notice what appears to be duplicates. However, there are differences. Some trigger words or phrases are upper and lower case, others all upper case, some include punctuation, and others have altered formatting. Using these types of tricks does not get you around spam filters. It simply adds to the growing bank of trigger words and phrases.

Avoiding trigger words is the one of many best practices you want to exercise when writing your subject lines. Don't use all caps or excessive punctuation, as both of these will activate the spam detectors. Exclamation points, especially when used with question marks, immediately set off spam alarm bells. Using single apostrophes are also a no-no.

The beginning of your subject line should not use Re: or Fwd:, because spam filters recognize this deception for what it is when the email is coming in the first time. It's a surefire way to land in the spam folder. So is starting your email subject line with an active question designed to elicit a specific response. You will find "Do you like/want/have...?" in the comprehensive resource of trigger words..



SPAM FACTORS

CONSIDER THE CONTENT

While your subject line is the primary spam determining factor, as mentioned above, it is not the only one. Always consider and critically review the content within your email, too. You want to avoid negative behaviors and sentiments. Picture the stereotypical, sleazy used-car salesman. Makes your skin crawl, right? Things that appear too good to be true, unbelievable, manipulative, and shady will all evoke distaste or disgust. No one likes associating with unsavory characters. Along with sounding too needy, all of these behaviors will turn off your audience, increase the likelihood of being identified as spam, and explode your unsubscribe rate.

Other spam detecting aspects are the elements within your email. These include using more than 3 font colors, with special attention to the use of red. Here at Petite2Queen, our primary branding color is red, and we must pay careful attention to how it is used within our email content to avoid being “red flagged” by spam detectors. Another detail we watch is the ratio of text versus image content. A 60:40 text-to-image ratio is considered optimal.

Use links to provide your audience access to videos, direct media, or forms. This habit will help avoid being labeled as spam and improve overall deliverability. Rich media, such as JavaScript or incompetent HTML coding, will both alert spam detectors. And never start your marketing email content with “Dear.” It’s fatal and you will be tossed into the spam abyss.



LAST TIPS

UNSUBSCRIBE OPTION

Our last tips to avoid the spam dungeon start with including a clear “Unsubscribe” button. Consider giving your audience the option to opt out of your regular newsletter, while still staying on your list for special announcements, events, or offers. It will allow your tribe to choose their engagement level rather than losing them all together. Second, it’s a good idea to ask your new audience members to whitelist your domain in your initial welcome email. Finally, utilizing a reputable third party email service provider will significantly reduce the chance of bulk emails being labeled as spam. Plus, they offer a wealth of resources to improve your marketing emails.

SPAM SCORE

With unsolicited junk mail at 86% of all global email traffic, you can understand why your legitimate emails could end up in your recipient’s spam folder. While following the best practices outlined above, there are also excellent tools readily available to verify your email deliverability and spam score. Those with free options include:

- GlockApps.com
- IsNotSpam.com
- Mail-tester.com



OPEN RATES

There is one last piece of advice that will be instrumental in improving your email open rate. Remember, one of the most important aspects of your email campaign is the subject line. If the subject line sucks, no one will even open your email. Subject lines that are too long will trigger spam detectors, too. An excellent resource is provided by Co-Scheduler. Their “Email Subject Line Tester” is a truly indispensable tool to help you write rocking subject lines and stay away from the spam dungeon.

This resource and the following list were adapted from these resources:

<https://help.surveyanypace.com/en/support/solutions/articles/35000041542-how-do-i-avoid-my-emails-being-marked-as-spam->

<https://www.simplycast.com/blog/100-top-email-spam-trigger-words-and-phrases-to-avoid/#post>

<https://www.automational.com/spam-trigger-words-to-avoid/>

<https://blog.hubspot.com/blog/tabid/6307/bid/30684/the-ultimate-list-of-email-spam-trigger-words.aspx>

SPAM

TRIGGER WORDS

100%	Amazing	BONUS
#1	AMAZING	Bonus
\$\$\$	Amazing stuff	Boss
100% FREE	APPLY NOW	Brand New Pager
100% free	Apply now	Brand new pager
100% SATISFIED	Apply online	BULK EMAIL
100% satisfied	Apply Online	Bulk Email
4U	AS SEEN ON	BUY
4u	As seen on	Buy
50% off	Auto email removal	BUY DIRECT
ACCEPT CREDIT CARDS	AUTO EMAIL REMOVAL	Buy Direct
Accept credit cards	AVOID	Buying judgements
ACCEPTANCE	Avoid	Buying judgments
Acceptance	AVOID BANKRUPTCY	Cable Converter
ACCESS	Avoid Bankruptcy	Cable converter
Access	BARGAIN	CALL
ACCORDINGLY	Bargain	Call
Accordingly	Be Amazed	Call free
Act Now	BE YOUR OWN BOSS	Call now
ACT NOW!	Be your own boss	CALLING CREDITORS
Act Now!	BEING A MEMBER	Calling creditors
Action	Being a member	Can't live without
AD	Beneficiary	Cancel
Ad	Best price	Cancel at any time
ADDITIONAL INCOME	BEVERAGE	CANCEL AT ANY TIME
Additional Income	Beverage	Cannot be combined with any other offer
Addresses	Big Bucks	Card accepted
ADDRESSES ON CD	Big bucks	CARDS ACCEPTED
Addresses on cd	Billing	Cards accepted
AFFORDABLE	Billing Address	Cash
ALL NATURAL	BILLING ADDRESS	Cash bonus
All Natural	Billion	Cashcashcash
ALL NEW	Billion Dollars	Casino
All New	Billion dollars	Celebrity

SPAM

TRIGGER WORDS

Cell phone cancer scam	Cost	Earn \$
Cents on the dollar	Costs	Earn Cash
Certified	Credit	Earn extra cash
Chance	Credit bureaus	Earn per week
Cheap	Credit card offers	Easy terms
Check	Cures	Eliminate bad credit
Check or money order	Cures baldness	Eliminate debt
CHECK OR MONEY ORDER	CURES BALDNESS	Email harvest
Claims	Deal	Email marketing
Claims not to be selling anything	Dear	Exclusive deal
Claims to be legal	[email/friend/somebody]	Expect to earn
Clearance	DEAR	Expire
Click	[EMAIL/FRIEND/SOMEBO	Explode your business
Click below	DY]	Extra
Click Below	Dear friend	Extra cash
Click here	Debt	Extra income
Click Here	DIAGNOSTICS	Fantastic
Click to remove	Diagnostics	Fantastic deal
Collect	Dig up dirt on friends	Fast cash
COLLECT CHILD SUPPORT	DIG UP DIRT ON FRIENDS	FAST VIAGRA DELIVERY
Collect child support	Direct email	Fast Viagra delivery
COMPARE	Direct marketing	Financial freedom
Compare	Discount	Financially independent
Compare rates	Do it today	For free
COMPETE FOR YOUR BUSINESS	Do you like/want/have...?	For instant access
Compete for your business	Don't delete	For just \$XXX
Confidentiality on all orders	Don't hesitate	For just \$xxx
Congratulations	Dormant	For just \$yyy
Consolidate debt and credit	Double your	For Only
Consolidate your debt	Double your cash	For only
Copy accurately	Double your income	For you
COPY ACCURATELY	Drastically reduced	Form
Copy dvds	Drastically reduced	FREE
Copy DVDs	Earn	Free

SPAM

TRIGGER WORDS

Free	Get paid	Info you requested
Free access	Get started now	Information you requested
FREE ACCESS	Gift certificate	Instant
Free and free	Give it away	Insurance
Free cell phone	Giving away	Internet market
FREE CELL PHONE	Giving it away	Internet marketing
Free consultation	Great	Investment
Free dvd	Great offer	Investment decision
Free DVD	Guarantee	It's effective
Free gift	Guaranteed	Join millions
Free grant money	Have you been turned down?	Join millions of Americans
Free hosting	HELLO	Junk
Free info	Hello	Laser printer
Free installation	Here	Leave
Free Instant	Hidden	Legal
Free instant	Hidden assets	Life
Free investment	hidden charges	Life Insurance
Free leads	Hidden charges	Lifetime
Free membership	Home	Limited
Free money	Home based	limited time
Free offer	Home based business	Limited time
Free preview	Home employment	Limited time offer
Free priority mail	Homebased business	Limited time only
Free quote	Human growth hormone	Loan
Free sample	If only it were that easy	Loans
Free trial	Important information	Long distance phone number
Free website	Important information regarding	Long distance phone offer
Freedom	In accordance with laws	Lose
FRIEND	Income	Lose weight
Friend	Income from home	Lose weight spam
Full refund	Increase sales	Lose weight spam
Get	Increase traffic	Lower monthly payment
Get it now	Increase your sales	Lower monthly payment
Get out of debt	Incredible deal	Lower your mortgage rate

SPAM

TRIGGER WORDS

Lowest insurance rates	New customers only	Obligation
Lowest interest rate	New domain extensions	Off shore
Lowest price	Nigerian	Offer
Luxury	No age restrictions	Offer expires
Luxury car	No catch	Offers
Mail in order form	No claim forms	Offshore
Maintained	No cost	Once in a lifetime
Make \$	No credit check	Once in lifetime
Make money	No disappointment	One hundred percent free
Marketing	No experience	One hundred percent guaranteed
Marketing solutions	No fees	One time
Mass email	No gimmick	One time mailing
Medicine	No gimmicks	One-time
Medium	No hidden	Online biz opportunity
Meet singles	No hidden Costs	Online degree
MEET SINGLES	No hidden costs	Online marketing
Member	No interest	Online pharmacy
Member stuff	No interests	Only
Message contains	No inventory	Only \$
Message contains disclaimer	No investment	Open
Million	No medical exams	Opportunity
Million dollars	No middleman	Opt in
Miracle	No obligation	Order
Mlm	No purchase necessary	Order now
Money	No questions asked	Order shipped by
Money back	No selling	Order status
Money making	No strings attached	Order today
Month trial offer	No-obligation	Orders shipped by
More Internet Traffic	Not intended	Orders shipped by shopper
Mortgage	Not junk	Outstanding values
Mortgage rates	Not spam	Passwords
Multilevel marketing	Notspam	Pennies a day
Name Brand	Now	Per day
Never	Now only	Per week

SPAM

TRIGGER WORDS

Performance	Requires initial investment	Special promotion
Phone	Reserves the right	Stainless Steel
Please read	Reverses	Stainless steel
Potential earnings	Reverses aging	Stock alert
Pre-approved	Risk free	Stock disclaimer statement
Presently	Rolex	Stock pick
Price	Safeguard notice	Stop
Prices	Sale	Stop snoring
Print form signature	Sales	Strong buy
Print out and fax	Sample	Stuff on sale
Priority mail	Satisfaction	Subject to cash
Prize	Satisfaction guaranteed	Subject to credit
Prizes	Save \$	Subscribe
Problem	Save big money	Success
Produced and sent out	Save money	Supplies
Profits	Save up to	Supplies are limited
Promise	Score	Take action
Promise you	SCORE WITH BABES	Take action now
Purchase	Score with babes	Talks about hidden charges
Pure profit	Search engine listings	Teen
Pure Profit	Search engines	Tells you it's an ad
Pure profits	Section 301	Terms
Quote	See for yourself	Terms and conditions
Rates	Sent in compliance	The best rates
Real thing	Serious	The email asks for a credit card
Refinance	Serious cash	The following form
Refinance home	Serious only	They keep your money -- no refund!
Refund	shopper	They make a claim or claims that they're in accordance with spam law
Regarding	Shopper	They try to keep your money, no refund
Removal	Shopping spree	They're just giving it away
Removal instructions	Sign up free today	This isn't junk
Remove	Social security number	
Removes wrinkles	Solution	
Request	Spam	

SPAM

TRIGGER WORDS

This isn't spam	While you sleep
This won't last	Who really wins?
Thousands	Why pay more?
Time limited	Wife
Trial	Will not believe your eyes
Trial unlimited	Win
U.S. dollars	Winner
Undisclosed recipient	Winning
University diplomas	won
unlimited	Won
Unlimited	Work at home
Unlimited trial	Work from home
Unsecured credit	Xanax
Unsecured debt	You are a winner!
Unsolicited	You have been selected
Unsubscribe	You're a Winner!
Urgent	You're a winner!
US dollars	Your income
Vacation	
Vacation offers	
Valium	
Viagra	
Vicodin	
Visit our website	
Warranty	
We hate spam	
We honor all	
Web traffic	
Weekend getaway	
Weight	
Weight loss	
What are you waiting for?	
What's keeping you?	
While supplies last	

Petite2Queen helps the world by providing women virtual mentoring programs and tools to achieve more, faster. Learn more at <http://petite2queen.com>