

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

A beginners guide to ISP Inbox Delivery

By Verna Jill Jabat

We've discussed blacklisting, I wanted to spend some time looking at where the rubber hits the road for email delivery: the ISP inbox.

Let's be very clear about this for consumer facing campaigns there are 4 major ISP's that manage the majority of consumer inboxes.

- MSN/Hotmail
- Yahoo Mail
- AIM Mail
- Gmail

What Does this Mean?

Basically unless each of these mail platforms relays your message to the primary folder, your email campaign is far from optimized.

What Causes mail to be delivered to a bulk/spam Folder?

All of these ISP's allow their users to report spam with a "report spam" button. The ISP uses this feedback to create a profile for your mail. If users are reporting your mail as spam you will run into problems.

What Can I do to make sure I do not create ISP Spam complaints?

AOL recommends keeping spam complaints below 1-3 percent of traffic, depending on volume. This figure is unique to AOL's user base; it's too generous when applied as a general standard. Be at or below the range of one complaint per 6,000 to 8,000 messages, or 0.013 percent.

Minimize Complaints

Minimizing complaints always starts with practices used to collect e-mail addresses. It should be obvious by now sending unsolicited e-mail only gets you in trouble. Mailing lists with the lowest

complaint rates are either confirmed opt-in or properly managed single opt-in. If you have a solid permission-based list but still find incoming complaints are higher than the optimal rate or are rising, consider the following:

- Brand your subject lines. Mail systems with spam complaint buttons offer it at the inbox level. A recipient need only to scan subject lines and decide which messages not to delete immediately. A subject line such as "Exciting offers for you, Bob!" will surely be marked as spam. Consider using your company or newsletter name in brackets at the beginning of your subject lines.
- Consider including unsubscribe instructions at the top of your e-mail, in addition to the footer. Some users use the "report spam" button as an unsubscribe method and won't scroll through an entire message to find that link.
- Include instructions for users to whitelist your domain. This prevents a user-based filter from mistaking your message for spam and either diverting it to the spam folder or prefixing "[SPAM]" to the subject of the message.
- Provide a preference update page. Disclose how your organization will use a subscriber's e-mail

addresses, and how often. Allow subscribers to select preferences on the opt-in form, and link from e-mail to a preference or profile update page.

- Avoid spammy looking content. Try not to use garish, bold fonts; large, red letters, and the like. Avoid images with poor compression quality. A clean, readable design isn't as likely to be mistaken for spam.
- Don't over e-mail. If recipients expect to receive a few informational e-mail messages each month from your company, don't suddenly start sending two or three each week.
- Don't send unexpected e-mail. If subscribers opted in to receive your "Trends & Tips" newsletter, don't send them your hard-sell e-commerce messages, unless they clearly requested them.
- Include opt-in information. If possible, add to your e-mail admin area information, such as the subscriber's e-mail address, date of opt-in, and how she potentially subscribed (product registration, white paper download form, sweepstakes entry, etc). With many subscribers receiving dozens of commercial e-mail messages daily, it's easy to forget signing up for your newsletter — and then to file a complaint.

What Can I do to test my ISP deliverability?

We recommend you use a service like EmailReach. Their trial is free and let's you know where you stand in about 5 minutes.

<http://www.emailreach.com/default.aspx>

Following these guidelines should help you to avoid being bulk foldered by the main ISP's.

Verna Jill H. Jabat, a Webmaster staff and part of Agents of Value.

<http://www.agentsofvalue.com>

PC Doctor+ Guide 4 Reducing Spam

By Steve Latimer

PC Doctor+ Guide 4 Reducing Spam by Steve Latimer

Get Some Protection: Part 4 Spam

SPAM . . SPAM . . SPAM . . Yes it really was named after the famous Monty Python sketch featuring the intrepid Erik the Viking.

What Is Spam?

Unsolicited e-mail. Over 60% of all e-mails are now unsolicited sales messages – and it's growing.

Junk mail is the scourge of the Internet. While it's a real shame that something as useful as e-mail should be contaminated by this claptrap there are serious implications to it's phenomenal growth. EU businesses spend £1.5 billion a year trying to counter it and now Governments are looking at ways legislate against it.

In 2004, the UK Government brought in legislation to discourage the spammers but the penalties are derisory compared to those introduced by other countries. This has had the unfortunate effect of making the UK a prime target for international spammers. It is estimated that by the end of 2005, 80% of all UKJ e-mails will be spam.

There are no ways to avoid it completely that we know of but you can take steps to minimise it.

Common Sense Tips to Reduce SPAM

Never visit web sites advertised by Spam mail

If you do, never, NEVER buy anything

Do not reply to the e-mail or click an unsubscribe link – doing so merely confirms that your e-mail address is active and that the message has been read.

Delete Spam messages immediately

If certain domains are particularly bothering you report them to your ISP

Don't register for free services – especially those that don't allow you to opt out of third party and/or related products and services – they'll forward your address on to other Spammers.

Set up a dummy web based e-mail account such as Hotmail and use this address as a scrap bucket if you can't avoid providing an e-mail address. Organisations such as Hotmail routinely clear out dead messages to save space which means once you have set up your dummy account you can forget about it.

Blocking Unsolicited Mail In Microsoft Outlook Express

Once you have received an unsolicited mail into your inbox select it by clicking on it once.

Move the pointer to the MESSAGE menu option on the top menu bar
Select BLOCK SENDER

This action adds the senders address to a growing list of blocked senders. Each time a mail is received from any of those in the blocked list the mail is moved automatically to the DELETED ITEMS folder and does not appear in the INBOX.

Blocking Unsolicited Mail In Microsoft Outlook 2000/2002/XP

Use the RULES WIZARD within the TOOLS menu to create a rule to send any mail suspected of being Junk Senders to the DELETED ITEMS folder.

When an unsolicited e-mail arrives in your Inbox then select it by RIGHT clicking on it once and choose to add it to the junk senders list.

Delete the mail manually from your Inbox

The next time a mail arrives from the same source it will be moved automatically to the DELETED ITEMS folder. As the list grows the amount of junk mail in your Inbox will diminish.

There may be light at the end of the Spam tunnel. Uncle Bill at Microsoft is known to have 'a thing' about Spam and is determined to kill it off. Governments too are looking for better ways to reduce this nuisance.

Steve Latimer is Systems Manager with Arrival Computers (<http://www.arrival-computers.co.uk>). PC Doctor+ Guides are aimed at users new to computing. They may be reproduced and included in web sites as additional content provided a link is added back to the Arrival Computers Web Site.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!