



Spam Words To Avoid when Sending Emails

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What are spam words & how to avoid spam traps?

- Spam words are words that trigger alerts on spam algorithms in search engines like Google, Bing, etc.
- If spam words trigger alerts on search engines it can automatically place your well-intended email into the junk or spam folder.
- To avoid this, refrain from using spam words in emails and subject lines.
- Lastly, always, always test your emails on multiple email clients to see how the email lands and in which folder.





IMPORTANT NOTE:

- We have witnessed times where some of these words were used in an email, and it did **NOT** hit the spam filter and rendered okay into the main mailbox.
- Sometimes, your organization may dictate the use of one of these words in an email. In that case, just test deliverability and report the findings.

Spam Words to Avoid

- 100%
- Acceptance
- Access
- Additional income
- All-natural
- All-new
- Amazing
- As seen on
- Avoid
- bankruptcy
- Bargain
- Be your own boss
- Beneficiary
- Best price
- Big bucks
- Billion
- Bonus
- Boss
- Cancel
- Card
- accepted
- Cash
- Cash bonus
- Casino
- Celebrity
- Certified
- Cheap
- Compare
- Congratulatio
ns
- Consolidate
your debt
- Credit card
offers



Spam Words to Avoid

- Cures
- Deal
- Dear friend
- Direct email
- Do it today
- Double your income
- Drastically reduced
- Earn
- Earn extra cash
- Easy terms
- Eliminate bad credit
- Email marketing
- Extra
- Fantastic deal
- Fast viagra delivery
- Financial freedom
- Financially
- independent
- For instant access
- Free
- Free gift
- Free grant money
- Free hosting
- Free info
- Free investment
- Free membership
- Free trial
- Friend
- Get paid
- Giving away
- Great offer

Spam Words to Avoid

- Guarantee
- Have you been turned down?
- Hello
- Home-based
- Important information regarding
- Incredible deal
- Information you requested
- Instant
- Join millions
- Limited time
- Lose weight
- Money back
- New customers only
- No age restrictions
- No catch
- No experience
- No obligation
- No purchase necessary
- No questions asked
- No strings attached
- Now only
- Offer
- Offer expires
- Once in a lifetime
- Opportunity
- Order now
- Order today
- Please read
- Prize
- Prize





Spam Words to Avoid

- Reverses aging
- Save big
- Special promotion
- Take action
- This won't last
- Unlimited
- Urgent
- Visit our website
- What are you waiting for?
- While stocks last
- Winner
- Winning
- Won



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